

# PROPRIETARY METHODOLOGIES

## WHAT IS A 'METHODOLOGY'?

**METHOD = TRANSFORMATION + PROCESS + FUNCTION**

In other words, it's answers the questions:

- WHAT Is The Transformation You Provide?
- WHAT Is The Process You Use In Providing That Transformation?
- WHAT Function Do You Serve In That Process?

## WHAT IS A 'PROPRIETARY METHODOLOGY'?

**PROPRIETARY METHOD = (TRANSFORMATION + PROCESS + FUNCTION) X REVOLUTIONARY EXPRESSION  
OR...**

**PROPRIETARY METHOD = UNIQUE TRANSFORMATION + PROPRIETARY PROCESS + HIGHER ORDER FUNCTION**

In other words, it's answers the questions:

- HOW Is The Transformation You Provide Unique?
- HOW Is The Process You Use In Providing That Transformation Revolutionary?
- HOW Do You Serve Your Function In That Process In A Revolutionary Way?

## THE IMPORTANCE

- 1. Prioritizes Method Over Deliverer.** Your Proprietary Methodology creates a proprietary environment for the ideas and content that removes the emphasis on the cult of personality to make an impact, and instead relies on the material itself for transformative outcomes.
- 2. Makes the Work Legally Identifiable.** Generic information and common sense understandings are part of the public domain. The law can only provide protection for work that is unique and identifiable.
- 3. Provides a Context for Your Certified Practitioners.** A repeatable set of steps, accompanied by specific coaching functions, are the essence of your work. Training competent practitioners in a concrete method, accompanied by the 5 Underpinnings discussed below, establishes the parameters and creates predictability for their work.

## THE COMMON DESIGN FLAWS

- 1. Merely a Random Assortment of Steps.** Signature methods are more than the sum of their parts. Often, the steps build on one another, offering direct action steps that build “meta” skills like perseverance, mindset adjustments, and the like, all of which become part of the more specific transformation that results from the program.
- 2. Relies on Common Sense and Platitudes.** Common sense and platitudes are interchangeable commodities, available anywhere. To build a legacy using publicly available information, you must rely on the personality of the deliverer, which is hard to expand beyond yourself. Many fine brands can make this work, but they are not the stuff of personal development legends, like Stephen Covey or Byron Katie..
- 3. Missing In-Session Details.** The testing and adjusting of the method, especially to make it work for clients at different starting points or with different personal traits, comes from working (usually) one-on-one, in-session work. There is no replacement for this experience; even the certification framework (addressed in tomorrow's session) is an approximation of that for newer practitioners. Your method should be

## FIX THESE FLAWS WITH “THE 5 FACTORS”

### THE RATIONALE

#### ASK: “WHAT VALUES GUIDE YOUR WORK?”

Most coaches have a bigger philosophy or set of values in which their work is couched. This is the trailblazing element of the work, the thing that caused the coach to set off in search of their own solution when the options at that point were falling short.

**Example:** For Profit First™, the value is the benefit of applying constraints, which goes against the grain of largesse and bold moves typically characterizing entrepreneurship.

### THE REQUIRED FACTOR

#### ASK: “WHAT WON'T IT WORK WITHOUT?”

Without understanding this key “must have,” most people fail, even with a reliable method and accountability or other coaching support. The expert - YOU - after working with many clients, has identified a common denominator in people who successfully achieve the outcome, and that is the answer to, “it won't work without?” These can also be considered areas which must have the client's “buy in” if they are to see results.

**Example:** With Profit First™, the method won't work without a willingness to face what the numbers in your business are telling you.

## THE REVOLUTIONARY EXPRESSION

### ASK: "WHAT IS UNIQUE ABOUT MY TRANSFORMATION, PROCESS, AND FUNCTION?"

This is similar to your method itself, but more detailed. This is the area where you are creating context for reviewing problems.

**Example:** With Profit First™, the unique expression is how the expenses are categorized, which bank accounts are associated with each, and established benchmarks for percentages of expenses appropriate to a given industry

## THE RECOGNIZED NAME

### ASK: "WHAT IS MY METHOD CALLED?"

Your naming convention is a descriptor PLUS a novel or clever element, strong enough to differentiate your work from others.

**Example:** Profit First™ describes the gist of the method, and includes the cleverness of prioritizing it first, rather than, as profit usually does, waiting to see what's left over.

## THE ROOTED CULTURE

### ASK: "WHAT IS THE UNDERLYING CULTURE OF YOURSELF AND CLIENTS?"

The culture can also be considered the "why" behind your client's interest in pursuing transformation to begin with.

**Example:** With Profit First™, the culture is one of a desire to improve and grow, to be "official."