

# Better Progression and Growth

## Understanding the Progression

### Growth is Planned

#### For You (or the team)

- Task/job/expert integrator

#### For Your Business

- Technology/product/Business Model

## Integrating and Thriving Together

- “A Day in the Life”
- You do, I do, we do

## Remembering

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## Better Progression and Growth

People Evolve to higher levels..  
...of Understanding  
...of Socialization  
...of Growth

Businesses Evolve to higher levels...  
...of success  
...of customer integration

**The trick is to understand this, and Plan  
the basics to make progression happen  
rapidly**

**It's easy—focus on the “talk” and you  
can “hear” where you are at or I can.**

**You can Visualize where you want to  
be...and be there quickly.**

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## Better Progression and Growth

**Growth is Planned**

**First, see progressive states to the perfect customer (or you)**

**Then, where do you fit in with this perfect customer?**

**Plan the three types of easy Progression**

**In the end, be more integrated.**

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## Better Progression and Growth

Progression for a Person  
Task/Job/Expertise

Being able to do the Task

Then, understand how the task fits into  
the JOB (related to the customer)

**Then, how can the job be integrated  
perfectly into serving the customer  
through EXPERTISE?**

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## Better Progression and Growth

Progression for a Business  
Technology/Product/Business  
Model

Technology talk is about features and  
isolated details

Product talk is on simple value &  
solutions

**Business Model talk is on how we do  
business together and integrate to  
highest value and efficiency.**

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## Better Progression and Growth

Prepare many “Day in the Life” scenarios

Visualize every hour of the day and their actions & accomplishments

Publish, so others can see & improve

Describe what is shared(we) and what is individual

**Remember**

**Check your “leave behind” and how you talk to others (listen to what they repeat).**

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