

# ProfitMancer

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## MONEY MASTERY

### Certification - Opportunity Triage: Picking the Winners

TRANSCRIPT

# Introduction

Welcome, Certification peeps, to our specialized training session focused on effectively integrating and delivering the "Opportunity Triage: Picking the Winners" module from our ProfitMancer Money Mastery program. Whether you're facilitating one-on-one sessions, leading group workshops, or sharing scripted content, this module is pivotal in guiding entrepreneurs through the crucial process of evaluating opportunities.

## Module Overview

"Opportunity Triage: Picking the Winners" is designed to empower entrepreneurs to make strategic decisions about where to allocate their resources. It combines goal alignment, opportunity cost analysis, risk versus reward assessment, and intuition checks to ensure each decision supports their broader business objectives.

## Preparation Tips

- Familiarize yourself thoroughly with the module content and worksheet. Understanding the nuances will allow you to guide discussions and answer questions effectively.
- Prepare real-world examples or case studies that illustrate the principles of opportunity triage. Personal experiences can also be powerful teaching tools.

## Group Tips

- Foster an interactive environment by encouraging participants to share their current opportunities and thought processes. Group brainstorming can lead to insights and solutions that individual participants might not consider on their own.
- Utilize breakout rooms for smaller groups to discuss specific opportunities and perform the worksheet activities. Reconvene to share discoveries and learning points.

## One-on-One Tips

- Tailor the discussion to the specific challenges and opportunities your client is facing. The personalized attention can lead to deeper insights and more actionable plans.
- Use the worksheet as a conversation starter and a structured guide to explore each opportunity in depth. This can also help maintain focus and ensure productive use of time.

## Tips for Using the Worksheet

- Encourage clients to approach the worksheet with an open mind and honesty. The value of the exercise lies in the genuine assessment of each opportunity.
- Highlight the importance of the "Intuition Check." Many entrepreneurs overlook their gut feelings, but intuition is a powerful decision-making tool when used in conjunction with rational analysis.
- Remind clients that the "Final Verdict" isn't set in stone. Business landscapes evolve, and what may not seem like a viable opportunity now could become relevant in the future.

## Addressing Sticking Points

- Overwhelm: Clients might feel overwhelmed by the sheer number of opportunities or the decision-making process itself. Encourage them to take it step by step and remind them that not every opportunity needs immediate action.
- Fear of Missing Out (FOMO): Some clients may struggle with passing on opportunities due to FOMO. Discuss the long-term impact of spreading themselves too thin versus focusing on opportunities that align with their goals.

- Risk Aversion: Clients may shy away from opportunities with higher risk profiles, even if the potential rewards are significant. Work on strategies to mitigate risks and build confidence in their decision-making abilities.

## Conclusion

The "Opportunity Triage: Picking the Winners" module is more than just a tool for assessing opportunities; it's a mindset shift towards strategic, goal-aligned decision-making. As coaches and consultants, your role is to guide clients through this process, helping them develop the skills and confidence to make decisions that propel their businesses forward.

Whether in group settings or one-on-one, your expertise and insight can make this module a transformative experience for your clients, ensuring that the choices they make today lay the groundwork for tomorrow's success.