

Your Zenersity, your tool to establish your special niche and your business's value-added, is derived from six categories to which you assign three traits unique to you. What qualities about you get your heart racing? What are the skillsets you possess that make you feel alive? What problem-solving characteristics do you have that no one else does? In a word, list three answers for each question.

Zenersity definition: personal, distinct, one-of- a-kind qualities, fitted harmoniously to you.

1. Ideologies:

Viewpoints or ways of performing activities that are unique to you.

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2. Proficiencies:

Qualities that demonstrate your aptitudes and ability to accomplish the things you set out to do.

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3. Ethics:

Qualities that demonstrate trustworthiness (ability to keep a promise)

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4. Influences:

Who/what things are most influential to your character.

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5. Outward Eccentricities (Style):

Personal touches or ways of outwardly expressing yourself that define you.

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6. Service Characteristics:

How you show the world or those around you that you care.

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MOVEMENT 2: YOUR ZEN OFFERING

Exercise 1B - Establish Your ZEN OFFERING

The Zen Offering exercise below will combine your creative spin, create a sustainable value proposition and translate passion into your new effort (a traditional mission statement).

Use the following formula to hone in on your true Zen Offering (YZO): Your capacity (C) - your ability to create, manufacture or provide a product or service. Raise your capacity to the power of Zenersity (Z) - your personal, distinct, one-of-a-kind qualities that will serve the community of patrons in a way that no one else can.

I will be the first in my industry to combine:

(C) - your ability to create, manufacture or provide a product or service

Raised to (new) levels of:

(Z) - your personal distinct, one of a kind qualities

To create:

(what type of experience.)

for my customers.

Your Zen Code is comprised of six axioms. This invaluable playbook or, simply put, your new set of core values, will be what you turn to as you create new performance metrics, define your customer promise, create a baseline for the culture of your business and begin successful growth.

The exercise and questions below will help you construct Your Zen Code and move you toward the Zen Side of Business Ownership.

1. What is the philosophy, or “take” you want to be known for?

Refer to your answers from Exercise 1A - 1

2. Per your philosophy in question 1 above, how will you define a finished product?

Refer to your answers from Exercise 1A - 2

3. Your singular promise will ensure that you hit your finished product from question 2 above.

Refer to your answers from Exercise 1A - 3

4. What resources will you consult to uphold your singular promise from question 3 above?

Refer to your answers from Exercise 1A - 4

5. What is your signature flair?

Refer to your answers from Exercise 1A - 5

6. How will you inspire the larger community you call the world?

Refer to your answers from Exercise 1A - 6

Uncover your new Zen Code: Fill in your answers from 2A into the corresponding spaces..

Zen Code Axiom # 1

The reason for continually creating this business enterprise is:

Insert 2A - 1

Zen Code Axiom # 2

Every part of my being, organization, and staff is directed to:

Insert 2A - 2

Zen Code Axiom # 3

For every sale that travels through my enterprise, above all else, I will uphold the following commitment:

Insert 2A - 3

Zen Code Axiom # 4

In the interest of keeping my customer promise, I will always retreat to (Insert 2A.4) to be the guiding light for crossroad decisions.

Insert 2A - 4

Zen Code Axiom # 5

I will employ and ensure that my environment always embodies (Insert 2A.5) as a defining component and identity to which my company, staff, contractors, and other partners will universally uphold.

Insert 2A - 5

Zen Code Axiom # 6

My organization imbues the world with:

Insert 2A - 6

MOVEMENT 4: YOUR ZEN WAY

Exercise 3A.1 - Document Your ZEN WAY

Your Zen Way is realized when you reflect upon and document the way you do things, establishing systems and consistency. Consider these strategies to help you find the way:

- 1) Take note of particular details*
- 2) Start with small things*
- 3) Notice trends that reflect you*

EXAMPLE: How do you start your business day? Does it start with music? If so, what time? What station? What genre? Document it. Do you have team meetings? How many per week? Who leads them? How do they start? How do they end? Who participates? Document your routines. How do you take out the trash? Start at one side, end at another? How do you fold the bags? What color bags? How many do you order? Document as many as you can.

Exercise 3A.2 - Disseminate Your ZEN WAY

Below, list the method you will teach to your staff, contractors and other team members. Pick a style of dissemination that speaks to you. Make it unique.

MOVEMENT 5: YOUR ZEN PATTERN

Exercise 3B - Note Your ZEN PATTERN

Your Zen Pattern helps you organize your business space in the way you like it and creates standardization throughout your workplace. Use these suggestions to help you get there.

- 1. Take a photo and notate placements of items**
- 2. Break things down into the categories of preparative, communicative, and productive**
- 3. Have one of your team members work with you**
- 4. Use this as your new standard**

MOVEMENT 6: YOUR ZEN REFLECTION

Exercise 3C - Note Your ZEN REFLECTION

Your Zen Reflection is all about where you find your inspiration and how you choose to share it with others. You create the culture and the brand identity to share with the world. To do this you must find the inspiration that complements each of Your Zen Code Axioms (Chapter 3).

Who or what inspires you? For example, artists, style of art, musicians, bands, music genres, authors, cultures, languages, business leaders, scientists, philanthropists, quotes, etc.

Apply it to Your Zen Code Axioms below.

Zen Code Axiom #1 - Your Philosophy or "Take"

Choose your inspiration(s).

Determine how the attribute embodies your Axiom 1.

Determine how/where to integrate this into your work environment.

Zen Code Axiom #2 - The definition of your finished product or service.

Choose your inspiration(s).

Determine how the attribute embodies your Axiom 2.

Determine how/where to integrate this into your work environment.

Zen Code Axiom #3 - Your singular promise to the customer.

Choose your inspiration(s).

Determine how the attribute embodies your Axiom 3.

Determine how/where to integrate this into your work environment.

Zen Code Axiom #4 – Resources you will consult when problem solving.

Choose your inspiration(s).

Determine how the attribute embodies your Axiom 4.

Determine how/where to integrate this into your work environment.

Zen Code Axiom #5 – Your signature flair.

Choose your inspiration(s).

Determine how the attribute embodies your Axiom 5.

Determine how/where to integrate this into your work environment.

Zen Code Axiom #6 – Your inspiration to the world.

Choose your inspiration(s).

Determine how the attribute embodies your Axiom 6.

Determine how/where to integrate this into your work environment.

MOVEMENT 7: YOUR ZEN PILLAR OF FOCUS

Exercise 4A - Your ZEN PILLAR OF FOCUS

Assign a diary, digital list or some form of recording device to keep with you at every moment of the business day for bin assignments. When you reach a kink or upset, write it down in one of your four bin categories. As you experience less than desirable moments in day-to-day operations, take note of what needs addressing, things that stand out to you. You can use the list below to help you get started.

Bin #1) Issues that compromise your embodiment or aspects of Your Zenersity.

Bin #2) Issues that encroach on your profitability.

Bin #3) Issues that disrupt the harmony of your loyal supporters and team.

Bin #4) Issues that stifle your service to the community and customers.

Exercise 4B - Your ZEN PILLAR OF FOCUS

Assign a time to go over your bins and address the issues. Sit down, without distractions, and begin to look at all the notes you've composed. Is it once a day? Is it once a week? Or is it at the end of a project? Make this drill part of your routine. Some issues will need addressing sooner while others can wait. However, all categories are integral on the Zen Side of Business Ownership and should have a realistic resolution date or milestone

Refer to each of your six completed Zen Code Axioms from Chapter Two listed below. On a separate sheet of paper write one or two paragraphs on why it is important to you. How does it bring the consumer a greater experience? How does it help overcome a set of unique problems? How is it revolutionary?

- 1. The reason for continually creating this business enterprise is: _____*
- 2. Every part of my being, organization, and staff is directed to: _____*
- 3. For every sale that travels through my enterprise, above all else, I will uphold the following commitment: _____*
- 4. In the interest of keeping my customer promise, I will always retreat to _____ to be the guiding light for crossroad decisions.*
- 5. I will employ and ensure that my environment always embodies _____ as a defining component and identity to which my company, staff, contractors, and other partners will universally uphold.*
- 6. My organization imbues the world with: _____.*

Exercise 5B - Create Your ZEN TAP

Decide where that message best resonates with you. How should you communicate it to the world? It could be digital mediums and inspirational blasts or perhaps tangible postings. Possibly it could be conveyed through trainings or business to business trade shows involving in-person handshakes.

Write, rewrite and assign new areas of dissemination to your heart's content. Continually rediscover methods of connection. The more personal and intimate you design Your Zen Tap to be, the more likely it is that you will form a firmly solid connection and yield a much higher return. You will create a following of supporters and strengthen your business.

MOVEMENT 9: YOUR ZEN POUNCE

Exercise 5C - Create Your ZEN POUNCE

Take a moment to reflect on what your business means for the world. What are you helping to create? How can you package it as a token of thanks, that moment of pure connection, a reminder to your customer that there's something bigger happening between the exchange.

Choose one axiom from below.

- 1. The reason for continually creating this business enterprise is: _____*
- 2. Every part of my being, organization, and staff is directed to: _____*
- 3. For every sale that travels through my enterprise, above all else, I will uphold the following commitment: _____*
- 4. In the interest of keeping my customer promise, I will always retreat to _____ to be the guiding light for crossroad decisions.*
- 5. I will employ and ensure that my environment always embodies _____ as a defining component and identity to which my company, staff, contractors, and other partners will universally uphold.*
- 6. My organization imbues the world with: _____.*

Package one of Your Zen Code Axioms into a token of thanks to your customer to create a moment of pure and lasting connection. Something you can produce easily, hand over, speak, or deliver in some fashion to your customer. It should be something that reflects the values and beliefs of you, the one person with the Zenersity who drives the company. The important thing is that customers walk away from the experience knowing they've found someone who "gets" them.

MOVEMENT 10: YOUR ZEN DREAM

Exercise 6A - Establish Your ZEN DREAM

Write down everything you need to make your future offering a reality. These essentials will put you in the best possible position to deliver a bigger, better version of Your Zen Offering this year, next year, and in five years. Then determine whether your current pricing structure will support your future Zen Dream. For example, how many staff members will you need? How many do you need now? How much square footage office space is optimal? How many locations do you hope to open and by when? Will you have to adjust your pricing to achieve these new targets?

Create your list of future assets for your customers, your employees and your company with product pricing revisited. Do this to ensure Your Zen Dream won't fade from lack of financial resources.

Exercise 6B - Announce Your ZEN DREAM

Give your customers a reason to get behind you. Let them know that with every dime they spend at your higher entry price point, it means one more step closer to a better experience for them. It is imperative that your customer learns of your goals and hears the progress reports. Write down a goal enlightenment strategy for your customer. Is it a newsletter that goes out or a pamphlet that you hand deliver? Is it a brochure that goes into every package you sell? A phone call? An email? Write down whatever it takes to get your message heard.

MOVEMENT 11: YOUR ZEN PHENOMENON

Exercise 6C - Design Your ZEN PHENOMENON

Discover how you can over deliver to your customer with that “Wow!” that will bring them back and make them your biggest promoters. Beyond the exchange of currency, what do you most want your customer to do that will ensure future growth, whether it’s through continued business or spreading the word? Write out your measuring tool, the thing your customer will say or do after they’ve experienced your offering.

For example: a customer immediately posting your product/experience; or saying the phrase, “Thank you for going far beyond the call of duty! I’ll be back soon.”

List your new indicator(s) below. What would bring music to your ears upon hearing from your customer after a “go” with your offering? Define and measure your ability to hit your new metric.

MOVEMENT 12: YOUR ZEN PAIRING

Exercise 7A - Discover Your ZEN PAIRING

Write down the top 10 fondest memories you've experienced while owning your own business or if you are contemplating starting a business, then reflect upon your field. Use the list below to help you resurrect those memories. Later, you'll break down the findings into the very things that will catapult your efforts. In the left column write down all the moments in your business ownership history that made you:

- 1. Come alive with passion!*
- 2. Appreciate having the best job in the world.*
- 3. Strive hard to reach an accomplishment.*
- 4. See yourself as "In Your Element."*

<i>Moments</i>	<i>Ranking</i>

Exercise 7B - Discover Your ZEN PAIRING

Place a 10 through 1 ranking system in the right column. Rank your list of favorite 7A moments from GOOD to BETTER to BEST with your most resonant story as number 1.

MOVEMENT 12: YOUR ZEN PAIRING

Exercise 7C - Discover Your ZEN PAIRING

Take the ranking from exercise 7A/B and place your moments in the corresponding order from 10 to 1.

GOOD ZEN PAIRINGS

10 - Customers who love:

Insert 10th place from 7B

9 - Customers who love:

Insert 9th place from 7B

8 - Customers who love:

Insert 8th place from 7B

BETTER ZEN PAIRINGS

7 - Customers who love:

Insert 7th place from 7B

6 - Customers who love:

Insert 6th place from 7B

5 - Customers who love:

Insert 5th place from 7B

BEST ZEN PAIRINGS (Promoters)

4 - Customers who love:

Insert 4th place from 7B

3 - Customers who love:

Insert 3rd place from 7B

2 - Customers who love:

Insert 2nd place from 7B

1 - Customers who love:

Insert 1st place from 7B

Your vetted customers ought to be someone from the Best Zen Pairing category - Someone who welcomes you with open arms and is worthy of Your Zen Pounce. Someone you can connect with easily.

The category-pairing guide above represents the right folks who will anxiously anticipate your new offering in corresponding order. Approaching your potential customers with the above guide will likely require initiating contacts using different methods than before. Connection is now a different and focused game.

You should be crystal clear on just who makes the cut and is worthy of interacting with your product. Adjust your Zen Focus straight at your top ten Zen Pairings. Spend your precious marketing time with laser focus between your Best, Better, and Good Pairings.

We all have preferences and when we, as consumers, collectively speak about what we like, we use those titles to refer to our experiences with them.

Do the products or services you offer have a fitting title to communicate to your customers? What name will you give each of your Zen creations to best embody them as you share them with your patrons, your staff, and most importantly, you? Write your titles down below and start using them. This is your chance to put a name to the efforts that you've labored over so diligently. Use the following suggestions to help you get started.

- 1. What will you call Your Zen Offering?*
- 2. What name will you give your finished products? (Zen Code#2)*
- 3. What will you call Your Zen Phenomenon?*
- 4. Create a name for at least one of Your Zen Ways.*
- 5. Create a name for at least one of Your Zen Patterns.*
- 6. What is your company name? Does it need some addressing?*
