

12

POWERS OF POTENTIAL

to [Re]SPARK Your Business™

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to [Re]SPARK Your Business™

Dedication

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Sources & Acknowledgements

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The concepts, strategies and tactics described herein are intended to help you make a better-informed and more confident decision about business growth. The kinds of results you may receive depend on your unique situation, including your commitment, motivation and desire. Making decisions based on any information presented by us in any form should be done only with the knowledge that you could experience significant losses, or make no money at all. Nothing in this book, on any of our websites or any other content or curriculum is a promise or guarantee of results or future earnings. We offer no legal, medical, tax or other professional advice. Always use your own judgment and seek the advice of independent professionals.

This book is dedicated to you...

entrepreneurs and small business owners; craftsmen, retailers, artists, gurus; makers and movers of products, providers of a service; anyone who has mustered the courage and claimed the confidence to risk creating a customer.

po·ten·tial: pə'ten(t)SHəl adjective

1. having or showing the capacity to become or develop into something in the future.
2. latent qualities or abilities that may be developed and lead to future success

What is your potential? Have you ever slowed down enough to wonder what your future holds? Or are you too busy doing what matters right now, today? Potential is about tomorrow. And that makes thinking about it hard work.

It's easier to talk about capability. Your capabilities are how you get paid, provide for your family and plan for the future. You prove these capabilities week in and week out.

Potential is discovered, perhaps uncovered, over time. It's what something (or what someone) can become because of, and sometimes in spite of, actual conditions. Potential needs a spark of desire to get started. Where there's potential, the possibilities are [re]sparkable™.

Most people create their business and their lives by choosing the best of what's offered. Consider a new model: choose your vision and bring it to life. Build on potential instead of capability.

You have more power than you think. Within these pages, there are 12 powers to [re]fuel your journey; questions to [re]think your path and stories to [re]ignite your passion. These powers are [re]inforced by wisdom from people who have proven what's possible and who believe in potential.

I hope you find this collection of words and pictures to be a source of inspiration to walk, drive, fly, or ride your business closer to its potential.



Power of Purpose

Why did you start your business? Perhaps you simply wanted to make a living doing what you know or enjoy. Perhaps you stepped into business as a reaction to circumstance, the recognition of an opportunity, commitment to a cause or to continue a family legacy. You believed you could; so you took a risk and took on responsibility because...

That was then.
Is your reason still valid today?
What's still working for you? What needs to change?

Running a business and planning for the future can feel like you're building a car and driving it at the same time. It can be difficult to manage now and forecast next because we want both more and less from our business. More opportunity, fewer threats; more satisfaction, less stress; more stability, fewer surprises. We can always do more of what we know - hunker down and work harder. Will doing more of what you're doing now get you where you want to go? Where is there?

If you believe your business has the potential to take you to your 'there,' ask yourself 'why' you run a business today. The Power of Purpose will help you make the changes you need to get more – and less – from your business.

Where do you want your business to take you?
What will life be like when you get there?

*The
purpose of
a business
is to
create a
customer.*

Peter F. Drucker
Austrian-born
American
Management
Consultant
Educator
Author



Power to Ask

You probably use the Power to Ask all the time. To drive revenue, ask for the sale or ask online customers to buy. You can't close the deal or complete the transaction without the "call to action" or the "ask." We forget we can also use the Power to Ask to ask for help. Help from a fresh perspective is [re]energizing and relieves the burden of having all the answers. There are people in your life who can help, they're just waiting to be asked.

Figuring out the right business strategy can be confusing. Every question has already been asked. Answers and opinions are everywhere. Everyone's got ideas, making it harder to decide what will work for your unique situation. You know whose ideas you can usually trust? Your customers. Asking them for feedback is a proven growth hack. Complaints identify opportunities for improvement, compliments validate what's working and ideas..., ah, ideas inspire.

Maybe you don't ask because you're afraid of the answer. Maybe you're not sure what to do with the answer. Maybe you just haven't asked a really good question yet. Better questions allow you to know what you need to know when you need to know it. You don't have to know everything right now. Learning is a process. If you want to understand, ask.

What methods do you use to capture feedback?
What do you do with what you learn?

*Questions
are a
powerful
way to
renew our
shelf-life.
They are the
mechanisms
at the heart
of
discovery...*

Warren Berger
American Journalist



Power to Grok

Grok, introduced by Robert A. Heinlein for his 1961 science-fiction novel, *Stranger in a Strange Land*, literally means 'to drink,' but has come to mean to understand profoundly. When you really understand what people want, you can [re]energize your business to give it to them. Reaching this level of understanding can stretch, even strain, intuitive, emotional and logistic muscles. Where do you start? How do you know when you know enough? More importantly, what do you do with what you learn?

Start where you are. With the right set of tools and best practices, you can follow a structured process to cast a wide net over your business to assess it both structurally and comparatively. This dual perspective will help you understand competitive realities while tapping into what the marketplace is talking about.

What you'll discover are the advantages, capabilities, resources and assets you already have and what your audience really cares about.

Keep an open mind and expect to be challenged. Grokking can feel uncomfortable and disruptive. Most growth opportunities do.

Empathy is hard to outsource and automate, but it makes the world a better place.

Daniel H. Pink
Best-Selling Author

What do you understand about your audience?
How do you want them to feel when doing business with you?



Power to Disrupt

Disruptive innovation, a term of art coined by Harvard Business School professor Clayton Christensen, describes how a product or service takes root. First through simple applications at the bottom of a market and then by relentlessly moving up the market, eventually displacing established competitors. Think GM vs. Toyota or Amazon vs. Barnes & Noble.

Enter Whitney Johnson, who in her book "Disrupt Yourself" explains how the principles of disruption apply to individuals facing change. The journey of learning, marked by time delays and the squiggly line of progress, threatens our ability to predict. The mystery of how long it takes to reach a new level of mastery can push us backwards; to opt for 'what is' because that's what we know.

There's little mystery to traditional business planning methods, most often focused on calculations of things we can see and count. Of course, we must know the numbers intimately. Yet numbers don't illustrate how the business interacts with people. Change the interaction and the numbers change.

Yes, doing what we know is comfortable. And yes, change is uncomfortable. And yet, we can ride the wave of change instead of letting it crash over us. Riding the wave can be fun and exhilarating, especially when you can see it coming.

Are you facing a change?
Is it happening to you or are you initiating it?

...
*disrupting
yourself is
critical to
avoiding
stagnation,
being
overtaken...
and fast-
tracking...
growth.*

Whitney Johnson
Investor
Speaker
Author



Power to Play

Are you a shark, a carp or a dolphin? In their 1988 book, "Strategy of the Dolphin: Scoring a Win in a Chaotic World," Dudley Lynch and Paul Kordis write about the challenges of the upcoming Information Age. They use the dolphin to represent the attitudes managers must adopt, not just to survive, but to thrive.

In human terms, carps and sharks believe in scarcity and rely on "hard-wired" behaviors (fight, flight or freeze) in response to external events. Dolphins, operating in a world of abundance, have the natural ability to think constructively and creatively. They play, adjusting their behavior in pursuit of what they want. How they deploy their capabilities against sharks is legendary.

Dolphin personalities are flexible, responsive and accepting; dolphins will wait to ride the wave of their choice because not every wave serves their "porpoise."

We all possess innate attributes and personality traits we use to navigate in the world. When we know what they are, we can use this awareness to leverage our advantages in innovative ways.

Dudley Lynch
Author
Change Agent

Infinite players play with boundaries; finite players play within boundaries.

How would you describe yourself?
How would others describe you at your best?



Power to Innovate

We tend to think of innovation as something big, created by born (and fearless) innovators. But most big, game-changing ideas start small and grow incrementally, propelled by moments of connecting the dots. Innovators find better ways to meet the needs of others. In fact, one small change that leads to measurable improvement can innovate your business.

What can hold us back from initiating change is the pressure to get it right the first time. You can take the pressure off simply by approaching your idea as an experiment: create, launch, observe, measure, adapt, repeat.

You can prototype anything: a product, a service, a program, a process or a message. Put it out there, then observe reactions and measure responses. Do the math that makes business sense. Use data and evidence to prove market demand and business capabilities to deliver.

Congratulations! You've just added Innovator to the rack of hats you wear in your business.

*Prototype
like you're
right. Listen
like you're
wrong.*

Diego Rodriguez

Partner at IDEO

A Founding professor at the
Hasso Plattner Institute of
Design at Stanford University
Entrepreneur-in-Residence at
Harvard Business School

Is there an idea you've wanted to test or try?
What's the worst thing that might happen if you tried it?



16 photo courtesy of Colorado Historical Society

Power to Clarify

Once used as a unique mark of ownership, brands today represent the factors that influence perception. Your brand is your reputation; it's what people say when you're not in the room. You don't own your brand and you can't control it.

Let that sink in for a minute.

Building your business as a brand means understanding the origins of perceptions and how you compare in the market. Does your business have the systems in place to deliver on your promise, the first time and every time? Your brand isn't just about having the iron to make a mark; it's about the difference you're prepared to make for others again and again.

Brands promote value. Would re-telling your story make your business, product or service more valuable? What if before pulling the marketing trigger, you paused to assess your brand from your customers' point of view? While you can't touch a perception or a belief, you can evaluate their origins and gain clarity to express tangible value.

You can reach a point where you're free from doubt: you're clear about your one thing, what it means to others and how to talk about and deliver it. The clearest brands are transparent. People can see right through them.

**What is your organization's reputation?
What do you want others to believe?**

*Your
business
potential
depends on
what others
believe. So
give 'em a
reason to
believe.*

Amy L. Calfee
Entrepreneur
Purposeful Creative



Power to Attract

To stand out in a crowded and competitive marketplace, where brands are constantly being compared, it's tempting to brag or inflate the facts. Resist. Informed buyers have the power to talk back and share their experience. And they will hold you accountable.

This doesn't mean you can't use an outrageous, provocative or hilarious approach to grab their attention. Even a more refined, thoughtful or exclusive image doesn't have to be boring. At either end of the spectrum, accuracy matters.

Essential strategies, like a recognizable identity, will reinforce value to your best customer - to be recognized in a way that speaks to them. If you've asked the better questions, you'll know how, when and to whom to tell your story.

Your goal is to be remembered when you're needed. And you will be, if you provide a customer experience where your words and actions match. People want to believe you believe the story you're telling.

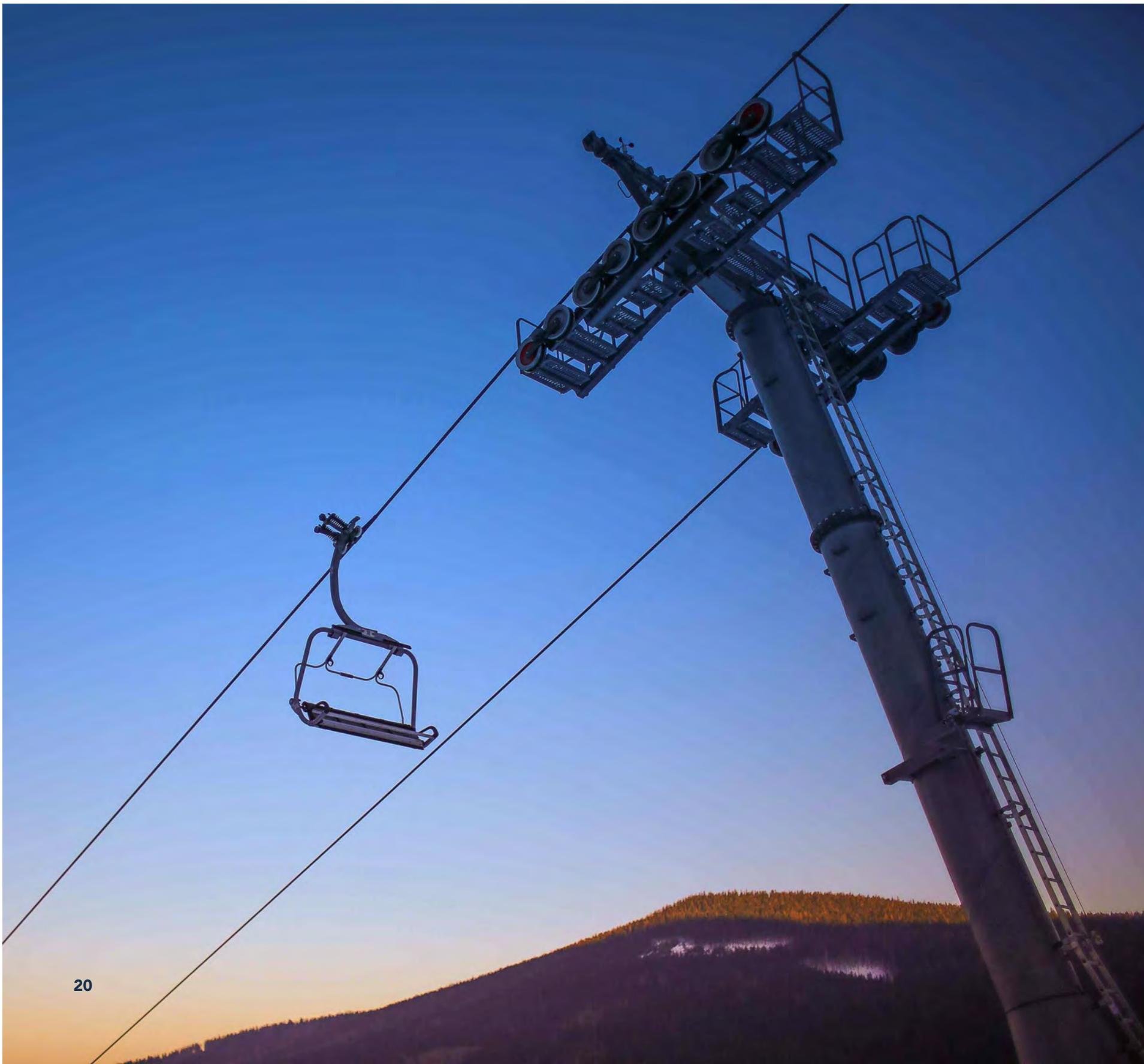
Talk your walk and walk your talk.

They'll love you for it.

What do your customers value most?
How do you express your value?

*All
marketers
are
storytellers.
Only the
losers are
liars.*

Seth Godin
American Author
Entrepreneur
Marketer
Public Speaker



Power to Connect

One of the ironies of living in a digital world is more and more people are choosing to disconnect so they can reconnect. They have a love/hate relationship with communication devices and social channels.

It shouldn't surprise us; what is intended to connect us actually keeps us apart. Researcher Sherry Turkle offers up evidence of how digital communication has not only replaced conversation, it actually desensitizes and isolates us. She says, "conversation is the most human and humanizing thing we do."

So, when we talk about getting our message out there, digital tools are ideal for introduction, notification and invitation; reminding and following up – the transactional stuff. Digital can even serve a more human purpose to thank, recognize, educate and instruct.

While we can reach more people faster via digital means, how can we use digital to start a conversation? It takes a bit of classic creativity to make a real connection in a digital world.

Making a connection is a very powerful proposition.

Valeria Maltoni
Strategist
Public Speaker
Conversation Agent

What could you teach your customers?
How could you connect more deeply with them?



Power to Create

Creativity serves both practical and inspirational purposes. Most people struggle with artistic forms of expression that the “creatives” make look so easy. If you languish over writing, design or imagery, working with a creative can take the pressure off. You know what you want to say; a creative can help you say it and picture it.

Creativity also serves a core inspirational purpose. We all struggle with worry and doubt when facing urgent issues or chronic problems that can't be ignored any longer. These emotions only block our ability to recognize an opportunity or creative solution when it shows up. Like looking for milk in the refrigerator, it's hiding in plain sight, right there on the shelf.

Creativity is a free and abundant gift within all of us. When you learn to flex and apply your creative muscle, you'll begin to [re]generate momentum. One creative solution leads to the next, builds confidence and prepares us for the next step.

You can bank on it.

**What inspires you?
How can you be more creative in your business?**

*Creativity
can solve
almost any
problem.
The creative
act, the
defeat of
habit by
originality,
overcomes
everything.*

George Lois
American Art Director
Designer
Author
Clio Award Winner for
Lifetime Achievement

Air Force Lt. Col. Christine Mau puts on her helmet before taking her first flight in the F-35A aircraft on Eglin Air Force Base, Fla., May 5, 2015. Mau is deputy commander for the 33rd Operations Group. Mau, who previously flew F-15E Strike Eagles, made history as the first female F-35 pilot in the program.



24 U.S. Air Force photo by Staff Sgt. Marleah Robertson

Power to Prepare

Military strategists use a phrase to describe the optimal state of preparedness: they call it "mission ready." They plan backwards by starting at the end. They assemble the materiel and resources to fulfill the mission while staying nimble so they can react to changing scenarios. It is a highly structured and logistical system that accounts for every detail in support of the warrior.

We share a similar language when talking about getting ready to compete in the marketplace. We assemble a team to plan the attack, formulate strategy, assign resources to tools and tactics; develop a slogan or rallying cry, and campaign to capture the attention of the target audience. Our success depends on three things: market demand, a quantitative goal and preparedness to reach it.

Different from military initiatives, business management is not a purely logistical exercise. It requires an intuitive ability to adapt to changing market conditions. We have to do the math that makes business sense and express value with consistency to the person who matters most – your best customer.

Are you prepared to reach a new goal?
What do you believe is needed to reach it?

One important key to success is self-confidence. An important key to self-confidence is preparation.

Arthur Ashe
American World
No. 1 Professional
Tennis Player
Winner of Three
Grand Slam Titles



Power to Act

Solving most business problems isn't really problem solving at all. What you may see as a problem that may stop you in your tracks is actually a puzzle.

When putting a puzzle together, it's easier to start with the border pieces and form a frame with the obvious and easy to find straight edges. Filling in the middle is trickier, because finding how pieces fit requires looking at them from different angles and grouping by color or pattern until you recognize the larger connections. Bigger puzzles with smaller pieces are more difficult to assemble. And it always helps to keep the box lid handy as a reference.

When you started your business, you may have had a picture in your head of what it was going to look like. By now, you're seeing that some of the pieces are missing and need replacing. Other pieces may need repair to make a better fit.

When all the pieces are in place, you'll see a new and amazing picture you didn't know was possible. Aren't you curious what it will look like?

One thing for sure, puzzles don't assemble themselves. They need a puzzler.

Break open the box and get started.

**What's holding you back?
What's propelling you forward?**

"It's OK to think about what you want to do until its time to start doing what you were meant to do."

Jim Morris
American Major League
Baseball Player
"The Rookie"



Time to Start

Whether you're a maker or doer of products or services who started your business two months or 20 years ago, have you reached a crossroad? Do you want more, less, or something else from your business? Where do you want your business to take you? What direction will you choose?

Maybe it's time to

[Re]THINK

Follow a proven process to learn how to capture the realities impacting your business so you can make more confident decisions about business growth.

[Re]FUEL

Shift your vantage point and learn how to apply your answers using the the most energizing business strategy on the planet. Begin to understand and compare business performance with market dynamics while learning how to express your value.

[Re]IGNITE

You started your business for a reason. Remember? Where do you want your business to take you now? Use your powers, apply strategy and give your customers a reason. When you give them a reason to believe, something powerful happens - you [Re]SPARK the purpose, the vision and the passion that started your business in the first place.

Visit resparkyourbusiness.com for more information.

Powerful Questions

Where do you want your business to take you?
What will life be like when you get there?

What methods do you use to capture feedback?
What do you do with what you learn?

What do you understand about your audience?
How do you want them to feel when doing business with you?

Are you facing a change?
Is it happening to you or are you initiating it?

How would you describe yourself?
How would others describe you at your best?

Is there an idea you've wanted to test or try?
What's the worst thing that might happen if you tried it?

Powerful Questions

What is your organization's reputation?
What do you want others to believe?

What do your customers value most?
How do you express your value?

What could you teach your customers?
How could you connect more deeply with them?

What inspires you?
How can you be more creative in your business?

Are you prepared to reach a new goal?
What do you believe is needed to reach it?

What's holding you back?
What's propelling you forward?

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Jer. 29:11

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Life & Work Experience

Students

Framily

"Big Dogs"

Children

Campers

Colleagues

Master Minds

Clients

Biscotti Buddies



About the Author

Amy Calfee
Chief Listening Officer
Temerity Creative, LLC

At heart, I'm an entrepreneur, following my passion for communication in all its forms for most of my life. My first "paying" gig was as a photographer, an assignment I traded for roller skating lessons. This book, and the framework I teach, is inspired by observations from behind the lens and what can be learned from shifting to a new vantage point.

Hundreds of entrepreneurs, small business owners, and organization leaders have worked with me to clarify and express their value to create a customer. Together, we've achieved "[re]sparkable™" results. From this experience, I've developed a framework of better questions to support more confident business growth decisions.

If you want to [Re]SPARK Your Business™ so it can take you where you want to go, let's talk. I'm listening.

Please visit ReSPARKYourBusiness.com.

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