

# How to Connect the Dots

Aligning teams, clients,  
and vendors to our  
goals, aspirations, and  
dreams

What's **YOUR** Story?



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# Bringing minds & hearts together

Until we can align the people we wish to influence with our goals, aspirations, and dreams, they have little chance of becoming reality. Only by creating a shared language and by making our dreams, aspirations, and goals align with those of our team members, clients, and vendors can we accelerate growth and achieve our version of success.



# It is not about us. It is about all of us.

When we focus only on our needs, wants, and desires and negate those who can help make things happen, very little of consequence occurs. However, when we enable our needs to dovetail with those who can help us, we create allies for our cause.

# How do we do this?

With a story. Creating one with our team members, clients, and vendors as the heroes.

By showing that your goals are their goals, and by working together, great things can be achieved.





# None of this is easy

The challenge is, different people want different things. Team members, individually and collectively, have their own goals, wants, needs and desires, and so do vendors and clients. The trick is to understand it all and create narratives that align with each group individually, showing them how they benefit from working with you.

Let's work together to create and tell a story that profitably aligns those you wish to influence with your purpose, vision, and goals.

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