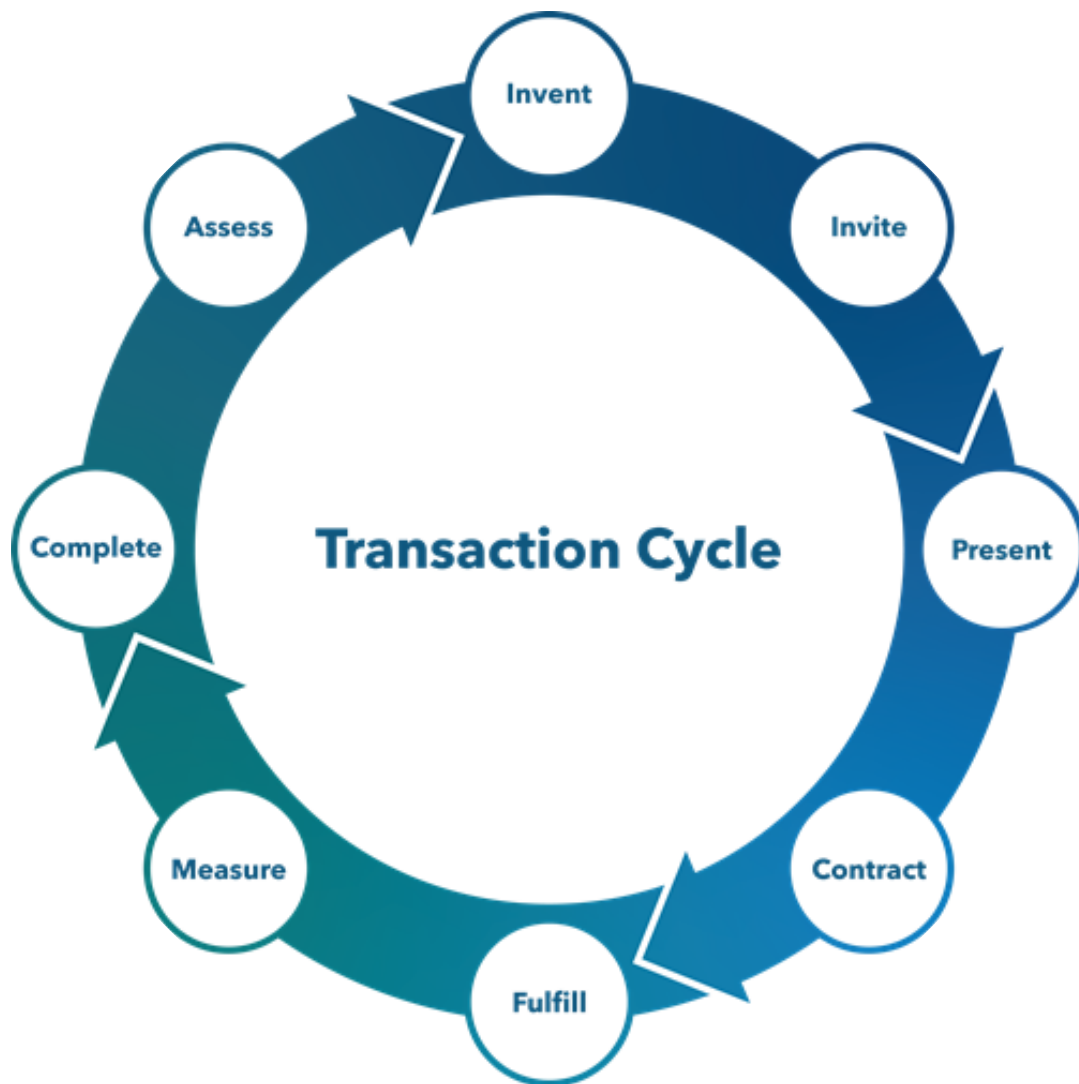




THE TRANSACTION CYCLE



What's a Transaction Cycle?

A Transaction Cycle is a series of exchanges that produce a successful transaction. The cycle is composed of exchanges that are fundamental to every aspect of human transaction. Each cycle exchange is prevalent in transactions, even where you are unaware of it. These are:

Invent
Invite
Present
Contract
Fulfill
Measure
Complete
Assess

Most personalities are best suited for only parts of the Transaction Cycle. Each personality demonstrates both assets and liabilities that can accelerate transactions or grind them to a halt.

This PDF is designed to guide you through a description of each exchange in the Transaction Cycle.

Invent

What you are inventing in the very beginning is not an apparatus, device, or “thing” but rather a construct of language. Even if you intend to build a gadget, machine, or better mousetrap, you must first build the language for it.

What you are inventing at this point is a series of exchanges that must take place in a particular order. How you begin this process is to articulate a specific breakdown or problem.

Once you've articulated a specific breakdown, then begin to study, research, speculate and imagine what specialized knowledge would be needed or required to provide a solution to the breakdown. When you are satisfied that you have the knowledge or can acquire it, articulate your solution to the breakdown.

Invite

Once satisfied that your idea is a unique solution to a substantial breakdown (for a specific customer), you will need to invent and prepare a compelling narrative. Craft a narrative that compels a specific customer to agree to find out more. Is your invitation compelling?

Present

When your invitation is accepted, you will need to present evidence that you (and/or your team) possess the general knowledge required to transact competently in this domain. You'll need to articulate your unique and specialized knowledge of the breakdown for which your offer is a solution.

In this exchange, you must be able to Present your ability to organize a practical plan of action to Fulfill your claims to solve the breakdown. You may have to return to this after you have invented the move Fulfill. Can you (and/or your team) prove that you can Fulfill your offer to the satisfaction of your customer?

Contract

If your claims are accepted, you must be prepared to capture the specific assertions you are making in the form of a written and detailed agreement.

This Contract must outline the promises and the obligations you are willing and able to make as well as those obligations and promises required of the customer. Are you able, prepared, and fit to assume the responsibilities and obligations of a legal contract?

Fulfill

Armed with the promises and obligations on which both parties must Fulfill, the work and action of keeping the promises and claims made begins. In other words, something gets done, produced, created, performed, etc. The salt gets passed, the burger gets made, the dishes get washed, the loan is processed, the presentation gets performed, etc.

The ability to have your transactions produce profitable and timely results depends in great measure on your ability to construct specific language, practices, and procedures that have your requests met quickly and with as little cost in time, money, and other resources as possible.

Measure

As you invent your transactions you will need to Measure the value, profitability, and other concerns accurately over time. In the beginning, you must be able to articulate what you intend to produce for yourself and your customers to both parties' satisfaction.

As transactions become recurrent, standardized, and mature, certain measures must be accumulated and reviewed. These metrics are critical to determining at what point the transaction should be reconsidered, reinvented, or should terminate.

Complete

At some point, the transaction will Complete. Inventing the language that clearly articulates the conditions of satisfaction for the completion of your transaction allows for accurate thinking in the assessment of the transaction's value from the start.

We need to approach every transaction with the most relevant and important results and consequences in hand, with a keen eye on whether the transaction can complete to our satisfaction and our aims can be or are being met.

Assess

As you consider what the outcome would have to be for you to move forward and plan for reinvention, consider all of the conditions of life that this particular transaction affects.

What kind of income, savings, and enterprise value would have to be created for it to be worth your while? What kind of price in terms of time and energy might this endeavor require, and how will that affect your family obligations and aims? Does the transaction ultimately deliver a satisfying public identity, career, or work life?

This is the time for YOU to consider if this entire transaction satisfies your conditions of life. Does this work or the cost of fulfilling this transaction satisfy how you want to live your life?

You're Always Transacting

You are transacting every day in ways you may have never considered before. You're literally already involved in dozens of transactions each day, whether you realized it or not.

And if you're ambitious and have lofty aims in life, then you are likely transacting for knowledge and access to new opportunities to invent new transactions that, when successful, afford you the freedom to live a life of your own design.

To cut to the gist: you constantly transact whether you are aware of it or not, whether you like it or not, and whether you think you should or shouldn't have to. You are always transacting.

The question is: Are you transacting powerfully?

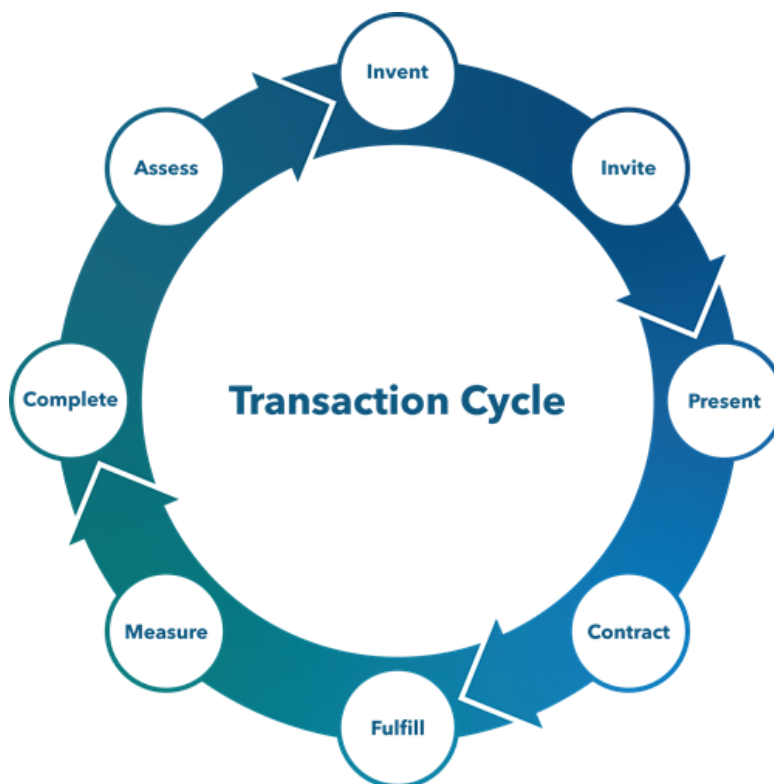
Accelerate Transactions



Taxi vs. Uber

The same service, yet each aspect of the transaction has been reinvented to remove the friction for all parties at each exchange.

The Uber app invites and presents the ride, route, and fare. You pay (contract) with a stored credit card. You see the route the driver fulfills. You rate/measure your driver and assess your satisfaction (and they assess you).



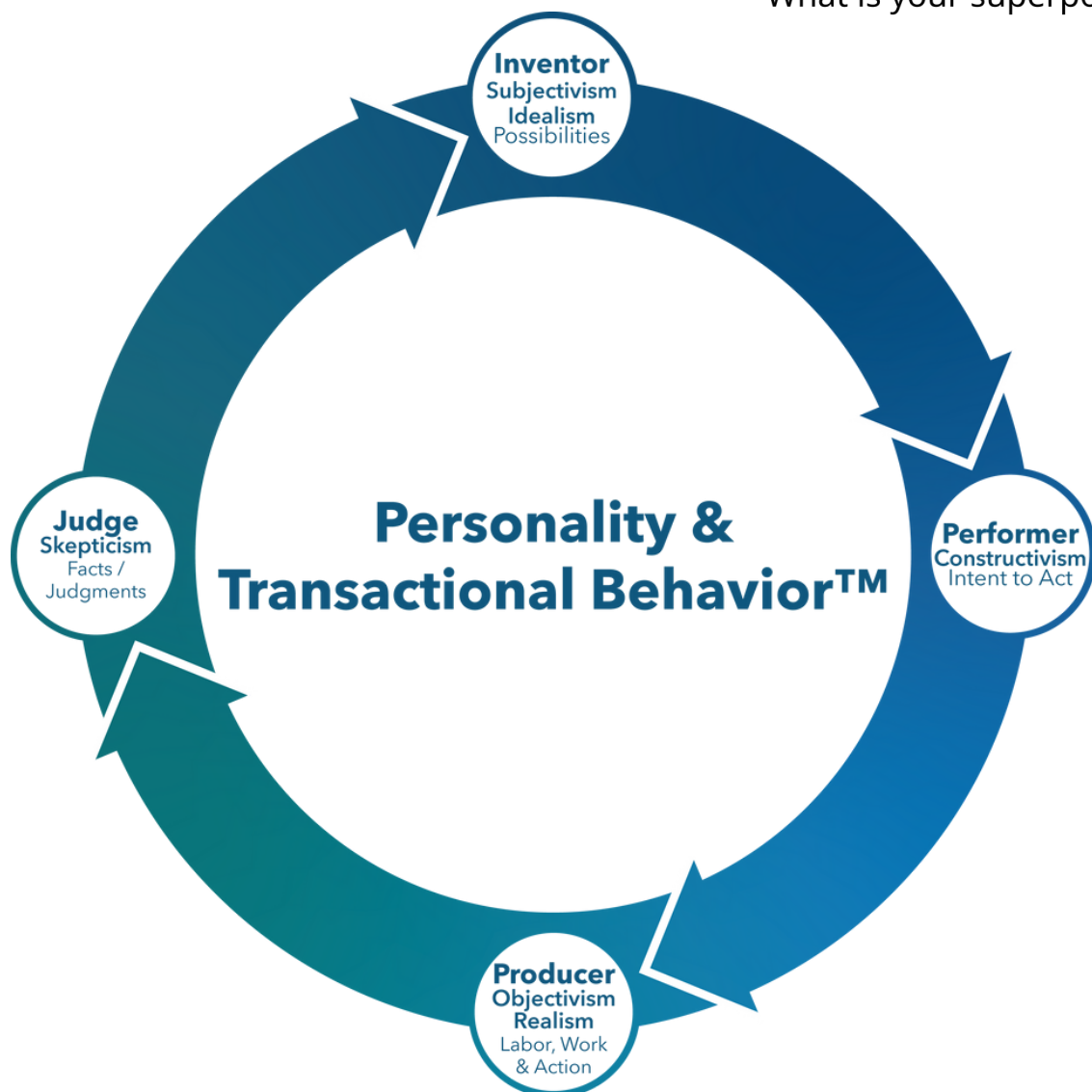
Exercise

Which exchange is your superpower?

(and which are your kryptonite?)



What is your superpower?



F*ck Luck

Influence every exchange.

Influential U gets real results. Our clients report earning more money, hitting health goals and having more time to enjoy both. We have taught thousands of ambitious business professionals how to construct the exchanges that accelerate their influence. Our programs are offered in 12 countries with webinar participants and podcast subscribers in over 100 countries.

Influential U produces life-changing journeys. We will show you how to go from one-hit wonder to sustainable satisfaction, because real success means replicating results to consistently achieve aims. Since our founding in 2009, students have brought our proprietary practice to schools, institutions, and enterprises around the world.

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