

MINING YOUR METHODOLOGY

FORMULA VS. METHODOLOGY VS. SYSTEM

A **formula** is exact. $A + B = C$

A **system** is more for organization, business flow, sales machines. It's not for people. Systems are not for human transformation.

A **methodology** is a repeatable and reliable series of steps that cause change, transformation and the desired result.

BEGIN TO CRAFT YOUR METHODOLOGY BY ASKING:

What are the tenets? (the principles, the non-negotiables)

What do you want for the client?

PART ONE-THE ARC

We are back to your outcomes. People work with you in order to have something happen.

What is that?

What is their A to B?

PART TWO-THE STORY

What is the story the client is telling themselves when they come to you? (there may be multiple)

What is the story you want them to tell when they are finished working with you?

Ultimately, what happens in this "play?"

What does your protagonist have to go through?

PART THREE-THE CHARACTERS AND THEIR ARC

What is the character's personal arc? Not what happens to them, but how do they have to grow?

What is the transformation required?

What skills do they need to obtain?

What are the characteristics they need to develop?

PART FOUR-THE PLAY

Now, put it all together - In order.

What is the entire journey your protagonist (client, student) is going to go on with you?

What are the tools you will give them?

What are the resources they will need?

What exercises will you give them to grow into their arc? These are the steps to the methodology.

HOW DO YOU GAIN THIS INSIGHT?

- Interview past clients
- Look at your own blog posts or musings
- Study your past client cases.
What has been the journey to their results?
- Put it on its feet—Do a beta test to refine your process