

Mobilize Your "Sweet Spot" for Purpose and Profit

Using Your Core Common Denominator®

Master Class



with
DEBORAH JOHNSON

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_____ doesn't grow on trees.

Our job:

- 1.
- 2.

Currently, 46% of our population is considering the GIG economy

A GIG economy is where you prefer to work _____, be your own _____ and determine your own _____.

Ideas on what you could you do with your present skills?

You may be feeling...

"Nothing I'm doing now will transfer into a new career!"

"I can barely manage technology now--how will I survive?"



5-10 minutes brainstorming

•*In a perfect world, what would your dream job and career look like? Create a picture of your "Ideal Lifestyle."*

Put down what you **LOVE TO DO!**

WHY do you love it?

WHY would you want to do it? (*this will be your "purpose!"*)

What you would do:

How many hours you would work:

Where you would work:

How much money you'd make:





PROCESS:

- **Identify** what you LOVE along with your PURPOSE.
- **Affirm** your SKILLS and ABILITIES.
- **Implement** a PLAN that aligns with your ideal lifestyle & work that includes ongoing training & support.

IDENTIFY what you LOVE to do



5-10 minutes brainstorming

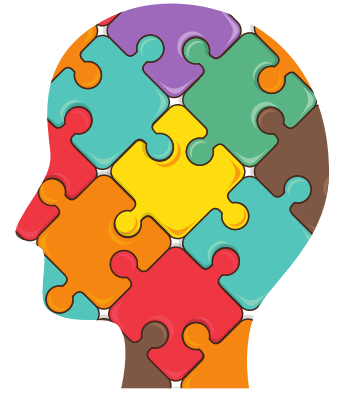
List your former jobs, how long you worked & what you loved about each. You can also list a hobby.

Expand on WHY you loved a certain part of your job & ideas how to use that in the future



5-10 minutes brainstorming

AFFIRM your Skills & Abilities



Technical Ability - The technique, rote learning, basic skills...

What are your technical abilities?

Adaptive Ability - Abilities that go beyond rote learning, soft skills, people skills, improvisation...

What are are your adaptive abilities?

Necessary Ambition - Disciplined routines & habits. Doing what it takes to be great.

What habits & routines have you developed to achieve your goals?

8 MAIN AREAS OF SKILLS

Entrepreneurial: Startups • Equipping • Enterprising (sales) • Persuasion

Creative: Composing • Designing • Performing • Writing • Visionary

Organizational: Systems • Processing • Structure • Financial • Planning

Relational: Facilitator • Teaching • Legal • Inspirational Speaker

Analytical-Mechanical: Researcher • Investigation • Translator • Connector

Directive: Manager • Implementer • Leader

Influential: Social • Overcomer • Persuasive

Collaborative: Team Leader • Member • Facilitator • Connector

Where would the following fit?

Dentist or Medical: Vision-casters with multiple offices: **Entrepreneurial & Analytical**

Nurse Practitioners working in an office: **Relational**

Multi-level business: **Entrepreneurial and Creative**

Online Business: **Entrepreneurial and Analytical**

Podcast/T.V. Host: **Influential**

Management: **Collaborative, Relational, Directive**

Copywriter: **Analytical, Mechanical**

Compliance: **Analytical.**

If creating a business or department: **Entrepreneurial, Collaborative**

H.R. Management: **Organizational, Analytical.**

For online community: **Collaborative**

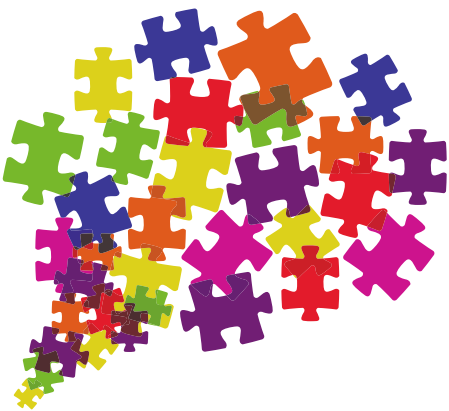
Inventor: **Creative, Analytical**



20-25 minutes brainstorming all 8 buckets of skills on pgs. 5-12.
Then put in your Competency Bank on p.13!

ENTREPRENEURIAL

Startups • Equipping • Enterprising (sales) • Persuasion
Results-Oriented • Determined

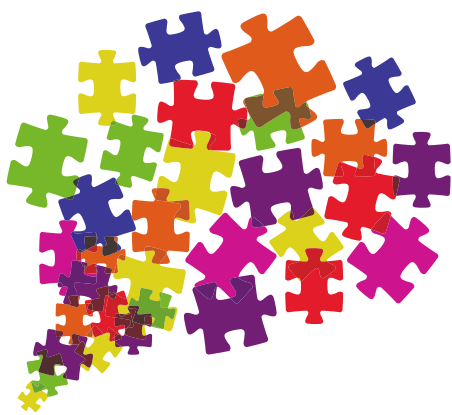


Ways I'm Entrepreneurial:



CREATIVE

Composing • Designing • Performing • Writing • Visionary
Optimistic, Enthusiastic, Patient, Accommodating

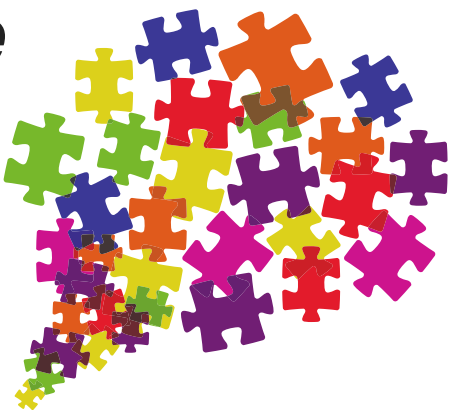


Ways I'm Creative:



ORGANIZATIONAL

Systems • Processing • Structure • Financial • Planning
Analytical, Reserved, Systematic, Precise

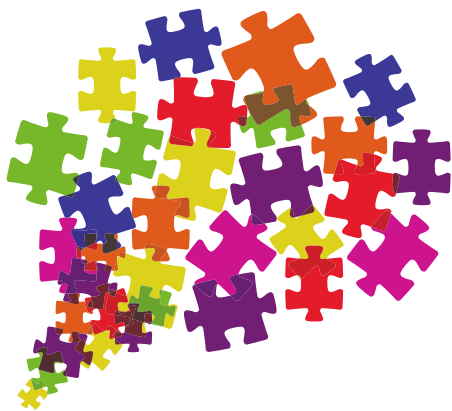


Ways I'm Organizational:



RELATIONAL

Facilitator • Teaching • Legal • Inspirational Speaker
Optimistic, Enthusiastic, Outgoing
Quantity Concerned



Ways I'm Relational:

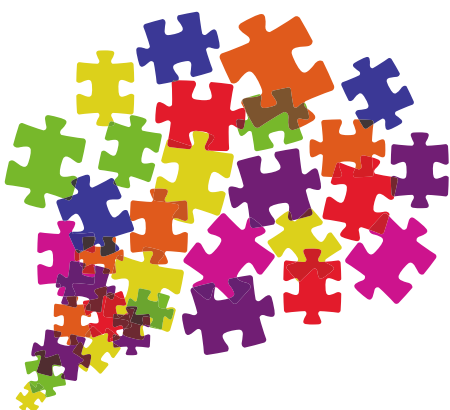


ANALYTICAL-MECHANICAL

Researcher • Investigation • Translator • Connector

Process oriented, Patient, Accomodating

Quality Concerned

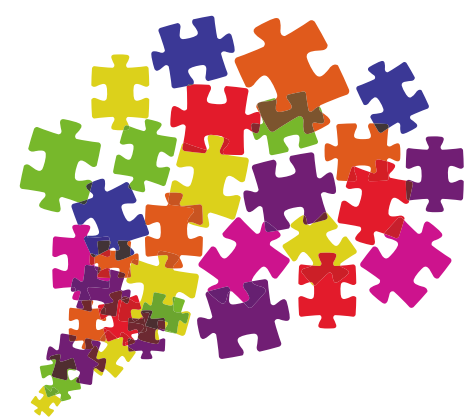


Ways I'm Analytical-Mechanical:



DIRECTIVE

Manager • Implementer • Leader
Direct, Results-oriented, Firm

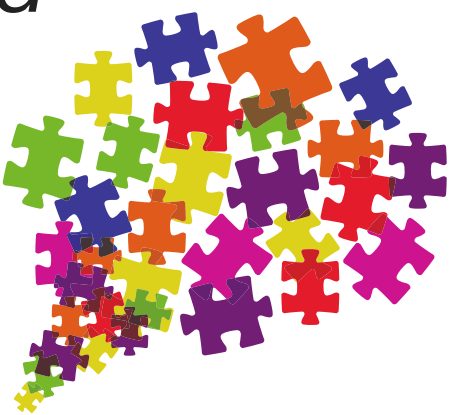


Ways I'm Directive:



INFLUENTIAL

Social • Overcomer • Persuasive
Outgoing, Enthusiastic, Action oriented

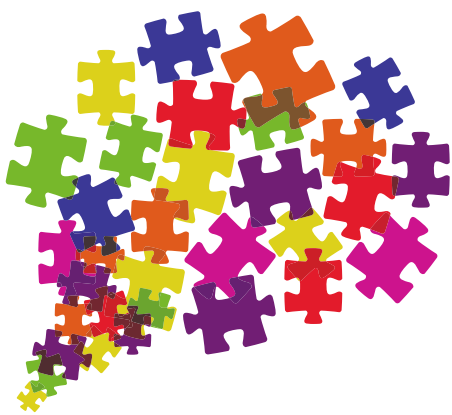


Ways I'm Influential:



COLLABORATIVE

Team leader • Member • Facilitator • Connector
Analytical, Reserved, Systematic



Ways I'm Collaborative:



Put your Skills in your Competency Bank

Take your TOP skills you enjoy the most and put them in your competency bank! Identify the main "bucket(s)" you have placed them in, (*Entrepreneurial, Creative, Organizational, Directive...*) then rate 1-5 how much you LOVE working with that particular skill.



Skills	Bucket	Enjoyment : 1 (low)-5 (high)

AFFIRM with a Healthy Mindset

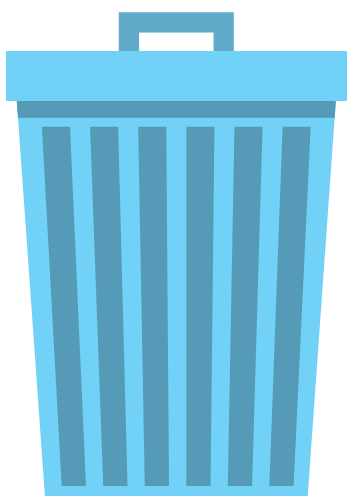


5-10 minutes

Head Trash Definition: Garbage & lies that keep you from your best work!

Head Trash Includes:

Comparison • Imposter Syndrome • Not-Good-Enough
Self-Limiting Beliefs • Unhealthy Fear • Why try anyway?



Negative self-talk brings:

Loneliness • self-doubt • panic • anxiety • feeling too old • feeling rejected
• not relevant • overwhelmed by technology...

Make DAILY decisions and statements in your Journal!

Self-Talk	Positive Action (<i>Healthy language</i>)



5-10 minutes

YOUR PURPOSE



Spend some time on your "WHY?"

What problem(s) do you see that you are passionate about? (*homelessness, hunger, a product that would make life better or easier, poor business management or organization...*)

Where does that problem exist? (*your neighborhood, internationally, local government...*)

What will happen if that problem continues?

What idea do you have to solve that problem?

What critical actions would you do first to help solve this problem?

What one particular skill do you possess that will help you get started on solving this problem?

Where would you like to be in one year from now that would help solve this problem even more?

What one or two things would need to change in your life to make that dream happen?

Sum all of this up in one or two sentences. *Note: You will revise this many times in the coming years! But it's a start...*



IMPLEMENT

Applying what you love, your skillset and your purpose. Here you'll figure out how to make all the pieces work together profitably! The size of your goal doesn't matter for now. It just matters that you have a goal & direction!

5-10 minutes



How are Jobs Reimagined? (reinterpreted, thought of differently)

(Ideas: Virtual training, working remotely, mobilization, expanded research...)

Service Areas

(Ideas: Hair, Home Care, Travel, Recreation, Massage, Bicycle Repair, Real Estate...)

Business Development

(Ideas: Management, Leadership, Advertising, P.R., Marketing, Sales, Instruction...)

Artistic

Design

Travel

Writer

Research

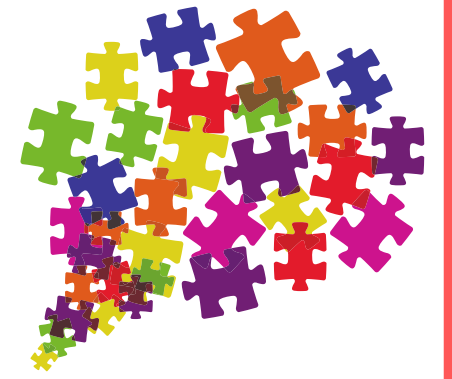
Specifically think through areas that can be reimagined in your area of interest or emphasis:

What is the range of income your new opportunity could realistically bring? *(you may need to do some research here)*



5-10 minutes

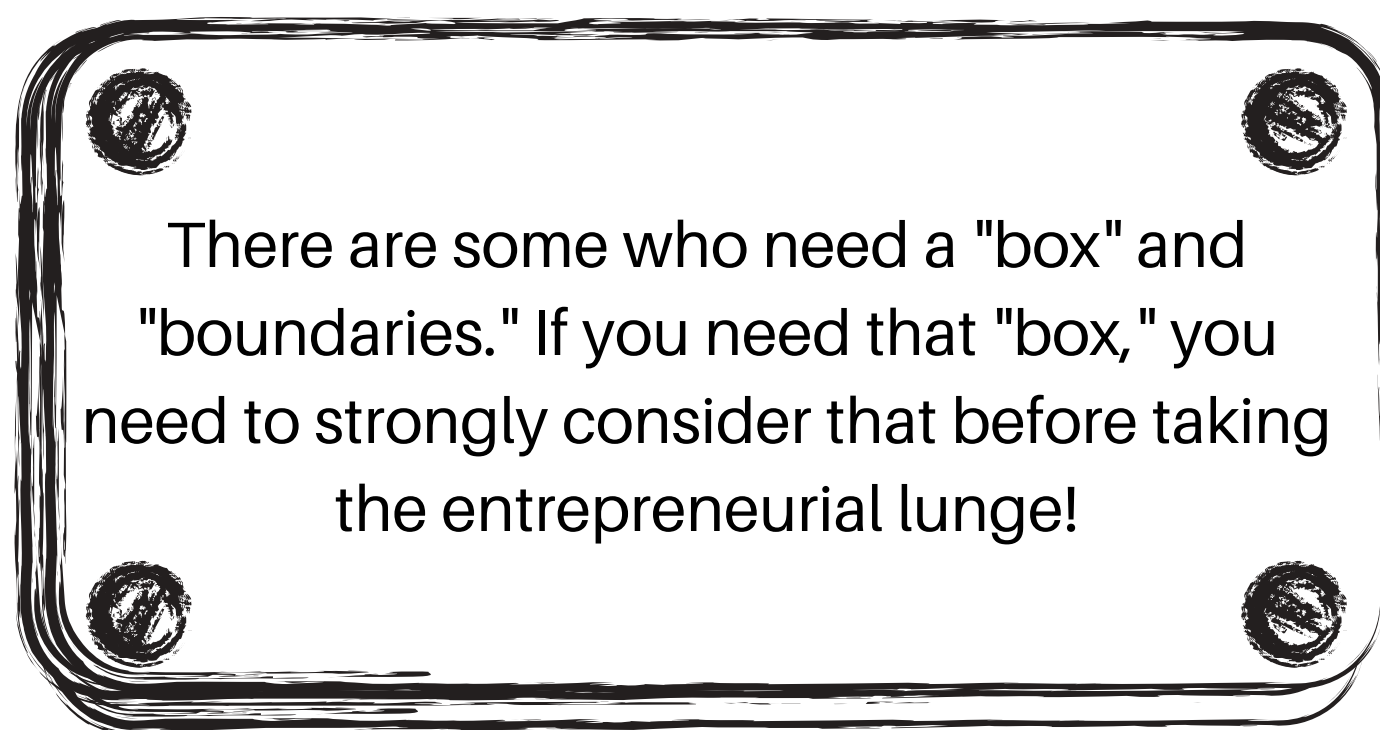
Maximize Your Skills for Purpose & Profit



After looking at your skills, revisit your dream job and schedule.

What do you want and why?

(This can include Flexibility, Control, Artistic license, Freedom...)



There are some who need a "box" and "boundaries." If you need that "box," you need to strongly consider that before taking the entrepreneurial lunge!

How many hours would you like to work per week?

Hours per day: (start time _____ end time _____ Number of days_____)

How can A.I. (*Artificial Intelligence*) enhance your dreams?

Ideas: Create an app, use bots, automate online programs, research tools...

Your SKILLS are one of your most valuable resources.

In a 2% market, let's DO THE MATH.

If you want to make \$90,000 a year, with a 2% investment, you'd have 4.5 million dollars saved. That's what your skills are worth!

You DO THE MATH: _____ (what you're currently making or want to make) \div .02 = _____ (how much you'd need to save in order to replace yourself for your household income) **This is the VALUE of your skills!**

How are you investing in yourself? ONE THING could make all the difference! Name one thing you will put on your calendar and do this next week to move toward your dream:

Core Common Denominator®



Putting all the pieces together for your future

1. CORE COMMON DENOMINATOR™

Refer to these definitions as you fill out each of your columns

Love	Skills	Opportunities	Purpose
Love to Do	Current Skills/ Experience	Dreams and Opportunities	Mission and Purpose
<ul style="list-style-type: none">• Make sure some of these are artistic and recreational.• These should unlock the creative, or right side, of your brain.• Make the list extensive.	<ul style="list-style-type: none">• These skills and experiences do not have to be recently used skills but things you know you are good at.• Draw from past experiences that may be lying dormant presently.• Include soft skills which can't be duplicated with artificial intelligence or a robot.	<ul style="list-style-type: none">• How do you want to spend your day(s)?• If you could do anything you wanted, what would you do? Responses can include anything from donating your time to a worthy organization, starting your own business to helping an organization grow to its potential.	<ul style="list-style-type: none">• This is your WHY?• What are you passionate about? What fuels you? How could you employ that passion to assist others and/or society?

Make it easy!

Formula: (love to do) + (skill) + (purpose) = (possibility)

I love to _____ with _____ for _____

resulting in _____.

Additional Resources

Books & Magazines



Stop Circling by Deborah Johnson

The Summit by Deborah Johnson

Women at Halftime by Deborah Johnson

Bad Code by Deborah Johnson

Daring Greatly by Brené Brown (*also **Dare to Lead***)

Immunity to Change by Robert Kegan

Extreme Ownership by Jocko Willink and Leif Babin

Never Split the Difference by Chris Voss

Building a Storybrand by Donald Miller

So Good They Can't Ignore You by Cal Newport

Free to Focus by Michael Hyatt

Start with Why by Simon Sinek

The Life-Changing Magic of Tidying Up by Marie Kondo

Atomic Habits by James Clear

Magazines:

Entrepreneur, Wired, Fast Company, INC...



DEBORAH JOHNSON, M.A., international award-winning music artist, author and speaker, helps others get unstuck with mindsets to reinvent their life and reach expansive goals. Up for multiple **GRAMMY Awards** and spending over 20 years in the entertainment industry, she's an expert on how to constantly reinvent yourself in a gig-economy. Deborah is the author of **multiple books**, all on Amazon and **multiple online courses**. She speaks and performs in both live and virtual events. She has also raised three (*launched!*) sons, and is married to Greg a former professional baseball pitcher. Deborah is past President of National Speakers Assoc., Los Angeles Chapter.



3-Month Planning Guide

- Decide on one thing you will do right away. *That should already be in your calendar.*
- Then define one new habit or goal and schedule it in to work on it every week for the next 3 months. *Thoroughly describe what you will do below and the date you will complete it.*
- This will create momentum that will pay off in droves!



5-10 minutes

Blank calendar

1January	2February	3March
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
22	22	22
23	23	23
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29 (2020, 2024)	29
30		30
31		31

What I will complete in 3 months: