

# REQUIRED FACTOR

*What Won't This Work Without?*

# YOUR HOSTS TODAY

*Amanda Goldman-Petri  
& Valerie Del Grosso, Esq.*



# WHAT IS A “REQUIRED FACTOR?”

# THE REQUIRED FACTOR CONNECTS YOUR

1) Method, to your

# THE REQUIRED FACTOR CONNECTS YOUR

- 1) Method, to your
- 2) Mission, to your

## **THE REQUIRED FACTOR CONNECTS YOUR**

- 1) Method, to your
- 2) Mission, to your
- 3) Purpose, and

# THE REQUIRED FACTOR CONNECTS YOUR

- 1) Method, to your
- 2) Mission, to your
- 3) Purpose, and
- 4) The reason your do this work for this audience.



# MORE EXAMPLES





**IT WON'T WORK WITHOUT**

1) Profit First: Facing the numbers

## IT WON'T WORK WITHOUT

- 1) Profit First: Facing the numbers
- 2) RP Diet: Honest assessment of activity levels

# IT WON'T WORK WITHOUT

- 1) Profit First: Facing the numbers
- 2) RP Diet: Honest assessment of activity levels
- 3) Other ideas: self-awareness, truth, a commitment to diversity, trust in a process, being willing to proceed without knowing the exact "how," being willing to feel the feeling instead of suppressing it or changing it, etc.

# LET'S RECAP

*What Did We Learn Today?*

# REQUIRED FACTOR

- Connects the method, the “why” and the “who”
- Differentiating value, maybe even polarizing
- Reasonable minds may differ, and in fact, there may be other, opposite ways to get a result

# **HOMEWORK**

*Begin Outlining Your Required Factor(s)*



**UP NEXT...**

*Your Revolutionary Expression*