### PRINCIPLES & POLARIZING BELIEFS

The Characteristics Of Your Paradigm

#### YOUR HOSTS TODAY

Amanda Goldman-Petri & Valerie Del Grosso, Esq.



## REMINDER...

#### "RATIONALE" ANSWERS THESE QUESTIONS:

- 1) HOW Is Your Transformation Unique?
- 2) WHY Do You Provide Your Function Within The Process Of Creating That Transformation The Way That You Do?

# YOUR PRINCIPLES + POLARIZING BELIEFS INFORM BOTH!

#### "RATIONALE" ANSWERS THESE QUESTIONS:

- 1) **HOW Is Your Transformation Unique?**
- 2) WHY Do You Provide Your Function Within The Process Of Creating That Transformation The Way That You Do?

## THE "PRINCIPLES" THAT CHARACTERIZE YOUR PARADIGM AND INFORM YOUR PROCESS

#### PRINCIPLES - THEY ARE YOUR M.A.P.

1. Motivational: Guide & Influence Impact Decisions, Goals, Behaviors

#### PRINCIPLES - THEY ARE YOUR M.A.P.

- 1. **Motivational:** Guide & Influence Impact Decisions, Goals, Behaviors
- 2. **Aspirational:** What is considered good, desirable, and proper, defines what is worthy

#### PRINCIPLES - THEY ARE YOUR M.A.P.

- 1. **Motivational:** Guide & Influence Impact Decisions, Goals, Behaviors
- 2. **Aspirational:** What is considered good, desirable, and proper, defines what is worthy
- 3. **Personal:** Central to core of who you are, shapes your identity, you feel strongly about them

## WHAT THEY ARE NOT:

Your Individual Values

## WHAT THEY ARE NOT:

- Your Individual Values
- Your Business Values

#### WHAT THEY ARE NOT:

- Your Individual Values
- Your Business Values
- Your Client Values

## WHAT THEY ARE:

Your Paradigm Values

### WHAT THEY ARE:

- Your Paradigm Values
- Your Process Values



#### G.O.L.D. METHODOLOGIES TM

Principles: We Value G.O.L.D. Ideas

- G Grandiose & Visionary
- O Original & Revolutionary
- L Legacy & Impact
- D Depth & Substance

## THE "POLARIZING BELIEFS" THAT CHARACTERIZE YOUR PARADIGM AND INFORM YOUR PROCESS

## POLARIZING BELIEFS - THE "CS"

1. Connect Emotionally

#### **CONNECT EMOTIONALLY**

- **D**ebatable vs. **U**nderstandable
- Dangerous Vs. Unthreatened
- **D**emonized Authenticity Vs. **U**nopposed Popularity

## POLARIZING BELIEFS - THE "CS"

- 1. Connect Emotionally
- 2. Change Thoughts

#### **CONNECT EMOTIONALLY**

- Debatable vs. Understandable
- Dangerous Vs. Unthreatened
- **D**emonized Authenticity Vs. **U**nopposed Popularity

#### **CHANGE THOUGHTS**

• **D**isplacing Belief vs. **U**nmoving Belief

## POLARIZING BELIEFS - THE "CS"

- 1. Connect Emotionally
- 2. Change Thoughts
- 3. Cultivate Community

#### **CONNECT EMOTIONALLY**

- Debatable vs. Understandable
- Dangerous Vs. Unthreatened
- **D**emonized Authenticity Vs. **U**nopposed Popularity

#### **CHANGE THOUGHTS**

Displacing Belief vs. Unmoving Belief

#### **CULTIVATE COMMUNITY**

Differentiation vs. Unification



#### G.O.L.D. METHODOLOGIES TM

#### **Polarizing Beliefs:**

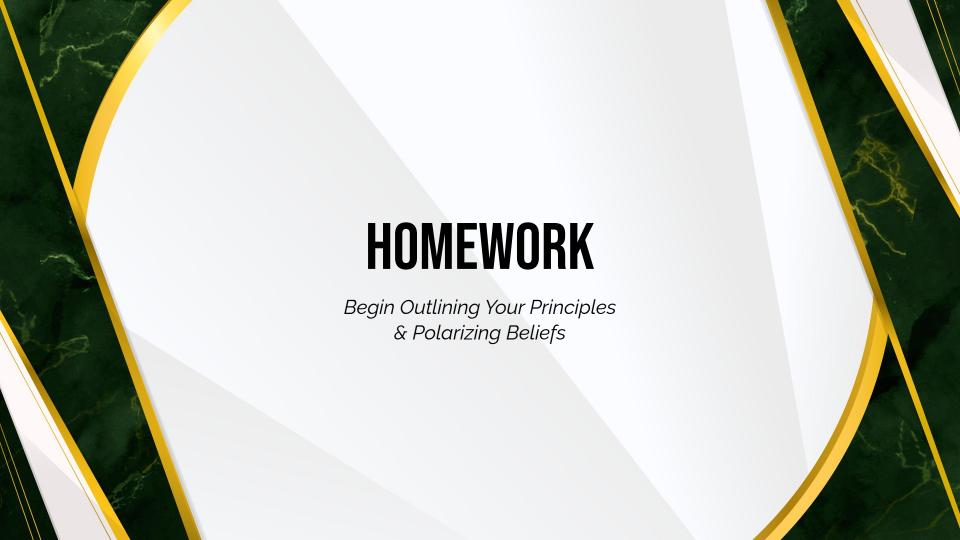
- Leverage & Scale Reduces Quality, Certifications Keep The Human Element But Still Allow For Scale
- The Lack Of Formal Education Is Holding The Industry Back (It Has Limitations BUT Its Value Is Immeasurable)
- You Can't Be A Thought Leader Without Knowing How To Think Critically

## LET'S RECAP

What Did We Learn Today?

#### PRINCIPLES & POLARIZING BELIEFS

- Paradigm are characterized by specific Principles &
   Polarizing Beliefs, which ALSO inform Why You Do What You Do The Way You Do It
- Principles Are Motivational, Aspirational, And Personal
- Principles Are NOT Individual, Business, Or Client Values
- Principles ARE Paradigm And Process Specific
- Polarizing Beliefs Connect Emotionally, Change Thoughts, And Cultivate Community
- Polarizing Beliefs Are Debatable, Dangerous, Displacing,
   And Differentiating.



## UP NEXT...

The Underlying Philosophies That Inform Why You Do What You Do The Way You Do

#### "RATIONALE" ANSWERS THESE QUESTIONS:

- 1) HOW Is Your Transformation Unique?
- 2) WHY Do You Provide Your Function Within The Process Of Creating That Transformation The Way That You Do?