

# LEGACY<sup>↑</sup>

LEADERSHIP ACADEMY

## 4 PHASES OF INTENTIONAL LEADERSHIP



YOUR  
VIRTUAL  
UPLINE

# 4 PHASES OF INTENTIONAL LEADERSHIP

Begin the Shift.

Right now! Decide to begin operating in a different way.

Shift from being an “Accidental Leader” to an **INTENTIONAL LEADER**.

Start that journey of moving your business and your life from one of success to **SIGNIFICANCE**.

And, as you know, the first step in ANY journey is to know and embrace WHY you are even taking it.

WHY do YOU need to develop your leadership skills? WHY do YOU need to demonstrate these skills to your team? WHY is it important for YOU to mentor and develop team members?

Because...

- #1) People NEED and CRAVE clear direction and support to thrive and grow. And if you don't provide that for them, they'll go find it somewhere else.
- #2) The power of exponential growth and duplication creates the momentum in your business that propels you forward to FREEDOM
- #3) Nothing you do within your team will be as rewarding.

There are 4 Phases of Intentional Leadership:

1. Modeling Phase
2. Action Phase
3. Accountability Phase
4. Momentum Phase

Intentional Leadership is based on the concept of “LEADERSHIP BOUNDARIES” that you set for yourself AND your team.

Boundaries are what you CREATE or ALLOW, such as:

- individual and team goals & purposes
- team standards of productivity & success
- behaviors with team members, the company, and customers
- processes used to attain goals
- team culture and personality

***“As the leader, you must understand that you are totally in charge of what does and doesn’t happen on your team.”***

Boundaries are important, because they give your team both a standard of thinking (CULTURE) and a structure of processes (WORK TASKS) that allow them to operate at their highest level and thrive.

#### **YOUR HOMEWORK:**

1. Make the decision NOW to shift from being an Accidental Leader to an Intentional Leader
2. Think about your team’s culture right now. What negative/toxic characteristics need to be changed? Write them down. What positive characteristics need to be in their place? Write those down, too.

### **IDENTIFYING POTENTIAL LEADERS**

There are two truths about your team:

1. 10-20% of your team members produce 80-90% of your results.
2. It’s very likely that no more than FIVE people are going to be responsible for 85% of your ENTIRE organizational volume.

Did I get you thinking? Are some names and numbers from your own team coming to mind?

The key to the 4 Phases of Intentional Leadership is making sure you are taking the RIGHT people through this process....’the 20%’ers’.

It is NOT about making poor performers produce better. It IS about helping your TOP PERFORMERS level up and perform EXCEPTIONALLY.

As a leader, you want to be investing your time and knowledge into your 20%’ers.

*“The 80/20 Rule states that 80% of your business, or volume, will come from 20% of your team members; therefore, the top 20% of your team are the 20%’ers.”}*

These team members DESERVE your time, even if they don’t necessarily NEED it.

These 20%’ers could be on the 1st, 2nd, or 10th generation of your organization.

But how can you identify a 20%’er? What are the qualities they possess, even if they’re NOT in the top 20% right at this moment?

A 20%'er can be identified through four characteristics known as the '4 C's':

1. **CHEMISTRY** - These individuals have positive attitudes, and people, including YOU, like to be around them and work with them.
2. **CHARACTER** - They are honest and trustworthy.
3. **COACHABILITY** - 20%'ers, while confident in themselves, also acknowledge that they do not know everything and come to the business with the humility that allows them to be coachable.
4. **COMMITMENT** - These performers consistently take action...not just words and planning.

#### YOUR HOMEWORK:

1. Print up this guide and go to the worksheet on the last page
2. Go to your team dashboard and begin studying your downline.
3. Identify both current AND potential 20%'ers....those positive individuals who embody the 4 C's
4. Write their names down in the worksheet

### PHASE 1 - THE MODELING PHASE

Here are two truths about being a Legacy Leader:

1. The process of learning and growth is never ending, and it is YOUR responsibility as a Legacy Leader to develop your skills, knowledge, and talents every single day, including through working with a mentor.
2. YOU have skills, knowledge, and talents that no one else has, and it's your responsibility to share this knowledge with others, just as your mentor has shared with you.

This two-directional system of self-development - you being trained while also training others - is called "**360 degree accountability.**"

What makes the Modeling Phase work so well is it's based off a very powerful concept that I call "Never Do ANYTHING Alone". EVERYTHING you do in your business is an opportunity to teach someone else...and should be utilized in that way!

This means that those 20%'ers you identified earlier now become a witness to EVERYTHING you do: phone calls, ZOOM meetings, webinars, training sessions, etc.

If you are a part of this academy, it means that you have initiative, drive, and are a high-performer...so, this can be HARD.

Because to include others in your daily 'high performing' activities, you have to force yourself

to SLOW down to bring them on board and participate in those same activities.

So, here are the steps you want to follow:

1. Go back to your list of the 20%'ers you identified earlier.
2. Identify those that are in the Modeling Phase, probably 3-5 individuals. For smaller teams, just 1 person. For extremely large teams, 10 people MAX.
3. Qualify the team member to see if they are willing to participate in the process. See the "Qualifying Script" below.
4. Based on their response to you, share this pdf guide with them.
5. Help them understand the modeling process and what will be expected of them - they will receive the mentorship and in turn provide it to someone as well.
6. Begin inviting them to silently observe you on training calls, ZOOM meetings, follow-up messages to prospects...everything you do.
7. After the activity, circle back with them and ask, ***"What was your biggest takeaway?"***
8. After they have answered, review why you do things a certain way...the language you use, your body language. Review the specific situation and why you took certain actions and used specific verbiage.
9. At the end of the meeting, also acknowledge if you would have done anything differently. Let them know that YOU are always growing as well!

Overall, your goal as a mentor in the Modeling Phase is to move them through several situations as quickly as possible and get them to Phase 2.

Depending on the person, and how much current activity on your team, it can take as little as 2-4 weeks.

Please note that some people will want to postpone 'being ready' for the next phase.

It is your job to gently PUSH them into that phase. Remind them that action, itself, is ALWAYS the best teacher, and that you are there with them.

This is where your job as a leader comes into play.... **You must INFLUENCE them to take action!**

***"Your job as a leader is to make people do what they don't want to do, so they can become what they've always wanted to be."***  
***John Maxwell***

The MAXIMUM amount of time that an individual should be in this phase is 60 days.

### Modeling Phase Script

1. First, make it a BIG deal! Because it IS!!!
2. *“Hey, Suzi! If you are up for it, I would love to start working more closely with you to help you in your business. I’d like to ask you a few questions first, because I don’t want to assume anything:*
  1. Are you REALLY serious about being successful in your business this year?
  2. Are you SURE? (This MUST be an absolute, I’ll-be-completely-coachable YES! But, also recognize that it will NOT be the right time for everyone as well.)
3. Share with the ‘YES’ people this guide - The 4 Phases of Intentional Leadership.
4. Make sure they understand what you will be delivering AND what will be expected of them....that you will be including them in a LOT of your daily activities.
5. Make sure they also understand that THEY will be duplicating this process with their own 20%’ers.

### Phase 2 - The Action Phase

So, you have been in the process of mentoring someone talented, who hustles, and who also exemplifies the 4 C’s.

This future leader has been observing your actions, your body language, and your verbiage for the last 30 days.

It’s now time for them to take ACTION and begin exemplifying the same level of leadership for members of their own team.

When your 20%’er begins taking charge and duplicating these skills, you will witness the following:

- They take real OWNERSHIP of their business.
- The process of growth and mastery escalates exponentially.
- They experience a boost in confidence.

And don’t you want these things for your team members???

You are actually harming them, not helping them, by not challenging them in the areas of leadership and talent development!

The keys to mastering anything are twofold:

1. Intentional Learning
2. Practical Application

Learn and Apply. Learn and Apply. Learn and Apply.

Over and over, we do these two things and master almost anything in the process.

So, if you never push your team members into the “Apply” action, they will NEVER master being a leader and growing their own skill set in the process.

In all honesty, you are probably going to have to MAKE most of them advance into Phase 2.

But, you’re not abandoning them. You are there for their SUCCESS, and when they STUMBLE as well.

When someone is first starting out in Phase 2, I recommend easing them into taking action and have them take “baby steps”.

Find a small task within a larger project for them to begin taking on, like serving as a testimonial on a prospect call or telling their “WHY” during a webinar.

Just like in the Modeling Phase, follow up with them afterwards for feedback.

Provide constructive criticism using the following formula:

### **KISS / KICK / KISS Formula**

You want to give them the direct feedback, sandwiched by two compliments.

Keep in mind for the KICK - you’re wanting to take SMALL, INCREMENTAL steps each time so they don’t feel overwhelmed. Never give them more than two pieces of SPECIFIC feedback (it must be specific to be effective).

**THE KISS** - *“Suzi! You did great tonight! You have such great stage presence and composure during a ZOOM with so many people! You are a natural at this!!”*

**THE KICK** - *“Would you mind if I gave you a couple of areas that I think we can work together on for the next webinar? I would expand a bit more about your WHY. In all honesty, don’t be afraid at all to be vulnerable and tell the emotional side of your story...THIS is what resonates with people and makes them say, “She’s just like me!”*

**THE KISS** - *“Seriously, you really did great! When we get off the phone, you need to congratulate yourself with a fabulous glass of wine and a hot bath! If this is what you’re doing today, I cannot wait to see you present in six months!!!”*

The KISS / KICK / KISS formula is a format you should follow anytime you have to provide some coaching to someone on your team.

How long should a team member be in the Action Phase?

NOT until they are perfect.

ONLY until they are consistently producing the desired result (THIS is what matters!!).

**WHEN they are at 80% as good as you.**

#### **HOMEWORK ASSIGNMENTS:**

1. Identify 2 - 3 people on your team that you can begin to implement Phase 2 with.
2. Share the 4 Phases of Intentional leadership with them and that you want to start working more closely with them to help them grow to the next level.
3. With each person, identify tasks in your larger projects they can participate in. Also, have them include you in some of the things THEY are doing.
4. In both situations, provide feedback and support to them as outlined in this lesson.

### **PHASE 3 - THE ACCOUNTABILITY PHASE**

In the Accountability Phase, the 20%'er is now applying what they've learned from you on their OWN and you are providing support and feedback via a weekly session.

When should someone proceed to this phase? When you feel comfortable in their ability to produce leadership results within their own team using the same system on their own.

Remember though, they don't need to be perfect, or as good as you, they just need to be EFFECTIVE.

This phase, in all honesty, might make YOU uncomfortable.

You become concerned that you are acting like a BOSS vs a mentor. You feel like you're coming across as pushy or controlling. You start judging team members for needing more guidance than you felt like you yourself needed when you started.

But remember, you have picked your most talented team members at the beginning of this process. These are the individuals with the MOST potential to become legacy leaders themselves.

You are doing them a disservice by abandoning them at this point. They may not even see in themselves what YOU see in them.

Be a leader. Have the hard talk. Remind them WHY you chose them. Use the KISS/KICK/KISS formula for this discussion if you have to.

In all honesty, most of these team members are CRAVING the direction and guidance that you have for them!

The most effective way to administer this phase to your 20%'ers are through Weekly

Accountability Calls. These calls were without a doubt the most IMPORTANT thing I ever did on my team, to help with leadership development.

In a later lesson we will be covering the specifics of implementing and running these calls on your team, but for now here are some of the basic guidelines:

Group logistics:

- Hold them on a platform such as ZOOM so that everyone can see each other.
- Hold it as a group meeting, as they are more efficient AND more effective.
- if needed, hold different calls for groups of leaders at different levels in your compensation plan.

At this weekly accountability session, you are:

- Reviewing situations and providing council
- Setting goals for the next week and reviewing the previous week's goals
- Giving additional one-on-one training

These group meetings **address the three executive functions of the mind:**

1. Attention to things that connect us to each other.
2. Inhibition of things that cause us to disengage.
3. Repetition of processes that promote memory function.

But, even more importantly, these group meetings create results:

- They force team members to truthfully assess their business and realize where they need to be doing more in their business.
- Because of increased connection, your member retention rate increases.
- Your leaders feel a stronger sense of belonging, stronger relationships form within your team which has a profound effect on their production and results

#### **HOMEWORK ASSIGNMENT:**

1. Start this process by simply simply asking your top leaders and 20%'ers if they would be open to weekly check ins where you old one another accountable for activity and results. We will share with you how to implement the group calls soon.

***“As you begin leading your weekly group calls, make sure and keep good notes of what you’ve discussed and coached on. This will help your 20%'ers later in Phase 4!”***

## PHASE 4 - THE MOMENTUM PHASE

To use a term we're all familiar with, the Momentum Phase is when this leadership process begins to DUPLICATE.

This is where the person you've been mentoring becomes the MENTOR.

The individuals that you have chosen and brought through this process now pick individuals from THEIR TEAM and begin Phase 1 with them.

This phase is where you will see your team members really begin to fly!

This is when you will start to experience the real power of this process, and see exponential growth on your team!

Momentum starts to show up in a BIG WAY.

Why? Because one of the best ways in the world to learn is to TEACH!

Teaching forces you to learn, memorize, and master a skill set!

With your team members, you will:

1. Help them identify the 20%'ers on their own team to begin Phase 1 with.
2. Coach them on your weekly group call how to effectively teach and coach their 20%'ers.

***“Remember those notes and records you kept about topics covered in Phase 3 group meetings? Pass those down to your 20%'ers so they have excellent starting points on what to cover in their own first group calls.”***

This is also the phase where you begin taking a step back. Your 20%'ers will not become Legacy Leaders themselves if you cannot hand off some of the responsibilities...and the limelight.

Imagine for one moment that you were paid based on the NUMBER of LEADERS you developed.

How would that change the actions you take TODAY?

But, this is what being a Legacy Leader is all about...

- Seeing your 20%'ers' infinite potential.
- Guiding them through the leadership process.
- Holding them accountable to high expectations.
- Cheering them on every single day.
- And celebrating your 20%'ers that surpass even your own capabilities.

So there you have the 4 Phases of Intentional Leadership framework. That is everything you need in your network marketing business to get you the fast track to freedom.

Make sure you print up this PDF Guide so you can take notes as you go through all of the lessons and future training in this group. This should become the blueprint for you in your leadership development efforts.

As with anything, it only works if you take ACTION... so I challenge you to start implementing what you learn right away!

Congrats again on your decision to become a #legacyleader. We are going to do some amazing things together as a part of this community.

It's time for you to start taking the journey from success to significance in your business and in your life. I'm very grateful and honored to be able to take the journey with you.

With much LOVE,

Bob