

Definition: Relationships involving indirect connection and impact aka our “Value Exchange” with the world.

Governing Principle: Diversified Growth

Constant growth of both resources and output in the areas of Finance, Authority, and Fulfillment

Consists of:



How we get paid



Brand



Influence/Resources



Potential Resources



Production Capacity



Innovation/Creation

Professional KPI Tracker:

Value Channel	Currency	Indicator	Value
Finance	Money	Topline Revenue	
		% Profit Margin	
		Net Income	
		% from Passive Income	
Authority	Influence	Social Media Audience (total):	Instagram: Facebook: TikTok: YouTube: LinkedIn: Twitter:
		Lists (total):	Direct Mail: Email: SMS: Push:
		Power 100 List	
Fulfillment	Energy	Alignment (MVV)	
		Progress	
		Creativity	
		Fun	
		Challenge	