

KACB Module 2 -- Your Supporting Principles

Knowledge is only a rumor until it is experienced in the body. So far the work we have done is made up of meaning, of knowledge. There's been no performance. Yet, what good would it do if this continued to be only stuff of the mind?! That's why we are working towards translating your mission and values into action steps, decisions, performance.

We have the ability to embody knowledge or knowing into a pattern of responses in our muscles. So like typing, now our fingers "know" where the keys and key functions are. What we once learned consciously has "dropped into our unconscious".

You have gone through the process of turning your business mission into a metaphor and stepped into it so you can experience it in your body. Now we need to take that a step further and turn that into guiding principles that support your mission and values.

Translating great ideas into neurology utilizes one's neuro-semantic powers. To master anything, we can begin by identifying the principles that support it and then translate them into empowering beliefs, activating decisions, motivating states, and actions of implementation.

Knowledge only becomes power within us when it activates us in responding effectively to the world. Otherwise, knowing more may only increase our frustrations and sense of dis-empowerment.

You can think of principles as what you hold true about something. Let's say that integrity is one of your core business values. And you translate that to principles about sales, what would that be? Here's a few of mine:

1. Don't sell if there is no need
2. Always be serving
3. If there is a need, it is your duty to make an offer
4. Helping your clients make an informed decision is an act of love

For me, these are guiding principles in how I do my sales. It helps me implement my mission and values.

What I'd like you to do, is to write down the principles for your business. You may want to do some research into successful companies or organizations that you feel stick to the same values as you do, to help discover those principles.

Step 1 – Brainstorm the following questions

1. What behavior expresses this value in my business (sales, marketing, communication, the way I deal with my customer, how I approach my product, etc)?
2. What do I believe about this value?
3. What are the criteria for this value?
4. When is this value violated?

Step 2 – Start categorizing them in business areas

As you sort through your business principles, sort them into the following business areas:

- Distribution (Where your clients are. – eg. Online, locally, nationally, internationally)
- Customer
- Product
- Communication
- Marketing
- Sales
- Finance

Step 3 – Add your principles to your business plan

You can then write your business principles into your business plan. As we go through the modules, you might find that your business principles change somewhat or you may want to add to them later. This is just a start!