

# ProfitMancer

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## MONEY MASTERY

Certification - Failures &  
Wins: Business Bedtime  
Stories

TRANSCRIPT

## Introduction

Hello, coaches and consultants! Welcome to your training session on how to use the 'Failures & Wins: Business Bedtime Stories' module with your clients. This module is a crucial part of the Money Mastery program, as it provides valuable insights into learning from both successes and failures, giving your clients the tools they need to navigate the business world with confidence.

## Overview of the Module

The 'Failures & Wins: Business Bedtime Stories' module focuses on learning from real-world business successes and failures. It's designed to help clients understand the importance of both perspectives and apply the lessons to their own business strategies.

### Key objectives of this module include:

- Exploring success stories to identify common patterns and behaviors that lead to business growth.
- Analyzing failure stories to understand what went wrong and how to avoid similar pitfalls.
- Developing a balanced approach to business strategy by incorporating lessons from both successes and failures.
- Creating a practical action plan to apply these lessons to clients' businesses.

## Tips for Group Sessions

When applying this module in a group setting, consider the following tips:

- **Encourage Sharing:** Invite group members to share their favorite success and failure stories. This fosters a collaborative environment where clients can learn from each other.

- **Facilitate Discussion:** Use open-ended questions to spark discussions about key takeaways from the module. Ask clients what they found surprising or enlightening and how they plan to apply these lessons.
- **Use Breakout Groups:** If the group is large, consider using breakout sessions to allow for more intimate discussions. This gives clients a chance to dive deeper into specific topics and collaborate on the worksheet.

## Tips for 1:1 Sessions

In 1:1 sessions, you can offer more personalized guidance. Here are some tips for working with clients individually:

- **Focus on Personal Stories:** Encourage clients to share their own success and failure stories. This helps you understand their background and tailor your advice accordingly.
- **Set Specific Goals:** Work with clients to set specific goals based on the module's content. Use the worksheet to guide this process and create a clear action plan.
- **Provide Ongoing Support:** Offer follow-up sessions to track progress and address any challenges. This builds trust and ensures clients stay on track with their goals.

## Using the Worksheet

The worksheet associated with this module is a valuable tool for guiding clients through the learning process. Here are some additional tips for using the worksheet effectively:

- **Start with Reflection:** Encourage clients to reflect on the importance of learning from both successes and failures. This sets the stage for the rest of the worksheet.
- **Guide Clients Through the Sections:** Walk clients through each section, ensuring they understand the questions and prompts. This helps them get the most out of the worksheet.

- **Emphasize Action Plans:** The action plan section is critical. Help clients create specific, achievable steps to apply the lessons they've learned. Encourage them to set a timeline and track their progress.

## Addressing Sticking Points

Clients may encounter some sticking points while working through this module. Here are a few common challenges and how to address them:

- **Reluctance to Share Failures:** Some clients may be hesitant to discuss their own failures. Create a safe space where they feel comfortable sharing. Remind them that failures are part of the learning process and can lead to growth.
- **Difficulty Applying Lessons:** Clients might struggle to translate lessons from stories into actionable strategies. Help them break down the lessons into manageable steps and offer guidance on how to implement them.
- **Overemphasis on Success:** Clients may focus too much on success stories and overlook the value of learning from failures. Reinforce the importance of balance and share examples of successful businesses that learned from setbacks.

## Conclusion

By following these tips and addressing common sticking points, you'll be well-equipped to guide your clients through the 'Failures & Wins: Business Bedtime Stories' module. Remember, your role as a coach or consultant is to inspire, support, and guide your clients on their journey toward business success.

Thank you for your dedication to helping others achieve their goals. If you have any questions or need further guidance, feel free to reach out. Good luck, and happy coaching!