



Influence
Ecology

MAP STUDY PAPER 10

Welcome to your tenth and final Mechanics and Practice Study. This program is reserved for those members of Influence Ecology who have successfully completed the Fundamentals of Transaction program, or other prerequisite study, and participation is by invitation only.

This program is a study in the fundamental science and practice of transacting powerfully in the marketplace.

The materials used in this program are the original creation of and are owned exclusively by Influence Ecology, LLC. The source materials are used with the permission of Influence Ecology, LLC and are granted on a limited basis for use in this program session only. These materials are copyrighted and protected under applicable law. Do not duplicate or distribute these materials in any form. Do not use or repurpose the content of these training and educational materials, lectures or presentations, virtual classrooms or the like, provided to you without the express written consent of Influence Ecology, LLC and/or the publishers, authors and copyright holders of the books, articles and other materials used in the program with permission.



Influence
Ecology

INDEX

Term One - Final	3
Final	3
Build Your Manual	3
Cover and/or Cover Page	5
The Title Treatment Page of your Primary Transaction Manual	7
The Logo Treatment Page of your Primary Transaction Manual	8
Executive Summary	8
Executive Summary of your Primary Transaction Manual	8
The Thirteen Steps for Building Your Primary Transaction	10
Autobiography	10
Acknowledgments	11
End in View	11
Your Unique Place in our History	12
Program Measures	Error! Bookmark not defined.

TERM ONE - FINAL

Congratulations on reaching your Term One Final.

From the time you began your Fundamentals of Transaction Program you have been on a learning journey that has had you inquire and challenge many of your ethics, notions, beliefs, habits, practices, narratives, and philosophies. You have confronted facts, assessments, assertions and consequences in many areas of your life and in ways that were both agitating and exciting. You have produced results and made changes in your life both large and small – and certainly have had to face more than one breakdown in the deliberate practice required to reach this important milestone in your career as a student and business professional. As you look forward and aim to complete your Mechanics and Practice program, keep in mind the accomplishments you have achieved. It is worth noticing and reflecting on how much you have learned and the progress you are making in your Conditions of Life.

FINAL

In this study you will take the time to gather, review, edit and coordinate all of the work you have done so far in your program in order to construct your Primary Transaction Manual.

You will have two months to complete your manual.

To support you, we require that you turn in the work you have done in one month, along with your monthly measures. This offers us an opportunity to review your progress with you in order to ensure that you meet the required submission date.

Keep in mind the distinction *simple transaction*, which requires a kind of thinking that we call *single action* or *next action* thinking. Single action thinking is tactical, objective and supports concentration and a focused orientation. We recommend that you review the books and your recent study of Getting Things Done and The E-Myth. Keep these structures in mind as you move through your work and study in this program.

Before you begin your work for this study, we recommend you read this paper all the way through. Then, based on your assessment of the work and action required to complete the assigned manual – schedule the time to do the work required. Orient your thinking around the objective work and action required to produce your Primary Transaction Manual.

Set milestones for the work you intend to complete each week, and submit the work you judge you will need the most input, help and support in by next month's submission date. Transact powerfully and ambitiously with your family, friends, co-workers, and others to support you in your efforts. Make a game of it – include them in your work – get the help you need and commit now to complete the manual over the next month. Put consequences in place for those areas of your work that you see you may be indifferent to or unfamiliar with.

BUILD YOUR MANUAL

To begin the work of this study, you will need to coordinate and organize the worksheets and all of the additional work you have done to date. The Study Papers on each of the Conditions of Transaction should be organized into a single document, book or manual.

For the purposes of this study, and in order to support the functionality and coherence of our working with you and the entire MAP participant body, we request that you follow, organize and construct your manual as outlined below. You are not limited to what you may include in your manual, we simply ask that you be sure to include the following to support the thinking we assess you must do in order to build an effective and valuable set of operational strategies, tactics and operational elements. Also, the use of a consistent organization will allow us to better facilitate the help you and others may require over the next year of your study.

The purpose of this paper is to guide you in the construction of the minimally acceptable elements required to successfully complete your manual and your MAP program. We will guide you through the thinking and construction of the following:

- Cover / Cover Page
 - Name / Title Page
 - Logo Treatment Page
- Executive Summary
- Thirteen Steps for your Primary Transaction
 - Articulate your Aims for Each Condition of Life
 - Evidence the State of Mind of an Ambitious Adult and Prove Fitness
 - Demonstrate Accurate Thinking in General Knowledge
 - Demonstrate Accurate Thinking in Specialized Knowledge
 - Identify Personality and Transactional Behavior
 - Articulate Your Solution to a Substantial Breakdown in a Specific Ecology
 - Specify Your Customer
 - Invent the Transaction for Each Condition of Transaction
 - Transaction For Assessment
 - Transaction For Invention/Re-Invention
 - Transaction for Invitation
 - Transaction for Presentation
 - Transaction for Contract
 - Transaction for Fulfillment
 - Transaction for Satisfaction Metrics
 - Transaction for Completion
 - Transaction for (Re)Invention
 - Apply the Weapons of Influence for Each Condition of Transaction
 - Apply Concentration and Focus
 - Build and Expand your Influence Ecologies and Cooperation
 - Study the Environment and the Current
 - Plan for Reinvention
- Biography

- Acknowledgments
- End in View

COVER AND/OR COVER PAGE

A cover or cover page is required in order for your manual to be accepted. The cover of your manual must have the name of your Primary Transaction prominently displayed. We prefer it be displayed near the middle of the cover or cover page but leave the aesthetic choices to you. Use of a formal logo on the cover is optional.

Cover

The cover page or cover of your manual sets the initial tone for your reader. It produces the immediate identity of the business entity or offer, and ought to be compelling and inviting. Given that the readers of your Primary Transaction Manual will be the most important stakeholders and participants in your business life, it is worth taking some time to consider. YOU will be the user who confronts and works with your manual on a near daily basis, so the cover ought to be compelling and inspiring to you as you work with it each day.

If your formal logo represents the full name of your Primary Transaction we recommend you use it on the cover. If however your logo does not include the full name of your enterprise, project or offer, please make certain that the name appears prominently.

If your enterprise is organized as a legal entity such as an LLC or Corporation, please be sure to include the legal designation.

If you have not named your project or transaction, you will need to take some time to do so. Your final manual submission is required in order to officially complete the Mechanics and Practice Program, and unnamed submissions will not be accepted.

If you have a name and logo, but you haven't done any recent inquiry or study on the subject matter including your current design, color or other aesthetic choices, we strongly recommend you commit some time and do so as part of your inquiry and study.

We are not asking or recommending that you make any changes to your current enterprise brand, name or identity. If you are satisfied with your current name, logo or other elements please do not feel compelled to make changes.

Name

Naming a project, offer or business enterprise requires some thinking and planning. Our experience is that most business owners do little of either in this area. There are many sources both general and highly specialized that are available to you in this discourse. As you consider your name, keep these thoughts in mind.

It can be helpful to consider that you are not simply naming a project, business or an offer but rather, you are naming a promise or set of promises (which is how we describe the narrative of a brand.) Your name is the title of the narrative of your offer; think of it as the title to the *story* of how your offer in the marketplace helps specific customers take care of their Conditions of Life. It is useful to think about and even practice writing the 'story' of how your offer helps people in a specific and useful way and allow that narrative (briefing) to inform your thinking.

As you expand and grow, you will have numerous occasions where vendors and other sources of help will benefit from such a narrative in designing and constructing your key elements and collateral material such as logos, advertising and marketing and the like.

As you inquire and study, you will quickly find experts that disagree on every fundamental aspect of branding and naming. An inquiry into some of these experts is well worth the study. A quick search of “the world’s greatest branding experts” or “iconic logo designers” will likely get you started.

Generally, we recommend that the name of your Primary Transaction be easy to recognize, pronounce, and unique to you. It ought to serve as a compelling ‘invitation’ to specific customers to want to find out more. Many branding experts say keep your name simple, and say what you do in your name (ACE Hardware, Blockbuster Video) Others argue the benefits of names that are ambiguous, odd, or totally meaningless (Google, Twitter). Either strategy is fine, what is important is that it fits your personality, represents your offer and that the name means something to you.

Adobe founder John Warnock named the company after the creek that ran behind his house and Jeff Bezos wanted a name that started with an ‘a’ and represented something big and powerful. Adidas is a combination of the founder’s first and last name, Ikea is a combination of the founder’s name and the village in which he was reared, and Miramax is name that combines the founder’s parents first names. Lego is a combination of Danish words that mean, “play well” and “I put together” (which the company famously claims was simply a coincidence) and Audi means, “hark” or “listen” in Latin.

We recommend that you not make the name of your primary transaction difficult to pronounce. No matter how many words you use, be sure they are words an average person on the street can say. Even if the words you use don’t make any sense, we recommend you make it easy to pronounce.

Keep in mind if you can’t say it, you can’t do it and it is a fundamental hindrance for people when they cannot pronounce something – don’t make prospective customers have to work to simply say your name.

Some examples that rank high on the list of companies that struggle in this area are Saucony (footwear), Fage (Yogurt), Boehringer Ingelheim (pharmaceuticals), Zagat (reviews). Unless you know for certain, it is likely you are not pronouncing these correctly.

It doesn’t have to make sense – it just has to make it through the senses.

If your name is difficult to pronounce, complicate or too long, you run the risk of the marketplace renaming your enterprise for you. International Business Machines eventually morphed into IBM, Integrated Electronics became Intel, and most people don’t know or care that the three m’s in 3M were Minnesota Mining and Manufacturing. If your name is too long or too complicated the environment will eventually wear it down into a functional and more biologically pleasing identity. The people with whom you transact most often will initialize or nick name it if you’re not thoughtful in this area – so unless you’re okay with allowing The Current to do this important work – you will want to invest some accurate thinking here.

As with most things, there are exceptions. There is a case to be made for complicated or ‘difficult’ names and that is in the area of highly specialized and exclusive offers in highly specialized and exclusive ecologies. It is a risk, but for some identities it can work; especially in the most exclusive industries and discourses such as luxury and technology. We don’t recommend it in most situations, however, when people who are “in the know” move in high minded, highly sophisticated, exclusive, specialized and/or academic discourses, a certain ‘snob appeal’ can work in your favor when applied strategically. Costello Tagliapietra, Bang and Olufsen and Hermes are good examples. If you can afford them, you probably know them and can pronounce the name. If not – well – I assure you these folk are indifferent to that fact.

Inventors beware – that last paragraph may have given you hope or evidence that your complicated and sophisticated brand name is a good idea, but don't count on it. If you have a name that the marketplace struggles with you will be fighting with coworkers, vendors and customers not to morph, abbreviate or initialize it. Performers need to keep in mind that business is a grownup game and that "fun" or "whimsical" can quickly become juvenile or silly. Iconic designer Paul Rand is famous for creating highly imaginative brands and logos and is an oft-lone voice in the camp for logos of this nature – but be aware, these kinds of logos can get dated very quickly. Producers should not name anything without an inventor in the room and be cautious of highly generic or clinical identities. Judges won't want to make a decision so we recommend transacting for help to narrow the choice to no more than three alternatives that fit a set of parameters.

Inc. magazine offers some sound thinking for naming a business enterprise, which can be found under the title "5 Characteristics of Great Company Names" on their web site. They offer some fertile and imaginative thinking about naming a company. Make it stick, make it functional, invent new language, keep it short and sweet, and tell a story, are the topics for consideration and reflection. We recommend you take a quick read. <http://www.inc.com> or search other sites and histories for help in this area.

THE TITLE TREATMENT PAGE OF YOUR PRIMARY TRANSACTION MANUAL

Following your cover page will be a title treatment page.

Your title treatment page should have the name of your Primary Transaction followed by a brief paragraph explaining what it means and/or what it means to you and how you arrived at the name.

This explanation should be no more than half a page and we recommend about three sentences. Simply describe what it represents or means in terms of your offer, why you chose it and/or what it means to you. We also require that you describe to us how you arrived at the name.

Logo

You **MUST** have a logo. We mean this in two ways. First, you must have one for your submission to be accepted in this Study, and second, we mean you must have one if you are going to be taken seriously in the current marketplace.

If you have not created a logo for your project or transaction, you will need to take some time to do so. Your final manual submission is required in order to officially complete the Mechanics and Practice Program, and submissions that do not have a logo treatment page will not be accepted.

For the purposes of this study, you will be required to submit your current, perspective (speculative) logo design in order for your submission to be accepted. If you do not have a logo, you will need to produce one and/or transact for one. A "concept" sketch will be acceptable. It does not have to be an expensive graphically designed or finished logo; a simple and clear sketch will be accepted. Our intention is to force the issue for those of you who are putting this important work off until a "later" or "more appropriate" time.

A sketch or drawing that is clear and distinguishable will be acceptable for this study; however, we recommend that you take this process out to at least a functional rendering of a logo. There is something powerful that tends to get produced when our images and concepts are produced (brought into existence). These kinds of activities influence environments and moods while forcing us to think in terms of our identity in the marketplace.

Paul Rand, reminds us that a logo [should] be distinctive, memorable and clear. He also recommends that they not be "on the nose" but rather, be unforgettable. What we take that to mean is that logos should not be designs that are too obvious or generic. Starbucks coffee doesn't have a logo of a coffee cup or coffee

bean for example. Apple computers don't use a logo that references anything remotely approaching a computer. This is not to say that logos that are "on the nose" don't work, to the contrary, we simply want to insight some imagination and creativity here. Be thoughtful and daring as you consider your use of a logo. It matters.

We recommend that whether you have a logo currently or not – that you take this opportunity to do some accurate assessment and study on the topic. Have some fun with it and speculate on the subject – ask yourself and your team members (if applicable) if you started all over today – what would your logo be and why. Enjoy the inquiry and bring a sense of wonder and imagination to the process.

We look forward to your logo submissions.

THE LOGO TREATMENT PAGE OF YOUR PRIMARY TRANSACTION MANUAL

Your logo treatment page is simply an image, rendering or concept drawing of your Logo and a brief paragraph explaining what the logo is, what it means and/or what it means to you.

This explanation should be no more than half a page and we recommend about three sentences. Simply describe what it is and tell us what it represents or means in terms of your offer, why you chose it and/or what it means to you.

Do not over complicate this description. Simply tell us what it is and what it means or why it is important as the representative identity for your Primary Transaction.

EXECUTIVE SUMMARY

An executive summary almost exclusively refers to an introductory section that appears in the first few pages of an investment proposal, prospectus or business plan and that is how we want you to approach the creation of an executive summary in your Primary Transaction Manual. Your executive summary should be written with current and potential owners, investors and stakeholders in mind.

EXECUTIVE SUMMARY OF YOUR PRIMARY TRANSACTION MANUAL

The executive summary of your manual should be right at two pages in length and no more than four pages total. Your summary must begin with a compelling opening paragraph that includes:

- A clear description of your offer of help
- The specialized knowledge or exclusive nature of your offer
- The specific ecology for whom you intend your offer

The balance of your summary should include (if applicable):

- Description of owners and/or key management and their accomplishments
- Unique partnerships or talent
- Unique or exclusive position in the market or industry
- Unique or exclusive client base or market reach
- Exclusive patents or technologies
- Financial forecasts (be responsible for what you share)
- Statement of 'why now' is the best or perfect time for this offer in the current marketplace

Executive Summary

An executive summary has a very specific purpose and that is to encapsulate your offer in a brief and compelling way. Written for an audience of current and prospective stakeholders, the summary describes the most attractive and competitive aspects of the business while ethically demonstrating the areas where the company needs capital, talent and help.

Why most investment driven business plans fail to deliver the goods is largely due to a common and naïve understanding of the fundamentals of transaction. Most business plans are puff-pieces used to attempt to demonstrate what ‘could happen’ with the funding they are attempting to secure, rather than demonstrations of sound business transactions. The average business plan used to attempt to attract investors is almost never the functional business plan used to operate the enterprise once the funding is secure, in fact they are quickly tossed aside when reality arrives on the doorstep of high concept ideas and good intentions.

The common attempts to sell or compel investors or important stakeholders on the talents of management, the features and benefits of the offer, or the competitive advantage or position the enterprise does or could have if funded, tend to lead most summaries and rarely attract anything more than the excitable novice investor, the ignorant, or the vulture capitalist who see specific opportunity and take advantage of their specialized knowledge.

The most powerful and effective business plans are the coherent articulation of the fundamentals of transaction – and cover the thirteen steps in easy to understand language. Your executive summary should convey the fundamentals that you are at work to embody.

The purpose of the executive summary of your Primary Transaction manual is to convey the most important, relevant, and meaningful aspects of your offer as a solution to a substantial breakdown(s) for specific customers in specific ecologies, and why now is the perfect time for your offer.

The exercise of drafting an executive summary for an investment proposal or business plan is a useful and effective way to approach assessment and inquiry for your current transaction. It is almost inevitable that at some point in your business career, you will need to present your offer to potential funding sources, business and investment bankers, investors, brokers and the like. If you structure your mechanics and practices as we recommend in our programs you will soon be putting in place an annual report to stakeholders (partners, shareholders, etc.) and key management which will require you to draft an executive summary or a similar ‘state of the enterprise’ brief on an annual basis – so you might as well get started if you haven’t already.

There are numerous resources and guides to help you think through your executive summary. We do not recommend you invest any money at all in books, workbooks or courses in business plan development. If you simply begin with a common search on ‘executive summaries’ you will quickly realize that there is a commonality to the basic thinking in this domain. You will not have to look too far or spend too much time in your study to begin to understand how the Current recommend you approach business plan executive summaries.

Most of you are familiar with business plans. If you are not, we strongly recommend that you take some time and familiarize yourself with The Current in the domain of business plans and crafting business plan executive summaries. Studying the Current in this area is important in order to gain the general knowledge that is common in the general business discourse. For some of you, you will learn how Current driven this diatribe sounds to those of us who study transactional competence.

THE THIRTEEN STEPS FOR BUILDING YOUR PRIMARY TRANSACTION

For each of the previous Studies, you have submitted Thirteen Steps which included the detailed work for each Condition of Transaction. This section holds the most recent version of your Thirteen Steps that should include all of the work you have done so far for each Condition of Transaction.

Step Eight will include all of the work you have done for each Condition of Transaction.

If you have included the application of the weapons of influence in your work for Step Eight, simply note this in when accounting for Step Nine.

AUTOBIOGRAPHY

Your manual is to include a brief narrative about you.

Write no less than one full page and no more than a four-page narrative about your journey to this point in your life.

Write the narrative from the perspective as if it were to appear in a highly popular periodical or collection of biographies of people within your discourse. It should tell a little bit about your early upbringing, education, life highlights and/or accomplishments and how you arrived at this point or place in your professional life.

Feel free to include situations that have affected or that define your thinking and acting in other Conditions of Life.

There is no right way to draft your autobiography so do not fret or suffer about the format or getting it right. Simply write the story that you want to share with the most important people in your life and those with whom you intend a future.

Keep in mind that fellow MAP participants who have completed their first term will have the opportunity to read your biography, so be responsible and dignified in what you share. Maintain your ethics and do not share anything that puts you or others at risk.

As you become more influential in your specific ecologies, you will be asked for a bio or brief description of your experiences and “story”. The work you do here will be extremely useful in your preparation for the all-important opportunities that present themselves to expand your identity and influence. People will invite you speak at events or make presentations where your careful work in this section of your manual will serve you well.

Get help and ask for feedback. Do not allow any preconceived notion or feelings of embarrassment to override your thinking here. Share your work with those you trust to give you honest and authentic feedback.

We strongly recommend that you include at least an outline if not a rough draft of your autobiography when you submit your “work in progress” next month. Keep in mind the offer of help we are making to give you feedback. You will have another opportunity to edit, reconstruct or totally rewrite your autobiography before your final submission in two months so take advantage of this opportunity.

ACKNOWLEDGMENTS

This section of your manual is reserved for your personal acknowledgments. In this section you will take the time to reflect on and articulate your appreciation and/or acknowledge the contribution and help of those who have made a significant difference in your life and especially in your work related to your Primary Transaction.

For some of you, this may be the first opportunity you have had to publicly acknowledge family members, teachers, friends, customers, etc.

Requirement for this section is that you acknowledge at least one person who contributed to you directly during your childhood, teen/young adult and the first few years of your professional life or occupational experience. Additionally, you must acknowledge at least one well-known, historical figure that has contributed to your life in some significant and specific way.

For childhood, please choose a person who influenced you in some way prior to your reaching the age of 13.

For teen/young adult please write about the contribution someone had on your development and character prior to the age of 28.

For your professional or occupational influence, please relate this to some domain, discourse or discipline in the area of work, money or career.

For your historical influence, please reference a popular figure rather than someone known only to you (such as a family member or distant acquaintance) unless this personal relationship is well known influential figure. Be specific as to the extent of your knowledge, study and familiarity of the individual, and give evidence of the specific source(s) from which you gained your knowledge and understanding. Be sure to give specific examples of how this historical figure has influenced your thinking and the actions you take today.

You are free to acknowledge as many people as you choose in this section of your manual. You may want to acknowledge the contributions of organizations, clubs, companies, institutions, etc. as well.

Please be responsible and dignified as to what details you share. Other members of the MAP program who have completed their Term One Final will read this section. Please do not share anything that puts you or others at risk.

END IN VIEW

Your final section is to be a forward-looking statement of no more than one-half page in length. This is to be a simple articulation of how you see your life turning out at some point in the future as a result of your Primary Transaction. For some of you this will be a legacy statement of what you intend and/or are committed to accomplishing as through your Primary Transaction. For others, you will simply articulate a general sense of what you can honestly see is a 'real' and likely 'end in view' as you look forward to your immediate future.

This is not to be an ungrounded sentiment or affirmation of how you would like for your life to "be" as a result of your work and action related to your Primary Transaction, but rather, what is likely and predictable if you are able to build your Primary Transaction as you have articulated and are currently demonstrating.

How far out into the future you choose as your point of reference is your choice and as long as you can see an end in view and ground it based on the judgments, assessments, assertions, actions, measures and accomplishments that make up the manual you have now constructed and will continue to build.

We recommend that you schedule doing the work on this section after you have a constructed the majority of your manual.

YOUR UNIQUE PLACE IN OUR HISTORY

You have the opportunity to be among the very first participants to complete the Mechanics and Practice Program and we are committed that this accomplishment be meaningful and valuable to you in your professional career.

Thank you for doing the work you have done and taking the actions you have taken to reach this unique place in our history together.

We look forward to celebrating this accomplishment with you in the very near future.

PROGRAM MEASURES

Once you have calculated your **Satisfaction Metrics to Submit** for **Health, Money** and **Income**, using the Calculator provided, enter these measures into the Satisfaction Metrics Form sent to you via email each month 7 days in advance of your Satisfaction Metrics due date (the 15th of each month).

Do not allow yourself to fall into bad moods of frustration, agitation or despair. If you need help, ask for it. If you must – transact for it.