
MONEY & YOU[®]

INNER CIRCLE

Jeff Alexander: Cornerstones for Business

Implementation Notes

- 1) Give out a **Certificate of Excellence** when expectations of customers have been exceeded.

- 2) **Determine the language** you are using in your business and develop a manual of how you name things, customers, procedures, offers. Once developed, pass on this manual to everyone in the company.

- 3) Right after each promotion, ask each new manager to begin **training a replacement** person. Provide them with a **Learning Journal** in which they write down their questions and then encourage them to come up with the answer on their own. This will free you up from unnecessary training.

- 4) Target your biggest **bonus plan** to the team, not the individual. This encourages the team to work together in finding solutions.

- 5) Create a **Culture of Giving**. Build giving into your team experiences.

- 6) When you look over your plan of action or business plan, take note of the areas that look difficult to you and pay special attention to them. These areas are where your learning takes place and where you can gather strength and experience. By becoming conscious of these difficult areas you don't get limited by them.

- 7) Train yourself to immediately take action when you have an intuition from the heart and don't wait the 17 seconds when your mind starts stopping you. That is the place where heroes are born.

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