



TRANSFORMATIONAL
Business Dynamics

TBD™ Level 1: Business Basic Training

The TMD™ Business Basic Training is built on three principles—this simple premise creates powerful results for people committed to building a reproducible Business:

1. (You are it) All human beings are "Programmed" and therefore they create Programmatic Dynamics not Transformational Dynamics.

By the time you are 12 years old, your brain is Programmed. Programming is an adaptive way of behaving, a survival mechanism designed to keep you alive. However, for your Programming to keep you alive, it must survive. To sustain its survival, it will, for example, surround itself with people who propitiate its existence. This disempowering Dynamic enables your Programming and sabotages your Business.

Programming dictates your decision making by dominating your thinking, feeling, speaking, and perceiving.

2. (Do your Work!) Your Programming creates what is possible for your Business (your teams).

During the 4-day Business Basic, you will change your relationship to your Programming and transform what is possible for your Business. The Business Basic will bring you face-to-face with your Programming and the limiting behaviors that cost you and your Business success, which will result in new behaviors. You will learn how to build a Transformative Business Dynamic- a way of being that empowers you and everyone around you to excel.

3. (They Do their Work) Your successful Business is your Transformative opportunity.

Graduating from the Business Basic brings you into a world of thinking, feeling, speaking and perceiving that builds Transformative Business Dynamics. Now, your commitment to your Business becomes a Transformative opportunity for you and your teams. Through building access to your Transformation, you create new realms of possibility for your existing teams – your Business. For example, through practicing transparency, radical honesty, and accountability, you live your transformation and build a successful Business. Your Transformation is your successful Business!

Detailing Programming and Your Teams' Success

The success of your Business is dependent on who you Programmed yourself to be. Whether your Program's qualities have built a successful Business or not, all of us have our work to do! Your Programmatic limitations are the "problems" that show up in your Business. These problems cannot exist without your Programming. These problems are the result of your Programming and may include:

- **Unclear Processes:** Is your business standing on its own or does it depend on you?
- **Boring Business Dynamics:** Stagnant sales, meetings, and events that don't make a difference; Same problem again and again
- **Defensive Business Dynamics' Mechanisms Dominating Behavior:** People are more interested in maintaining the status quo, they are not willing to risk growth; Back stabbing and positioning to save face and look good versus drive success; Difficulty seeing how results are created
- **And much more**

Your Programming has a way of thinking, feeling, speaking, and perceiving—it's talking to you. It's telling you through internal dialogue and its emotional responses *what is real. The result is that you are a puppet and the Programming is running the show.* Your Programming may not be a risk-taker and/or your Program may not believe in the expansive potential for others. Whatever your Programming is, it is at some point limiting your capacity to succeed. For example, Programmatic communication exists to defend itself and creates dis-empowering Dynamics by blaming others.

Examples of Programmatic responses that create disempowering dynamics:
<ul style="list-style-type: none"> • "It's your fault." • "You should not have done it that way." • "You are wrong. I cannot believe you did that."

Conversely, empowering oriented communication or Coaching Communication creates opportunity for others to succeed by creating the opportunity to listen.

Examples of communication that creates Empowering Business Dynamics:
<ul style="list-style-type: none"> • "How did you create that result?" • "Can we look together to see what else is possible other than the choice you made?" • "Do you trust me enough to share with me your struggles?"

When our Programming dictates our communication, our communication and decision-making exist to perpetuate our Programming. The results of your choices are hard and soft systems that run your Business and create what is possible for your teams. You are actually, more frequently than not, unconsciously making decisions that sabotage your teams' success. Your choices make available what is possible for your teams. For example, when your Programming runs the show, you will come from a dominant or a submissive place:

- Dominant: I don't care if people like me. I am the boss and they need to listen to me.
- Submissive: I need my team members to see me as their friend. We will do this together.

The issue with this Dynamic is that people are not gaining access to ways to grow/expand themselves so that they can reach their personal goals. This form of communication is called self-centered communication- it's all about you and what you want or need.

Programmatic Decision Making	Programmatic Response	The Created Dynamic	Result of this Dynamic:
Dominant or Controller	You will provide answers vs. listen for the root cause	People will follow your lead vs. build a skill set that empowers them to succeed	People are not taking the lead- they are more like sheep than like leaders
Submissive or Victim	You will be a friend and hope for the best vs. confront to resolve. In this dynamic, you will swing between victim and tyrant	The people in your business will avoid the risk and play half-assed. They will not know how to engage with you to create success	

Shifting from self-centered communication and decision-making that exists to propitiate Programming to Coaching Communication (empowering others to achieve) creates the space for team members to reach their goals. Through careful examination led by a trained Coach, team members can learn how to distinguish and eliminate limiting behaviors that sabotage their performance. Teams can learn how to self-direct; they can learn how to examine their behavior/results and integrate new behaviors that empower them to achieve their goals. Coaching Communication exists to assist others in their journey to reach their goals.

Coaching	Coach's Response	Dynamic Created	Results from TBD
Coaching is listening and observation- you could say the Coach is the space in which others succeed	"Let's look to see how this result was created" (<i>The Coach is not providing a solution</i>)	The Coach and team member will collaborate to discover how their results were created and what behaviors create their intended result	Coaching-Oriented Communication teaches teams how to self-direct; teams learn how to identify limiting behaviors that sabotage their success and replace it with new empowering behaviors

Your Business is a System

Transformational Business Dynamics is a way of being. It is a way of creating a world that empowers others to grow and become what is truly possible for them as human beings. This commitment includes systematizing your Business to the extent where employees are empowered to perform. Systematizing is to say, your business processes are clear and clean and/or your business is operating with ethics and integrity.

The insight to consider is: can you walk away from your team or Business and have it continue to perform at a high level? This includes both hard and soft systems. Hard systems are, for example, your accounting or back-office, while soft systems include your culture and core values. Can you seamlessly bring on new hires and train them to be effective? Is your business poised to be sold and will you receive the best multiple?

Your hard and soft systems are a function of your Programming. For example, have you taken the time to develop your Business Systems or do your team members, *do what you say* (or act according to your will)? Is your team or business set up/ready for crises that you have to manage? Do you create the space for your team members to empower themselves or do you keep them dependent? Whatever the example is, you can begin to distinguish your Program's impact on your Business and you can learn how to build an empowering resource for your teams.

Whether you can see that or not, your business is a direct result of your Programming. Your Programming is what your Programming is, and when you let it run the show, you get what it has to offer. Through the Business Basic Training, you can learn how to use your teams and/or existing business as a Transformative resource, which means it empowers you and your teams to change their limitations and create what is possible. You can learn how to create an inspiring context that drives your employees to choose transparency, radical honesty, and accountability over defense mechanisms and sarcastic responses that limit their performance. You are the source of your team and you can empower your team to succeed through Transforming your Programming.

1. You are it, 2. Do your Work, 3. They Do their Work! Get in the game!

TBD™ Level 1: Business Basic Training Outline

The four-day TBD™ Business Basic Training is a series of experiential exercises where you will learn how to break down your Programming and build a new self, one that is empowered to build Transformative Business Dynamics.

<u>Day 1: Friday</u>	<u>Day 2: Saturday</u>	<u>Day 3: Sunday</u>	<u>Day 4: Tuesday</u>
<ul style="list-style-type: none"> ○ The Power of Integrity ○ What is an Addictive Vicious Cycle to Safety ○ The Power of Powerlessness ○ How Wisdom Transforms ○ What Is an Unconscious Vs. Conscious Choice 	<ul style="list-style-type: none"> ○ Discovering Your Programming Name ○ Uncovering How Programming Functions and Malfunctions ○ Break Down Programming ○ Language Transforms ○ Genesis of Programming/History Work 	<ul style="list-style-type: none"> ○ Dissolving Programming ○ Experiencing Conscious Living ○ Know You're Your Program Operates From Then Until Now ○ Designing Your Empowered Future ○ Sharing Your Transformation with the World 	<ul style="list-style-type: none"> ○ Building a Transformed Relationship with People in Your Life and the World Around You ○ This may be the most important day of your training.

Requirements for TBD™ Business Basic Training Graduate Status:

- \$1000 per participant
- Completion of four-day training curriculum (approx. 40 hours) Friday—Saturday—Sunday + Tuesday Completion Event
- No drugs, alcohol, or smoking allowed during the weekend. Additional rules are generated during the training
- Graduation from Level 1: Business Basic Training required to attend Level 2: Business Advanced Training