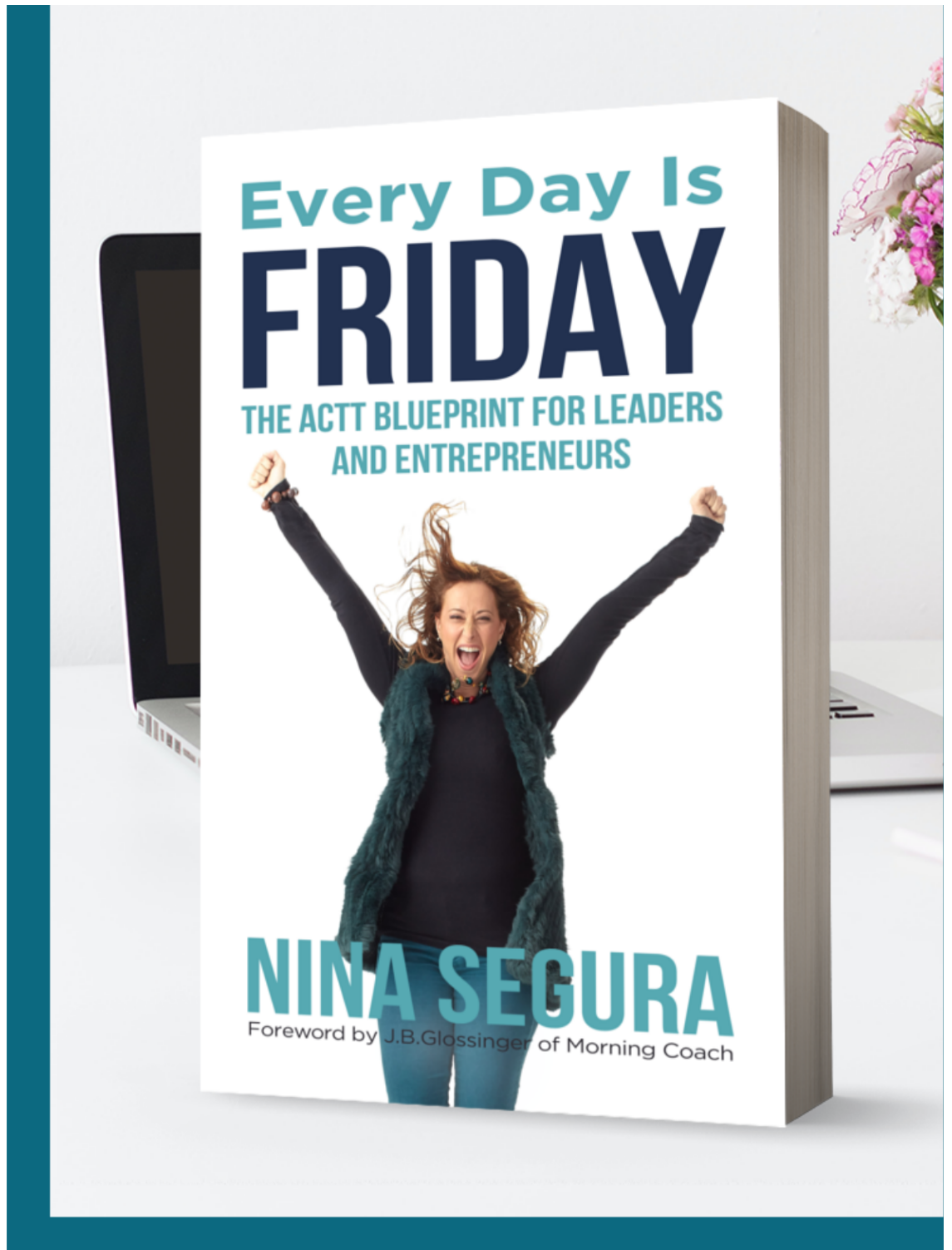


EVERY DAY IS FRIDAY



"ACTT" Blueprint & Business  
Mastery Assessment™

*by Nina Segura*

# Welcome

How can Monday and every day feel free, fun, and fulfilling– like a Friday?

Get into **Alignment**, cultivate a good **Crew**, be devoted to your **Transformation**, & create a solid **Transition Plan**. The best Business Leaders ACTT! The purpose of this assessment is to support you in pinpointing areas for your strategic development. Most importantly, it promotes alignment, clarifies outcomes, and helps focus your efforts more proactively.

So, keep your comments coming. Attached you will find the following:

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

The purpose of this assessment is to support you in pinpointing areas for your strategic development. Most importantly, it promotes alignment, clarifies outcomes, and helps focus your efforts more proactively.

Don't overthink it. No answer is wrong. Be yourself. This assessment takes about 10 minutes to complete. Please don't multi-task and focus on this alone. If you have any questions, please let me know.

Have fun and let us know how it goes!

*Nina Segura*



## A is for Alignment

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

**To get started, first align yourself with your values.** Many leaders never get started with something they want to do because of fear. For example, they are concerned they can't have what they want AND meet business goals. These leaders appear to have two competing values playing a tug of war with their desire for a life well-lived. For example, on the one hand, they want to be loyal to the people who assisted them in getting where they are today. Yet, at the same time, they are unsure whether those are the same people who can support them in getting to the next level.

Another example would be the desire for freedom of self-expression during your workday and, on the other hand, being concerned that your vulnerability might be brought up in an unfavorable context. **Your values do NOT have to be mutually exclusive!** So how do you get these conflicting sets of goals to reconcile themselves? Keep reading.

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*"Strength is the capacity to break a chocolate bar into four pieces with your bare hands and then eat just one of the pieces" – Judy Voirst*

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## C is for Crew

Your Crew comprises people who are 100% committed to your success. So, who is on your Crew?

**A Crew is and 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 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 through partners, coaches, mentors, and others. It may sound obvious; however, the key is to have different types of Crew members so that you can have an entire Crew of your own.

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 organization. **One of the biggest mistakes Business Leaders can 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. **Actual effectiveness as a Business Leader is understanding when to rely on yourself and when to reach out to others.**

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*"No member of a crew is praised for the rugged individuality of his rowing."*  
*– Ralph Waldo Emerson*

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## T is for Transformation Strategy

What is your Transformation Strategy?

"Nothing changes if nothing changes!" So, if you want to change, start by doing one small thing differently. Go ahead right now. Do it. The following sentence can wait until you're done. Okay, ready to move on? Perfect!

Our lives will transform when we make time and commit to using our resources to refresh ourselves. This means making time and investing in our development, e.g., meditating and exercising daily, getting coaching weekly, attending a mastermind group semi-monthly, and creating 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 is "To inspire a life well-lived while living a well-lived life myself."

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*"How does one become a butterfly? You have to want to learn to fly so much that you are willing to give up being a caterpillar."*

*– Trina Paulus*

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## T is for Transition Plan

What is your Transition Plan?

Whether you work for a large corporation or your 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 being of Transformation. Your transition plan will include critical actions and success measures. For instance, if you want to retire in 5 years, focusing on passive cash flow opportunities may benefit you. Suppose you are a business owner, besides ensuring your business is profitable. In that case, you may consider ensuring that your current customer portfolio is well-balanced, and your leaders are well-trained so that you are not the bottleneck.

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*"Begin with the end in mind."*

*– Stephen Covey*

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Please read each area's definitions and critical questions and rate how you're doing OVERALL.  
 Don't overthink it. No answer is wrong. Be yourself. This assessment takes about 10 minutes to complete.  
 Please don't multi-task and focus on this alone.

## HOW ALIGNED ARE YOU?

*Alignment starts with self-awareness and is the foundation for how your leadership shows up in your organization and, more importantly, our world. It includes your messaging and the way you communicate with others.*

Rank 1-7  
 (7 is the highest)

<p><b>Top Values</b> – These are the top values you embody in your personal and professional life, e.g., authenticity, innovation, kindness, etc.</p> <p>To what extent do your actions relate to the values you consider dear in your personal and professional life?</p>	
<p><b>Life Purpose/ Personal Vision</b> – 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." Or "Inspiring a life well lived, while living one myself." Your life purpose informs your vision.</p> <p>To what extent are you living your life purpose /personal vision daily?</p>	
<p><b>Company Vision</b> – Your vision is who your organization is being, e.g., "To make people happy." (Disney). Or "The world's best customer experience every day" (AMEX).</p> <p>Think about your vision for your organization or department; how closely does reality reflect your image?</p>	
<p><b>Your Edge/ Value Proposition</b> – Communicates the outcomes your team, organization, program or meeting provides to those you ideally want to serve e.g., business leaders, direct reports, clients, strategic partners etc.</p> <p>To what extent are you using your edge to be in the highest service if you are clear on your edge?</p>	
<p><b>Competitive Advantage</b> – These unique talents and abilities set you/your organization/team apart to competitively serve your ideal internal (employees) or external Client (s).</p> <p>To what extent do you and your team embody natural strengths that align with the outcomes your ideal clients desire?</p>	

## HOW ALIGNED ARE YOU? *(cont.)*

Rank 1-7  
(7 is the highest)

<p><b>Mission</b> – This is how your organization will obtain your vision. Example: “To accelerate the world’s transition to sustainable energy.” – Tesla; “Connect the world’s professionals to make them more productive and successful.” – LinkedIn</p> <p>How does your organization /department contribute to the vision?</p>	
<p><b>Stump Speech Statement/Shared Vision</b> – This is your elevator pitch. For example, I support <u>(insert name or role family name)</u> in <u>(an outcome they are wanting)</u> without <u>(a dislikes/concerns they have)</u> so that they can have <u>(more outcomes)</u>. e.g., I support <u>Business Leaders</u> in <u>getting out of the founder's trap</u> without <u>losing their best employees</u> so that they can spend their time <u>playing to their strengths, building valuation in their company, and doing what's bests for themselves and the people they care about most.</u>"</p> <p>How clearly can you and your key players articulate what you deliver and its positive impact on your employees or external Ideal Clients?</p>	
	Subtotal
<i>Divide your subtotal by 7= Your ALIGNMENT TOTAL</i>	

## WHO IS ON YOUR CREW?

A Crew is 100% committed to your success, and you are also willing to be 100% committed to their success.

Rank 1-7  
(7 is the highest)

<p><b>Current Crew Members</b> – Your Crew cheers you on, inspires you, and acts as a resource when you want or need assistance. They can be personal or professional connections or notable figures whom you admire from afar. e.g., mentors, leaders, employees, coaches, life, and business partners, etc.</p> <p>How robust and complete is your external Crew?</p>	
<p><b>Ideal Crew - Internal Clients (Key Employees) and External Clients</b> – These are the people you/your team/organization serve (e.g., leadership team or direct reports) or are external to your organization (e.g., clients), whom you most want to impact positively. Pick one people group to focus on.</p> <p>How clearly defined are your client WOW experiences? (e.g., leadership team – giving them something that they want before they ask. Or Direct report – conducting stay interviews, team builders, etc.) Or External clients – birthday gifts, holiday gifts.</p> <p>See Chapter 4: Super Leadership, Customer Life Cycle in my book, <a href="#">Every Day Is Friday ACTT Blueprint For Leaders &amp; Entrepreneurs</a> for more context.</p>	
<p><b>Ideal Crew</b> – Identify additional ideal crew members that you want and need to attract your ideal internal (employees) or external Clients, Mentors, Coaches, Partners, etc.</p> <p>How clearly developed is your ideal crew to attract and engage your ideal client(s)?</p>	
<p><b>Inside Crew</b> – These voices in our minds get loud when we're in conflict, we are influencing someone, or we have a decision to make.</p> <p>How well can you access the healthy voices in your mind when you have a decision to make or when you are in conflict?</p>	
<p><b>Your Strengths/Standards &amp; Boundaries</b> – What do you know about your strengths, e.g., what resonates with you based on any assessments you may have taken, e.g., Myers Briggs, DiSC, Wealth Dynamics, Enneagram, Clifton Strengths Finder, Modern Leadership Assessments, etc.?</p> <p>How closely is your work-life or business model (if you're a business owner) aligned with your natural strengths, standards, and boundaries?</p>	
<p>Subtotal</p>	
<p>Divide your subtotal by 5 = Your <b>CREW TOTAL</b></p>	

## WHAT IS YOUR TRANSFORMATION STRATEGY?

*We can't force Transformation to happen, but we can create transformational spaces for ourselves and our organizations for Transformation to occur.*

Rank 1-7  
(7 is the highest)

<p><b>Your Beliefs</b> – 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></p> <p>To what extent are your beliefs supporting you to obtain your vision?</p>	
<p><b>Transformational Commitments</b> – These are the actions you take to support your vision becoming reality. It's what you do consistently so that you have the time and resources to meet your long-term vision and goals. Examples: exercise daily, meet coach weekly, engage staff, etc.</p> <p>To what extent do you consistently commit your presence and resources to create Transformation for yourself and your organization?</p>	
<p><b>Leadership Stake</b> – This is what you believe about the work you do. It's the impact you want to have. <b>Example 1:</b> <i>When people are fulfilled at work, they are happier at home.</i> <b>Example 2:</b> <i>We are most effective as leaders when we lean in fully to the resources of our Crew.</i></p> <p>How clear are you about your beliefs' impact on your important goals?</p>	
<p><b>Organizational Life Cycle Strategy</b> – The Organizational Life Cycle comprises distinct phases: introduction to the market, growth, prime, maturity, and decline. The prime stage represents when an organization achieves an optimal balance between control and flexibility, setting the stage for sustained success.</p> <p>How effectively is your organization progressing, maintaining itself in the prime stage?</p>	
<p><b>Customer Life Cycle Strategy</b> – This is how your customers are made aware of your product/services. It's what you do to convince them to purchase and stay loyal to you.</p> <p>How effective are your organization's efforts to engage client throughout the entire customer life cycle (awareness, consideration, preference, purchase, loyalty, advocacy) strategies?</p>	



## WHAT IS YOUR TRANSFORMATION STRATEGY? *(cont.)*

Rank 1-7  
(7 is the highest)

<p><b>Sales (Influence) Strategies</b> – As leaders, we typically spend time selling our ideas, products, and/or services.</p> <p>How well do you rate your sales (influence) skills?</p>	
<p><b>Employee Engagement Strategies</b> – This includes recruiting, learning, and development, stay interviews, compensation and incentive plans, succession planning, etc.</p> <p>How well are you/your organization attracting and retaining the best talent? How engaged are you with your ideal organization if you are a solo entrepreneur or an individual contributor?</p>	
	Subtotal
<i>Divide your subtotal by 7= Your <b>TRANSFORMATION TOTAL</b></i>	

## WHAT IS YOUR TRANSITION PLAN

*If you do not have a clear transition plan, someone or something else will create one for you.*

Rank 1-7  
(7 is the highest)

<p><b>Transition Actions</b> – This is 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 applicable processes, e.g., reflecting, gathering information, requesting recommendations, updating your online presence, joining professional organizations, etc.</p> <p>How developed is your transition plan, e.g., actions that need to be analyzed and taken within a particular timeline?</p>	
<p><b>Financials</b> – This encompasses strategic planning for future revenue streams, maximizing profit margins, and diversifying income through passive and active channels.</p> <p>How clearly can you articulate your personal/organization/department financials, e.g., revenue, profitability, EBITDA, budget, and/or forecasting goals, etc.?</p>	
<p><b>Initiatives</b> – These are the top three to five initiatives you need to do to advance your organization.</p> <p>How close is your organization/department to achieving the top three to five initiatives to create the most significant wins?</p>	
<p><b>Leadership Development</b> – This involves understanding the foundational leadership behaviors upon which you can cultivate your skills and capabilities.</p> <p>How clearly can you identify desired leadership behaviors, e.g., Strategic Thinking, Relationship Leadership, Team Development, and Driving Results for yourself and your team?</p>	

## WHAT IS YOUR TRANSITION PLAN *(cont.)*

Rank 1-7  
(7 is the highest)

<p><b>Market Landscape</b> – This is knowing how what happens in the market will impact you. It includes being aware of trends, risks, and opportunities.</p> <p>How closely aligned are your talents/ your organizational readiness to address your market landscape?</p>	
<p><b>Performance Measures &amp; Metrics</b> – These are the specific, measurable results that define success in your organization.</p> <p>How well are you and your team performing what you need to achieve your goals, e.g., OKRS (Objectives &amp; Key Results), KPIs (Key Performance Indicators), clear SLAs (Service Level Agreements between roles or departments), etc.?</p>	
<b>Subtotal</b>	
<i>Divide your subtotal by 6 = Your <b>TRANSITION PLAN for Business Leaders TOTAL</b></i>	

## TRANSITION ASSESSMENT FOR BUSINESS OWNERS ONLY

Rank 1-7  
(7 is the highest)

<p><b>Revenue Models</b> – How closely connected are you with the business model that will produce the most significant results?</p>	
<b>Subtotal from Transition plan + Revenue Models = Subtotal</b>	
<i>Divide your subtotal by 7= Your <b>BUSINESS OWNERS TOTAL</b></i>	

# Evaluation

## ACTT BUSINESS MASTERY ASSESSMENT TOTALS

Copy your ratings from each section below:

How Aligned are you?	
Who is on your Crew?	
What is your Transformation Strategy?	
What is your Transition Plan?	

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

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

If you can authentically work daily to create Alignment, surround yourself with the right Crew, and make time for your Transformation strategy, then you can create your Transition plan to be where you want to be! You will succeed professionally and personally and inspire others to follow in your footsteps. One of your greatest triumphs!

### Helpful Hints:

- When you have completed it, this puts it in a place where you can see it daily. 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 by telling your goals to as many people as possible.

\*See Every Day is Friday ACTT Blueprint for Leaders and Entrepreneurs Book for examples.

# ACTT Blueprint - EXAMPLE

ACTT Blueprint for: Nina Segura | *Today's Date*

ACTT on Every Day being a Friday by using this Blueprint!

## How ALIGNED are you?

<b>My Top Values</b>	Top 5 values, see pages 8-11 EDIF book
<b>My Vision of complete fulfillment</b>	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 positively impacting our world. I enjoy the beauty within and around me. I spend quality time with leaders and organizations making our world a better place, one conversation at a time.
<b>My Life Purpose</b>	Inspiring a life well-lived while living one myself.
<b>My Company Vision</b>	Metaspire -To expand time and money, turn one-time buyers into long-term relationships, and retain your best talent. Women Leadership Power - A world where we inspire, influence, and empower others while honoring our feminine nature and women in leadership.
<b>What is your Edge? (Value Proposition)</b>	When we play to our strengths, we blur the lines between work and play. Find out your Modern Leadership Persona™ today.
<b>Competitive Advantage</b>	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.
<b>Company Mission</b>	We provide Business Leaders with the strategy and transformational experiences to expand time and money, turn one-time buyers into long-term relationships, and retain their best talent. Or We Create Collaborative Conversations To Connect Our Company Cultures And Our World Community.
<b>Stump Speech Statement/Shared Vision</b>	Metaspire - Wouldn't it be cool if your teams showed up energized, excited, and eager to collaborate so that together they not only anticipated your needs, but they also anticipated the needs of your culture and, most importantly, your customers? Women Leadership Power - Women Leadership Power Community Stump Speech Example <a href="https://youtu.be/PcxSdcTWa1Q">https://youtu.be/PcxSdcTWa1Q</a>

ACTT Blueprint – EXAMPLE (cont.)

Who is on your CREW?

<b>Outside Crew</b> <i>(add any missing Crew members)</i>	Personal and Strategic Partnerships, Mentors, Mentees, Coaches, Partners, Direct Reports, etc.
<b>Ideal Internal/External Client(s)</b>	Leaders who have reached a certain level of success and are ready to fast-track their financial, customer, and employee goals.
<b>Me and My Team's Strengths - Superpowers/Modern Leadership Personas etc.</b>	Mine: Nurturer, Innovator, Kahuna, Visionary, Systemic, ENFP, iD, Enneagram 2,1, etc. My Direct Reports Primary Strengths: Cultivator, Catalyzers, Activators, Logic, Relational, INTJ, SC, Di, etc.
<b>Inside Crew members</b>	Leaders Within, e.g., Intuition, Playful Child, Challenging Teenager, Warrior, Queen, Wise Woman, etc.
<b>Team Shared Values</b>	This is an interactive exercise that Metaspire leads your team through.
<b>Team Conflict Protocol</b>	How might we best be together during a conflict? What happens when things don't go as planned? This is an exercise that Metaspire leads your team through.
<b>Team Designed Alliance</b>	How might we best make decisions together? This is an interactive exercise that Metaspire leads your team through.

ACTT Blueprint – EXAMPLE (cont.)

**What is your TRANSFORMATION STRATEGY?**

<p><b>My Beliefs</b></p>	<p>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.</p> <p>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.</p> <p>My work fulfills me, and I am rewarded well. I only work with people I love, respect, and enjoy and who feel the same about me.</p> <p>When I begin to doubt myself, I start my day over at any time.</p>
<p><b>My Commitments</b></p>	<p>I am committed to leading and participating in weekly transformational spaces. I am committed to workable relationships where people take responsibility for themselves.</p>
<p><b>Leadership Stakes</b></p>	<p>When we are fulfilled at work, we are happier at home; when we are happier at home, the world is a better place.</p> <p>The world is more peaceful and prosperous when good women have decision-making power and dollars.</p> <p>When leaders have a place to refresh, refocus and re-tool, they become more vital members of their families, organizations, and communities.</p>
<p><b>Organizational Life Cycle Strategy?</b></p>	<p>This is an interactive exercise that Metaspire leads your team through to keep our organization in its prime, e.g., bringing systems into emerging organizations, decentralizing aristocratic systems</p>
<p><b>Customer Life Cycle Strategy?</b></p>	<p>This is an interactive exercise that Metaspire leads your team through, e.g., ACPPLA – Customer Line Of Visibility Models</p>
<p><b>What Is My Internal / External Sales Strategy?</b></p>	<p>This is an interactive exercise that Metaspire leads your team through. Metaspire Change Roadmap, Stakeholder Analysis, Revenue Model, Sales Funnels, Business Models.</p>
<p><b>Employee Engagement &amp; Succession Planning Strategies?</b></p>	<p>This is an interactive consulting arrangement that Metaspire leads your team through to ensure a winning culture from recruitment to retention to retirement.</p>

ACTT Blueprint – EXAMPLE (cont.)

**What is your TRANSITION PLAN?**

<b>Every Business Leader needs a Transition Plan</b>	This is an interactive exercise that Metaspire leads your team through Pass the Baton, Franchise, and M&A.	
<b>One Major Milestone I will Accomplish Monthly</b>	<b>Measures of Success</b>	
This is an interactive exercise that Metaspire leads your team through.	This is an interactive exercise that Metaspire leads your team through.	
<b>My Top 5 Priority Actions in the Next 90 Days</b>		
<b>Measures of Success</b>		
Use the Full 90-Day Plan Worksheet.		
<b>How I will celebrate</b>	Celebrate small successes along the way.	
<b>How will I recalibrate</b>	How will you feel about yourself when you make mistakes?	

**Helpful Hints:**

- When you have completed it, this puts it in a place where you can see it daily. 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 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.**



# ACTT Blueprint for: *(your name & date)* \_\_\_\_\_

ACTT on Every Day being a Friday by using this Blueprint!

## How Aligned are you?

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<b>My Top Values</b>	
<b>My Vision of complete fulfillment</b>	
<b>My Life Purpose</b>	
<b>Company Vision</b>	
<b>What is your Edge? (Value Proposition)</b>	
<b>Competitive Advantage</b>	
<b>Company Mission</b>	
<b>Stump Speech Statement/Shared Vision</b>	

## ACTT Blueprint for: *(your name & date)* \_\_\_\_\_

### Who is on your Crew?

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<b>Current Crew Members</b> <i>(add any missing Crew members)</i>	
<b>Ideal Crew - Internal/External Client(s)</b>	
<b>Me and My Team's Strengths - Superpowers/Modern Leadership Personas etc.</b>	
<b>Inside Crew Members</b>	
<b>Team Shared Values</b>	
<b>Team Conflict Protocol</b>	
<b>Team Designed Alliance</b>	

## ACTT Blueprint for: *(your name & date)* \_\_\_\_\_

### What is your Transformation Strategy?

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<b>My Beliefs</b>	
<b>My Transformational Commitments</b>	
<b>Leadership Stakes</b>	
<b>Organizational Life Cycle Strategy?</b>	
<b>Customer Life Cycle Strategy?</b>	
<b>What Is My Internal / External Sales (Influence) Strategy?</b>	
<b>Employee Engagement &amp; Succession Planning Strategies?</b>	

# ACTT Blueprint for: (your name & date) \_\_\_\_\_

## What is your Transition Plan?

<p>Every Business Leader needs a Transition Plan</p>		
<p>One Major Milestone I will Accomplish Monthly</p>		<p>Measures of Success</p>
<p>My Top 5 Priority Actions in the Next 90 Days</p>		<p>Measures of Success</p>
<p>Use the Full 90-Day Plan Worksheet.</p>		
<p>How I will Celebrate</p>		
<p>How will I Recalibrate</p>		

# Thank you!



Nina Segura, MA, CSSBB, CPCC

Keeping companies profitable, productive, and in their prime so your best customers & employees stay for a lifetime (hey, that rhymes). Let's make every day feel fun & fulfilling – like a Friday!

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