



ACTT Business Mastery Assessment!

By Nina Segura

First thank you so much for being a part of my world! If you've read my book [Every Day is Friday: The ACTT Blueprint for Leaders and Entrepreneurs](#) you may notice that these tools have been revised based on feedback from leaders just like you! So, keep your comments coming!

Attached you will find:

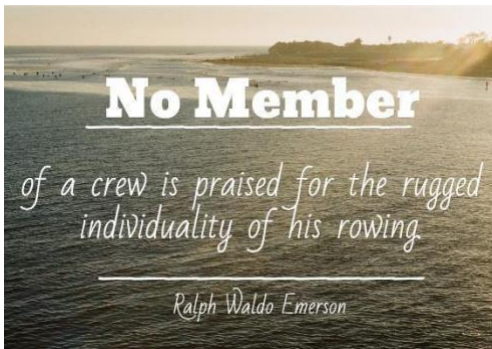
- A summary of ACTT and
- The Business Mastery Assessment
- The ACTT Blueprint for you to customize and make your own.

Great Business Leaders **ACTT!** First gain **Alignment**, second engage your **Crew**, third understand your **Transformation** strategy and finally, create a **Transition** plan!

A is for Alignment

How well aligned are you with yourself? Your market? Your resources?

To get started, first align yourself with your values. For example, on one hand you might want to value the freedom of self-expression by starting a new business, while on the other hand, you may not want to risk financial consistency with your current company. Another example of conflicting values might be the desire to scale your organization and at the same time realizing that your current management team who helped you get where you are today, may not be able to help you get you to the next level (value of accomplishment competing with the value of loyalty). **Your values do NOT have to be mutually exclusive!** How do you get these apparently conflicting sets of goals to reconcile themselves? Check out the next section!



C is for Crew

Your Crew is comprised of people who are 100% committed to your success. Who is on your Crew?

A Crew can be, but is not always the same as a team or employees. Your "Crew" are those who are objective and have no other interest than your success. They know that there is enough for everyone and will do whatever possible to ensure your success. It is critical that as a Business Leader you know that you do not have to go at it alone. You can have a Crew in the form of coaches, mentors and other Business Leaders. It may sound obvious; however, the key is to have a few different types of Crew members.

So, for example, if your sister has worked at the same place for 20 years, she may be great to have over for dinner and provide you with emotional support, but she may not be the best person to give you advice about your business life.

One of the biggest mistakes Business Leaders make is surrounding themselves with and hiring people too much like themselves. This is solved with the magic of having a Crew of people with varied sets of skills. If you feel stuck, perhaps it will benefit you to be around a creative non-judgmental group; if you have a thousand ideas and need to move them forward, perhaps you need support to sequence your plans. **True effectiveness as a Business Leader is understanding when to rely on yourself and when to reach out to others.**



[T is for Transformation Strategy](#)

What is your Transformation Strategy?

“Nothing changes if nothing changes!” If you want to change your work-life, start by doing one small thing differently right now. Go ahead right now. Do it. The next sentence can wait until you’re done. Okay ready to move on? Perfect!

You see, when we make time and commit to using our own resources to refresh ourselves, our lives will transform. This means making time and investing in our own personal and professional development e.g. meditate and exercise daily, get coaching weekly, attend a mastermind group semi-monthly and create space in your life for something different to happen for you (not to you by outside circumstances).

Take a moment now and imagine that it’s many years into your future. It’s your funeral, and there your loved ones sit. There are people you didn’t even know personally making time to honor your memory. What are they saying? When I did this funeral exercise, it was a turning point for me. That’s when I realized that my life’s purpose was “to inspire a life well-lived”.

[T is for Transition Plan](#)

What is your Transition Plan?

Whether you work for a large corporation or you work for yourself; inevitably you will one day find yourself doing something other than what you are doing now. Based on your Transformation strategy, you will create the most relevant Transition plan. Transition is more about doing, versus the being of Transformation. Your transition plan will include key action steps and considerations personalized for your success. For instance, if you want to retire in 5 years, it will benefit you to focus on passive cash flow opportunities. If you are moving into solo entrepreneurship, you will need to understand how to make the most of your time and financial investments during the startup phase and develop insights such as how to clearly identify the gaps in the market AND offer values-based pricing. Also, if you plan to leave your company in the hands of others, you will focus on cultivating leaders who are results and sustainability focused.



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ACTT Business Mastery Assessment

The first step in getting your ACTT together is to know where you are right now.
 We will use this baseline to develop your ACTT Blueprint.

Please read the definitions and key questions for each area and rate how you're doing OVERALL.
 Don't be too disappointed if you see low numbers, this is the beginning, and we build together from here!

Your Name _____ *Date* _____

<i>How Aligned are you?</i>		<i>Rank 1-7 (7 is highest)</i>
*Top Values These are the top values that you hold dear in both your personal and professional life.	To what extent do your actions relate to the values you affirm to be important in both your personal and professional work life?	
*Life Purpose/ Personal Vision This is what you are up to in this world, your impact, your legacy. Sometimes it's a metaphor such as "I am the bridge bringing people home." Your life purpose informs your personal vision.	To what extent are you living your life's purpose daily? To what extent does your work life reflect your personal vision?	
Company Vision This is who and how you want your organization to be. Example: "To be the world's most respected service brand." – American Express or "My vision is a world where we inspire, influence and empower one another while honoring our feminine nature and women in leadership	Think about your vision for your organization and work life, how closely does your reality reflect your vision?	
Your Edge/ Value Proposition These are the special talents and abilities that set you apart to service your best internal / external customers.	If you are clear on your edge, to what extent are you using your edge to your advantage? To what extent do you embody your value? How closely does that align with the outcomes of your ideal internal or external client(s) desire?	
Competitive Advantage These are the special talents and abilities that set your organization/team apart to service your best internal/ external customers.	To what extent do you and your leadership team embody the competitive advantage of your organization? How closely does that align with the outcomes of your ideal internal or external client(s) desire?	
Mission This is how your organization will obtain your vision. More specifically, the actions your organization will take to create the positive impact you are wanting. Example: Create Collaborative conversations to connect company cultures and our world community.	To what extent does your organization contribute to your vision of the world? How well does the mission for your business align with your life's purpose?	
Stump Speech Statement/Shared Vision This is your pitch: "I help ____ (client/group of clients) with (Fill their challenges) so that (your impact)." Examples: "We provide Business Leaders in transition with the tools and transformational experiences needed to expand time and money, turn one-time buyers into long-term relationships and retain their best talent." Or "We help women get the	How developed is your stump speech/shared vision regarding the work you want to be doing? How clearly can everyone that works with you describe what you deliver and its impact or benefit?	



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clarity, confidence and collaboration they need to positively contribute to their organization, their families and their community.” “ We work with women in male majority industries make Monday and every day feel free, fun and fulfilling, like a Friday.”		
Sub Total		
Alignment Assessment	Divide your subtotal by 7 and record that number below.	
	How Aligned are you?	
Who is on your Crew?		Rank 1-7 (7 is highest)
Crew Members These are the relationships that are key to your professional and personal success. These are your mentors, coaches, Life and Business partners, etc. Your Crew cheers you on, inspires you and acts as a resource when you need assistance. They can be personal or professional connections, or notable figures who you admire from afar.	How robust and complete is your Crew? How well does your Crew challenge you? How connected do you feel to your Crew? How connected are you to professionals who can support you?	
Your Ideal Internal Clients (Key Employees) and External Clients Your ideal Client(s) are internal or external to your organization. They are those who you most want to positively impact. It’s helpful to know the characteristics of your ideal Client to serve them.	How clearly can you identify the characteristics of your ideal Client(s)? How well does your daily workflow serve your ideal Client(s)?	
Ideal Crew (Those Who Are 100% Committed To Your Success) List additional Crew members that you need to attract your Ideal Clients (internal – employees/ external customers).	How clearly developed is your Ideal Crew?	
Inside Crew These are the voices in our minds that get loud when we’re in conflict or we have a decision to make.	How well can you access the healthy mature parts of your leadership in times of decision and conflict?	
Your Strengths You can find out your Leadership SuperPowers and Modern Leadership Personas on Metaspire Consulting.com/assessments These also include what you know about your work style preferences and appropriate model for your leadership style if applicable e.g., Myers Briggs Type, DiSC, Wealth Dynamics, Enneagram, Clifton Strengths Finder assessments etc.	How closely aligned is the work you are doing with your strengths? How well does your workstyle match the way you’re currently working? How well does your business model align with your strengths?	
Sub Total		
Crew Assessment	Divide your subtotal by 5 and record that number below.	
	How robust is your Crew?	



What is your Transformation Strategy?		Rank 1-7 <i>(7 is highest)</i>
Your Beliefs These are the messages you tell yourself that help or hinder your mission. Positive Examples: <i>I am enough. I have enough time for everything. I can make a good living and still have time for fun. I deserve to be successful. I can start my day all over at any time.</i>	To what extent are your beliefs supporting you to get what you deserve?	
Transformational Commitments These are the actions you take to support your vision becoming reality. It's what you do on a consistent basis so that you have the time and resources to be who you want to be. Examples: <i>exercise daily, meet coach weekly, attend mastermind group semi-monthly, etc.</i>	To what extent do you commit to space on a consistent basis so that you have the time and resources to be who you want to be? To be with the people who you enjoy the most. To do what you want to do?	
Leadership Stake This is what you believe about the work you do. It's the impact you want to have. Example 1: <i>When people are fulfilled at work, they are happier at home.</i> Example 2: <i>We are most effective as leaders when we lean in fully to the resources of our Crew.</i>	How clear are you about your work life beliefs? How clear are you about the impact your work life is having?	
Organizational Life Cycle Strategy This is where your organization is today - development, introduction to market, growth, prime, maturity, and decline.	How well is your organization moving toward/sustaining being in the PRIME stage?	
Customer Life Cycle Strategy This is how your customers are made aware of your product/services. It's what you do to convince them to purchase and to stay loyal to you.	How well-defined is your customer life cycle strategy? How robust are your ongoing mechanisms to outreach loyalty and customer advocacy?	
Sales Strategy If you are a leader you need to know how to sell your ideas, products and or services. Include how you're selling or going to sell based upon your SuperPowers.	Does your sales strategy build on the strengths of your organization?	
Employee Engagement Strategy This includes recruiting, learning and development, compensation and incentive plans, succession planning etc.	How well is your organization recruiting, retaining your best employees? How well are you setting up your employees to retire well?	
Sub Total		
Transformation Assessment	Divide your subtotal by 7 and record that number below.	
	How defined is your Transformation Strategy?	



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What is your Transition Plan?		Rank 1-7 (7 is highest)
Transition Actions This is either how you will move into or out of where you are (pass the baton –transition my role to someone else, franchise my business, license my IP etc.) It includes timelines for the financial and emotional aspects, and any applicable processes e.g. reflecting, gathering information, requesting recommendations, updating your online presence, joining professional organizations, etc.	How developed is your transition plan? How clear are you on the factors that need to be analyzed for transition? How clear is your timeline?	
Financials This includes the planning for both future revenue, margins and passive and active incomes.	How clearly can you articulate your income, revenue & budget goals (before, during & after your transition)?	
Initiatives These are the top three to five initiatives you need to do to advance your business, achieve your vision.	How clearly articulated are your top three to five initiatives? How close are you to being able to achieve them?	
Development This includes the assignments and next steps that will help you develop most effectively. It's also knowing the strengths upon which you can build.	How clearly can you identify developmental tasks for yourself? How clear are you on your own strengths? Areas for growth?	
Market Landscape This is knowing how what happens in the market will impact you. It includes being aware of trends, risks and opportunities.	How aware of your market landscape are you? How friendly is the landscape to your business model?	
Performance Measures & Metrics These are the specific, measurable results that define success in your business.	How closely connected are your success measures with what you need to achieve TODAY to the results you need in the long run?	
Sub Total		
Transition Assessment for <u>Business Leaders</u>.	Divide your subtotal by 6 and record that number below for <u>Business Leaders</u>	
	How well-developed is your Transition Plan?	
The Below Question is for <u>Business Owners</u> Only.		Rank 1-7 (7 is highest)
Revenue Models (Business Owners Only)	How closely connected are you with the business model that will produce the most significant monetary results.	
Divide your subtotal by 7 and record that number below for <u>Business OWNERS</u>		
Transition Assessment for <u>Business Owners</u>.	How well-developed is your Transition Plan?	



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ACTT Business Mastery Assessment Totals

<i>Copy your ratings from each section below</i>	
<i>How <u>A</u>ligned are you?</i>	
<i>Who is on your <u>C</u>rew?</i>	
<i>What is your <u>T</u>ransformation Plan?</i>	
<i>What is your <u>T</u>ransition Plan?</i>	

This is a GREAT start and it's just the beginning.

Further your Learning based on your ratings for each section, reflect:

- What did you notice as you took the assessment?
- How might you lean more closely on your strengths and the strengths of those around you?
- Who on your Crew can support you to develop your ACTT Blueprint?
- How might your goals need to change as a result of this assessment?
- Where will you devote the most energy in the ACTT Blueprint for Leaders?

Helpful Hints:

- When you have completed this, put it in a place where you can see it every day. Consider updating it once a week or once a month at the latest.
- This is a work in progress. Mistakes will be made!
- Written goals have a greater chance of being accomplished.
- Kick it up a notch by telling your goals to as many people as possible.

*See Nina's Every Day is Friday ACTT Blueprint for Leaders and Entrepreneurs Book for examples.

*You can and will create the work and life you want.
 Keep going!!!!*

Bottom-line: As a Business Leader, you need to take time to ACTT. You don't need to know all the answers and you don't have to do it alone. Just take one step at a time; one minute at a time.



If you can authentically work every day to create Alignment, surround yourself with the right Crew, and make time for your own Transformation strategy, then you can create your own Transition plan to be where you want to be! You will find success in your professional and personal life AND INSPIRE others to follow in your footsteps. This will be your Legacy. Your greatest triumph!



ACTT Blueprint - EXAMPLE

ACTT Blueprint for: <u>Nina Segura</u> Date <u>mm/dd/yy</u> ACTT on Every Day being a Friday by using this Blueprint!	
How Aligned are you?	
My Top Values	Top 5 values see pages 8-11 EDIF book
My Personal Vision of complete fulfillment	I wake up aligned with myself. I create from a place of freedom, fun and fulfillment and when I forget, I re-align with my Leader Within and my Crew. I am in a community of people who are making a positive impact in our world. I enjoy beauty within and around me. I spend quality time with leaders and organizations who are making our world a better place one conversation at a time.
My Life Purpose	Inspiring a Life-Well Lived While Living One.
My Company Vision	A world in which we lead, influence and empower one another without honoring our Feminine Nature. Create Collaborative Conversations To Connect Our Company Cultures And Our World Community.
What is your Edge? (Value Proposition)	When we know our SuperPowers, we blur the lines between work and play. You Can Make Every Day Friday by finding out your Leadership SuperPowers™ .
Competitive Advantage	We are the first certified, woman-owned management consulting company in South Florida with an interdisciplinary approach to help business leaders accomplish their financial goals while keeping their BEST employees.
Company Mission	To expand time and money, turn one-time buyers to long term relationships and retain your best talent.
Stump Speech Statement/Shared Vision	Example https://youtu.be/PcxSdcTwa1Q
Who is on your Crew?	
Outside Crew (add any missing Crew members)	Mentors, Coaches, Partners, Direct Reports, Etc.
Ideal Internal/External Client(s)	Overwhelmed leaders need to remember they are a Super Leader so that they can have a Super Team of their own making goals and outcomes easier to achieve.
My and My Team's Superpowers/Modern Leadership Personas etc.	www.metaspireconsulting.com Mine: Kahuna, Nurturer Visionary, Systemic, ENFP, iD, Enneagram 2,1 etc. My Direct Reports: Cultivator, Activator, Logic, INTJ, SC, Di Enneagram 9 etc.
Inside Crew members	Leaders Within -Holy Spirt, Playful Child, Wounded Child, Angry Teenager, Warrior, Queen, Wise Woman etc.
Team Shared Values	This is an interactive exercise that Metaspire leads your team through.
Team Conflict Protocol	How might we best be together during conflict? What happens when things don't go as planned? This is an exercise that Metaspire leads your team through.
Team Designed Alliance	How might we best make decisions together?
What is your Transformation Strategy?	
My Beliefs	At this moment, I choose my thoughts. I release the fear of not having enough. I am enough. I have enough time, money and energy for everything I need. I have enough to give. I release the fear that there isn't enough good in the world. I appreciate my gifts and talents. I am grateful for the good I see in my family, friends and work relationships. I am fulfilled by my work and I am rewarded well. I only work with people I love, respect and enjoy and who feel the same about me. I have enough money for myself, my family. I have everything I need at a price I can easily afford. I have enough to give. When I begin to doubt myself, I start my day over at any time.
My Commitments	I am committed to leading and participating in weekly transformational spaces. I am committed to workable relationships where people take responsibility for themselves.
Leadership Stakes	When we are fulfilled at work, we are happier at home and when we are happier at home the world is a better place. When good women have decision making power and dollars, the world is a more peaceful and prosperous place.



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	When leaders have a place to refresh, refocus and re-tool they become stronger members of their families, their organizations and their communities.	
Organizational Life Cycle strategy?	This is an interactive exercise that Metaspire leads your team through e.g., bringing systems into emerging organizations, decentralizing aristocratic systems	
Customer Life Cycle strategy?	This is an interactive exercise that Metaspire leads your team through e.g., ACPPLA – Customer Line Of Visibility Models	
What Is My Internal / External Sales Strategy?	This is an interactive exercise that Metaspire leads your team through. Metaspire Change Roadmap, Stakeholder Analysis, Revenue Model, Sales Funnels, Business Models.	
Employee Engagement & Succession Planning Strategies?	This is an interactive consulting arrangement that Metaspire leads your team through to ensure a winning culture from recruitment, to retention to retirement.	
What is your <u>Transition Plan</u>?		
Every Business Leader needs a transition plan	Pass the Baton, Franchise, M&A, IPO. See Every Day Is Friday ACTT: Blueprint For Leaders.	
One Major Milestone I will Accomplish Monthly		Measures of Success
My Top 5 Priority Actions in the Next 90 Days		Measures of Success
Use the Full 90 Day Plan Worksheet.		
How I will Celebrate	Celebrate small successes along the way.	
How I will Recalibrate	How will you feel about yourself when you make mistakes?	

Helpful Hints:

- When you have completed this, put it in a place where you can see it every day. Consider updating it once a week or once a month at the latest.
- This is a work in progress. Mistakes will be made!
- Written goals have a greater chance of being accomplished.
- Kick it up a notch by telling your goals to as many people as possible.

***See Nina’s Every Day is Friday ACTT Blueprint for Leaders and Entrepreneurs Book for examples.**



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ACTT Blueprint for: <u>INSERT NAME & Date mm/dd/yy</u> ACTT on Every Day being a Friday by using this Blueprint!	
How <u>A</u>ligned are you?	
My Top Values	
My Personal Vision of complete fulfillment	
My Life Purpose	
My Company Vision	
What is your Edge? (Value Proposition)	
Competitive Advantage	
Company Mission	
Stump Speech Statement/Shared Vision	



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Who is on your <u>Crew</u> ?	
Outside Crew (add any missing Crew members)	
Ideal Internal/External Client(s)	
My and My Team's Superpowers/Modern Leadership Personas etc.	
Inside Crew members	
Team Shared Values	
Team Conflict Protocol	
Team Designed Alliance	



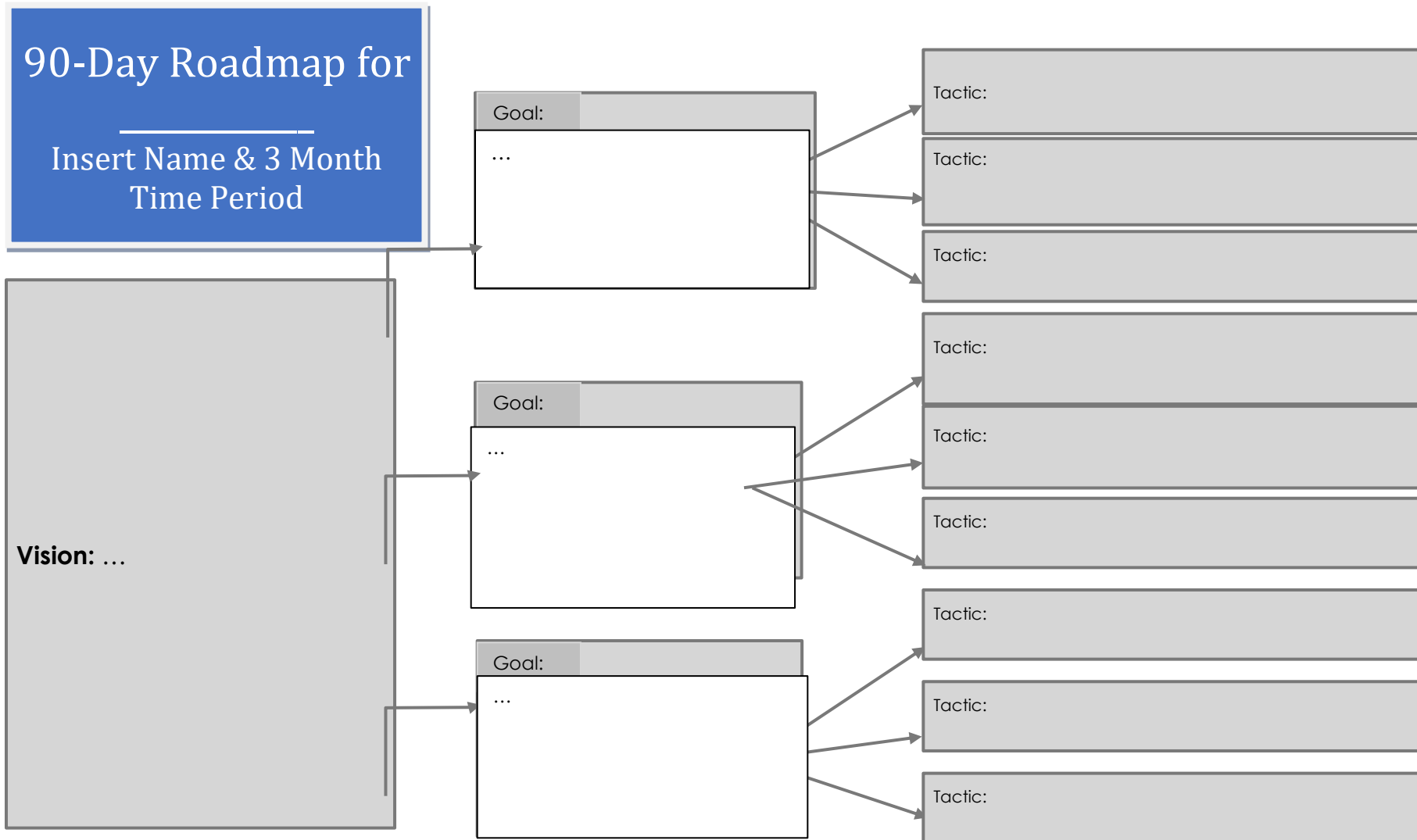
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What is your Transformation Strategy?	
My Beliefs	
My Commitments	
Leadership Stakes	
Organizational Life Cycle strategy?	
Customer Life Cycle strategy?	
What Is My Internal / External Sales Strategy?	
Employee Engagement & Succession Planning Strategies?	



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What is your <u>T</u> ransition Plan?	
Every Business Leader needs a transition plan	
One Major Milestone I will Accomplish Monthly	Measures of Success
My Top 5 Priority Actions in the Next 90 Days	Measures of Success
How I will Celebrate	
How I will Recalibrate	



Place Estimated Dates of Completion by Each Tactic.
Consider how you will CELEBRATE success along the way?
How might you best be with yourself along the way?