



THE COACHING  
INSTITUTE

HOW TO BECOME A MASTER COACH

# CRITICAL ALIGNMENT MODEL

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## Your Business Success Blueprint...

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*All journeys have a starting point... and then we go about our journey, using the map we have... here's your map...*

**The basis of everything we teach at TCI is the Critical Alignment Model (CAM).**

Its four dimensions provide a complete overview of everything we need to consider when it comes to business success.

The Critical Alignment Model comes from the body of knowledge known as Meta Dynamics™. It was developed throughout 2010 and 2011 as a result of a growing need from coaches and business owners for more structure around the challenges they were experiencing.

The model is a simple framework for determining where your challenges lie.

It places focus on what matters most. It gives us clarity through providing criteria for what we need to take care of in our business. And it applies to coaching, sales, team work, and any situation in business.

When thinking about a situation, there are four levels – dimensions – to consider. These dimensions tell us what to think about for any situation, and help us identify gaps in our thinking, in our communication and in our actions.

These dimensions cover every aspect of any situation, regardless of what it is.

*"I've failed over and over in my life,  
and that is why I succeed..."*

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MICHAEL JORDAN

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## The Four Dimensions:

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- ENVIRONMENT
  - STRUCTURE
  - IMPLEMENTATION
  - PEOPLE
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**E - ENVIRONMENT**

**S - STRUCTURE**

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**I - IMPLEMENTATION**

**P - PEOPLE**

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## **Dimension #1: Environment**

**The Environment is the big picture – the overall purpose – of what we’re doing.**

It covers the qualitative aspects of what we do – the culture, the vision, the values, the standards, the mindset – and much more.

If we’re clear on our purpose, we know why we’re doing something, and we can see how it fits into the bigger picture. If we don’t have this, we get stuck in ‘task’ and do lots with little clear direction, which lacks meaning.

### **Environment includes:**

- Culture – how we ride
- Vision – where we’re heading
- Mission – how we’ll get there
- Values – what we know we care about
- Beliefs – what we know to be true
- Attitude – what our approach is to this
- Standards – the personal standards we hold ourselves to
- Expectations – the standards we expect of others
- Goals – what we’re here to achieve

### **Here’s TCI as an example for you:**

- **Culture – how we ride**
  - ✓ We are open, direct, young, energetic, irreverent, playful, hard-working, results-driven, culture-focused, social able and have a strong social conscience
- **Vision – where we’re heading**
  - ✓ Live your dream

■ **Mission – how we'll get there**

- ✓ Inspiring the extraordinary

■ **Values – what we know we care about**

- ✓ Let outstanding results do the talking
- ✓ Be passionate and determined
- ✓ Deliver WOW
- ✓ Take responsibility
- ✓ Create fun with a little bit of quirk
- ✓ Bring out of the box thinking with a sense of adventure
- ✓ Embrace and drive improvements and innovations
- ✓ Bring an insatiable hunger to learn and grow
- ✓ Model excellence
- ✓ Build a positive team spirit

■ **Beliefs – what we know to be true**

- ✓ There is always a way
- ✓ We're the best
- ✓ We attract the best members
- ✓ We're unique and the rest follow and copy us

■ **Attitude – what our approach is to this**

- ✓ A servant's heart and a desire to make it extraordinary for our members

■ **Standards – the personal standards we hold ourselves to**

- ✓ I am 100% responsible for driving the results
- ✓ I give, I add value, I contribute

■ **Expectations – the standards we expect of others**

- ✓ Each of us is 100% responsible for driving the results

■ **Goals – what we're here to achieve**

- ✓ 600 new members this year
- ✓ Meta Dynamics™ is HUGE
- ✓ Rocking our coaches' experience!

## Dimension #2: Structure

**The second dimension is about organisation and planning.**

It's the categories of experience we need to consider. It's the quantitative elements we need in place to succeed.

We must be clear on our ENVIRONMENT first. Then we move to Structure. If we don't, we get caught in details without purpose.

### Structure includes:

- Categories – the areas or dimensions of what's going on
- Divisions/Departments – the different areas of responsibility
- Benchmarks/KPI's – the measurable targets
- Systems – the systems to support the KPI's
- Operations Manuals – the written documentation showing the steps, policies
- Templates/Checklists – the checklists to allow fast implementation

### Here's TCI as an example for you:

- **Categories – the areas or dimensions of what's going on**
  - ✓ Leader development
  - ✓ ICG compliance
  - ✓ Brand promise
- **Divisions/Departments – the different areas of responsibility**
  - ✓ Marketing/ Dream Factory
  - ✓ Sales/Marvels
  - ✓ Support/Wow
  - ✓ Finance/Midas
  - ✓ Administration/Mission Control

■ **Benchmarks/KPI's – the measurable targets**

- ✓ Sales targets – turnover, % conversion, average \$ sale
- ✓ Wow – outbound calls, email clearance

■ **Systems – the systems to support the KPI's**

- ✓ ACT! database, InfusionSoft email system, Zendesk client service, Moodle client service, ICG recognition structure

■ **Operations Manuals –written documentation showing the steps, policies**

- ✓ WHS polices, financial policy, anti-discrimination policy...

■ **Templates/Checklists – the checklists to allow fast implementation**

- ✓ How to open the office, how to close the office, answering the phone...

## Dimension #3: Implementation

**Implementation is what we actually do.**

It's the actions we take, which should be compared to the benchmarks established in STRUCTURE.

All actions in business should be benchmarked so we know the standard we're shooting for. We use the steps we've established in the STRUCTURE to determine what we do and when. We're guided by the policies and the operations manuals and the checklists.

### Implementation includes:

- Actions – what we do
- Conversations – what we discuss
- Decision making/Judgement – what we decide

### Here's TCI as an example for you:

- **Actions – what we do**
  - ✓ The sequence of steps we take to lead to the desired outcome in sales include our 7 Step Sales Process
  - ✓ The sequences of steps we take to lead to generating leads include Google AdWords, Google SEO, and Facebook advertising...
  - ✓ All of these actions have operations manuals, templates, checklists and policies
  - ✓ We check that we're taking the steps to achieve the desired outcomes against the Benchmarks (best practice) to ensure we're achieving our goals as a result of our actions
- **Conversations – what we discuss**
  - ✓ Compliance meetings are documented against checklists
- **Decision making/Judgement – what we decide**
  - ✓ Decisions need to be able to be backed up with criteria for that decision, based on our goals, our culture and our Benchmarks



## Dimension #4: People

**People come last for a great reason. Most companies put 'people first' but have no idea how to help them, develop them or set the up for success.**

With the ENVIRONMENT, STRUCTURE AND IMPLEMENTATION in place, developing someone is based on best practice, based on the culture, the benchmarks and the very best implementers.

The idea is to develop people BEYOND their role, and not just to do their role. Everyone is expected to be great at their 'job', but we aim to hire and develop people who strive beyond their 'responsibilities'.

There are no job descriptions at TCI (except as required for Compliance purposes). This is because we hire people who don't want to fit in a box (refer to our values) and who want to innovate (our values). To give them a job description would limit them – 'that's your job' – and that is not how we ride (refer to our culture).

### People includes:

- Hiring – looking for culture matches
- Performance managing – feedback ongoing, on culture/vision/values match
- Developing – beyond the 'job'
- Leadership development – beyond the 'job'

### Here's TCI as an example for you:

- **Hiring – looking for culture matches**
  - ✓ We hire, develop, performance manage and fire on our Environment
- **Performance managing - feedback ongoing, on culture/vision/values match**
  - ✓ All feedback is based on our vision, mission and values
  - ✓ All feedback is given in real time, not saved up for a review
  - ✓ All reviews are conducted each quarter as a minimum
  - ✓ Developing – beyond the 'job'
  - ✓ People can go anywhere in the company they want, as long as they have left whatever role they were doing in a better shape than they found it, and have taken care of replacing themselves – it's about finding the person's 'song'
- **Leadership development – beyond the 'job'**
  - ✓ Anyone who wants to be a leader, can be – there is no hierarchy based on 'seniority' or longevity – someone is welcome to my role, as long as they are solving the problems of the person ahead of them, to show readiness

- ✓ No titles are encouraged for 'authority' – funny titles are better and shows our irreverence
- ✓ Our Mission Control is run by CEO's – Chief Extraordinary Officers

*"If you're willing to take responsibility for the stuff that doesn't work out the same way you are for the stuff that does, you're going to do great..."*

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SHARON PEARSON

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Please note: MANY of our students and graduates use this model in their presentations to clients, their coaching, workshops and speeches. They include it in their web site resources, their gifts to clients...

And we love that.

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CRITICAL ALIGNMENT FOR BUSINESS

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