

ProfitMancer

MONEY MASTERY

Certification - Scaling
Everest: Growing Your
Biz Without Oxygen

TRANSCRIPT

Introduction

Hello, amazing coaches and consultants! Today, we're diving deep into effectively using the "Scaling Everest: Growing Your Biz Without Oxygen Tanks" module from our Money Mastery program with your clients. This module isn't just about growth; it's a catalyst for maintaining a growth mindset and ensuring the continuity and application of all the work your clients have done thus far. Whether you're engaging with clients one-on-one or in a group setting, this training will equip you with strategies to maximize the impact of this pivotal module.

Module Overview

"Scaling Everest" is designed to push entrepreneurs to think beyond traditional growth avenues and to embrace risk, innovation, and strategic planning as tools for exponential growth. It's about viewing the business landscape not as a series of obstacles but as a mountain rich with paths to the summit.

Growth vs. Fixed Mindset

Before diving into the module with your clients, it's crucial to discuss the concept of growth versus fixed mindsets. A growth mindset, as posited by Carol Dweck, believes abilities and intelligence can be developed through dedication and hard work. In contrast, a fixed mindset believes these traits are static and unchangeable. This module aims to fortify the growth mindset, emphasizing that challenges, failures, and effort are steps toward mastery and success.

One-on-One Implementation

- Tailor discussions around the "Scaling Everest" module to address specific areas where your client seeks growth or faces challenges.
- Use the worksheet as a reflective tool, encouraging deep personal insights into their growth strategy and any "loose threads" in their business plan.

- Focus on actionable steps derived from the worksheet to create a customized growth plan.

Group Implementation

- Facilitate discussions that allow participants to share their interpretations of the module and insights from the worksheet, fostering a collaborative learning environment.
- Highlight common sticking points, such as a reluctance to embrace risk or difficulty in prioritizing opportunities, and use group wisdom to address them.
- Group sessions are ideal for discussing growth vs. fixed mindset, using real-life examples from participants to illustrate these concepts.

Tips for the Worksheet

- Encourage clients to be brutally honest in their worksheet responses; the value comes from self-reflection and candor.
- For each section of the worksheet, ask clients to think about not just their business, but how their mindset influences their responses and actions.
- Utilize the “Action Steps for Loose Threads” and “Opportunity Activation Plan” sections as a basis for accountability check-ins.

Addressing Sticking Points

Clients may resist the growth mindset due to fear of failure or change. Here’s how to navigate these sticking points:

- Use success stories from other entrepreneurs who embraced risks and innovated their way to success as motivational examples.

- Highlight the importance of viewing challenges as opportunities for growth, rather than threats to the status quo.
- Discuss the "Opportunity Inventory" from the worksheet in sessions, focusing on how identified opportunities can be a stepping stone for growth.

Conclusion

The “Scaling Everest” module is more than just about growth; it's a mindset shift that can redefine how your clients view their business and its potential. As coaches and consultants, your role is to guide them through this mindset transformation, ensuring they apply what they've learned and continue to build on their foundation. Keep them locked in on their growth mindset, challenge fixed mindset tendencies, and remind them that every entrepreneur's journey is unique—but every summit is within reach.

Remember, the path to the top might be steep, but the view from above is worth every step. Let's empower your clients to start their climb.