



Ideas You Can Execute - Help Book

JOINING THE PROGRAMME

When you become part of the programme, you're joining a community of other budding entrepreneurs who will become your new reference group and help to keep you accountable. You'll learn the process through the video content, apply it to your idea and develop your thinking through the workbook and then through mentorship and community, create accountability to actually execute on your idea.

WHAT TO EXPECT

We'll teach you how to move forward on your idea via specially designed video content, which you'll have access to throughout the programme. You'll watch the videos and then fill out the workbook which will help you apply the learnings from the videos to your ideas. The workbook is designed to help you develop your thinking around your idea and take action. Then you'll have access to 3 x 1-1 mentor sessions. This is to help you overcome any roadblocks, get advice and feedback and to keep you accountable to moving forwards.

THE PROGRAMME TOOLBOX

In the programme area online, you'll have access to a toolbox of world-class resources. These are tools that we've hand-picked to help you really understand the high-growth start up process and get examples from other successful companies from around the world.

PROGRAMME INFO

Duration:

8 weeks

Programme web address:

<https://www.mumsgarage.com/courses/ideas-you-can-execute/>

MENTOR INFO

Natalie Robinson

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Booking 1-1 mentor sessions:

<https://calendly.com/natalie-robinson/60min/>

Thursday and Friday from
9:00 AM - 7:30 PM by
appointment only



PROGRAMME BREAKDOWN

MODULE 1: Ideas You Can Execute

1.1: Not all ideas are equal

What makes a founder successful at executing on an idea, how can you apply this thinking and optimising your environment.

1.2: Problems & Fundamental Truths

Shifting from ideas as solutions to thinking about problems and problems as fundamental truths.

1.3: Finding your playground

You, how to uncover your intrinsic drivers and finding what you're really good at.

MODULE 2: Idea to Reality

2.1: The process of creation

The process of value creation and understanding the key variables.

2.2: Communicating your idea

Your why, mission, vision and philosophy.

2.3: Intro to market validation

What is market validation and market validation strategies.

MODULE 3: Mindset (Your reality & how to change it)

3.1: 'Natural ability'

The myth of natural ability and the hard thing about entrepreneurship.

3.2: Beliefs and reinventions

The self-belief cycle and the reinvention process.



3.3: High performance

Tips for optimising productivity, mastering habits and rituals and working with purpose and focus.

MODULE 4: The Commitment

4.1: The process

The start-up process, the learning development process and being comfortable with being uncomfortable.

4.2: The decisions

The decision making process, identifying the new reality you are committing to, knowing when you can commit fully and how to make it work.

4.3: Setting yourself up for success

Tips for success and goals for the end of the programme.



SUGGESTED PROGRAMME SCHEDULE

WEEK	SUGGESTED MODULES & VIDEOS TO COMPLETE	TOOLBOX ITEMS
1	<p>Module 1, video 1.1 Not All Ideas Are Equal</p> <p>Module 1, video 1.2 Problems & Fundamental Truths</p> <p>Module 1, video 1.3. Finding Your Playground</p>	<p>Mark Zuckerberg, Episode 4 Masters of Scale Podcast (scroll down to episode 4)</p> <p>The Story of Airbnb – Blitzscaling 18: Brian Chesky on Launching Airbnb and the Challenges of Scale</p> <p>Mum's Garage - How Ideas are Formed blog</p> <p>Video - Elon Musk explains First Principles thinking</p> <p>Elon Musk's thinking - Wait But Why - The Cook and the Chef Musk's Secret Sauce</p> <p>Gallup StrengthsQuest (now called CliftonStrengths for Students) to better understand your 5 'Signature Themes'</p> <p>Steve Jobs Stanford Commencement Speech 2005</p> <p>Alan Watts, What if Money Was No Object?</p>
2	<p>Module 2, video 2.1 Idea To Reality</p> <p>Module 2, video 2.2 Communicating Your Idea</p> <p>Module 2, video 2.3 Intro to Market Validation</p>	<p>Simon Sinek, Start with Why: How Great Leaders Inspire Action</p> <p>Vinomofo</p> <p>Asana</p> <p>WarbyParker</p> <p>Apple (video)</p> <p>Build your customer interview script</p> <p>The story behind buffer and how they tested their idea with a landing page</p> <p>The story of Kettle & Fire bone broth</p> <p>From Idea Validation to Product Launch: A Story</p> <p>Squarespace</p>



SUGGESTED PROGRAMME SCHEDULE

WEEK	SUGGESTED MODULES & VIDEOS TO COMPLETE	TOOLBOX ITEMS
3	<p>Module 3, video 3.1 'Natural Ability'</p> <p>Module 3, video 3.2 Beliefs & Reinvention</p> <p>Module 3, video 3.3 High Performance</p>	<p>Elon Musk : How the Billionaire CEO of SpaceX and Tesla is Shaping our Future</p> <p>'Losing my Virginit</p> <p>Steve Jobs by Walter Isaacson</p> <p>Daring & Disruptive: Unleashing The Entrepreneur</p> <p>Sam Prince, Zambrero Group story here.</p> <p>Story of Drew Houston and Dropbox here</p> <p>Neuroplasticity</p> <p>Visualisation Techniques</p> <p>Carol Dweck. "Developing a Growth Mindset"</p> <p>Psycho Cybernetics. Maxwell Maltz</p> <p>The Winners Bible. Dr Kerry Spackman</p> <p>Setting up your daily routine</p> <p>Tasks that you can consider outsourcing</p> <p>The Real Secret to Getting Things Done</p> <p>Fundamental Productivity Concepts Every Entrepreneur Should Know</p>
4	<p>Module 4, video 4.1 The Process</p> <p>Module 4, video 4.2 The Decisions</p> <p>Module 4, video 4.3 Setting Yourself Up For Success</p>	<p>Sam Altman. Startup Playbook</p> <p>The Rejection Challenge A details explanation of the requirements</p> <p>Jia Jiang What I learned from 100 days of rejection</p> <p>Dawn Barclay Core Values</p> <p>Fred Wilson Values</p> <p>'how much money did you invest into your own bootstrapped startup before becoming ramen profitable'</p> <p>Hacker News</p> <p>Personal Financial Considerations Excel Document</p>



SUGGESTED PROGRAMME SCHEDULE

WEEK	SUGGESTED MODULES & VIDEOS TO COMPLETE	TOOLBOX ITEMS
4 (cont)		<p>Business Startup Costs (sourced from spreadshare.co)</p> <p>Paul Graham Ramen Profitable</p> <p>Hacker News Successful Solo Founders</p> <p>Quora How much more difficult is it to build a startup with a single founder versus having two founders?</p> <p>Venture Hacks How to Pick a Co-Founder</p> <p>Sam Altman How to hire</p> <p>Venture Hacks Advisors</p> <p>Forbes What every founder needs to know about equity</p> <p>Nathan Hurst How much equity a technical co-founder should get</p> <p>Mum's Garage events</p> <p>New Zealand Startup Ecosystem Map</p> <p>meetup.com</p> <p>Hackernest AKL</p> <p>Idea Show & Tell</p> <p>Startup Grind</p> <p>Hardware Meetup AKL</p> <p>SMAKL (Social Media Club Auckland)</p> <p>Blockchain Auckland</p> <p>techweek.co.nz</p> <p>startup digest</p> <p>Social Enterprise Auckland</p>



SUGGESTED PROGRAMME SCHEDULE

WEEK	SUGGESTED	TOOLBOX ITEMS
4 (cont)		Founder book list Squarespace Shopify WordPress Choosing the right software stack The difference between a web and mobile app. Is it better to launch the website or the mobile app first for a startup?
5/6/7/8	<p>In weeks 5-8, focus on executing on the content covered in weeks 1-4.</p> <p>There are no video content or tools.</p>	N/A



MODULE 1 - IDEAS YOU CAN EXECUTE

1.1 NOT ALL IDEAS ARE CREATED EQUAL

KEY LEARNINGS FROM VIDEO 1.1

It's important to understand the experiences, insights and passion behind your idea(s). This will help you to understand the fundamental problems and opportunities that exist, and how much it means to you, so you'll be in a better position to decide whether it's an idea you want to take forward.

Actively seek out the environments that will help you to develop your idea or interest areas, as ideas evolve through experiences, which are heavily influenced by your environment.

PART A: WHAT MAKES A FOUNDER SUCCESSFUL AT EXECUTING AN IDEA

- Knowledge or expertise to solve the problem better than anyone else
- Unique insights that enables them to identify opportunities that others haven't
- And/or; they're passionate enough about solving a particular problem that they will work harder (and smarter) than anyone else to become the best at solving the problem

Tip: Developing the way you think about people and problems, and good market validation will help you to gain those unique insights.

PART B: HOW CAN YOU APPLY THIS THINKING?

1. Understand the fundamental problems behind your idea
2. Understand the unique piece of insights that have contributed to the idea
3. When you think about how the idea has come about, and what it means to you, you'll be in a better position to decide if this is the idea that you want to spend a significant period of time working towards (this is important if you have a lot of ideas).

Tip: when you know the first two things you'll be in a better position to assess advise and make the best decisions moving forward.



MODULE 1 - IDEAS YOU CAN EXECUTE

1.1 NOT ALL IDEAS ARE CREATED EQUAL

EXERCISE 1

Q. What is the thing that you most want to do?

For example:

"My mission is to start a business that enables me to quit my current job and travel the world. Or, I want to start a business that helps people to learn how to turn their ideas into a reality, so more people are able to create value"

REFERENCE GUIDE

Section:

Module 1

Video

1.1 Not All Ideas Are Equal

Time stamp:

06:23

Work book page(s):

2

EXERCISE 2

Q. What are the experiences, insights or passions that you can identify, that have lead you to want you do to this thing?

TIP - Think back as far as you can remember. Think about what has lead you to want to start a business as well as why you want to work on this idea.

REFERENCE GUIDE

Section:

Module 1

Video

1.1 Not All Ideas Are Equal

Time stamp:

07:49

Work book page(s):

2



MODULE 1 - IDEAS YOU CAN EXECUTE

1.1 NOT ALL IDEAS ARE CREATED EQUAL

PART C: OPTIMISING YOUR ENVIRONMENT

Your environment determines your experiences, which influences your ideas.

Find the environments that will help to develop your thinking around your idea, or your ability to come up with new ideas. Check out [meetup.com](https://www.meetup.com) or the Mum's Garage [startup ecosystem map](#) to help find events, communities and other opportunities to learn and meet people.

EXERCISE 3

Q. If it helps list some of the groups you might like to get involved with.

A few examples....

- Meetup.com
- Mum's Garage's Community on Mighty Networks
- Specific Facebook groups (you might need to research these)

REFERENCE GUIDE

Section:

Module 1

Video

Once completed video 1.1

Time stamp:

N/A

Work book page(s):

3

You've now **completed module 1, video 1.1**. To access the tool box, scroll down underneath the video or if you are using a digital version of this help book, click on the links below:

1. [Mark Zuckerberg, Episode 4 Masters of Scale Podcast](#) (Open the link and Scroll down the page and listen to Episode 4)
2. The Story of Airbnb – [Blitzscaling 18: Brian Chesky on Launching Airbnb and the Challenges of Scale](#)
3. Mum's Garage, [How Ideas are Formed blog](#)



MODULE 1 - IDEAS YOU CAN EXECUTE

1.2 PROBLEMS AND FUNDAMENTAL TRUTHS

KEY LEARNINGS FROM VIDEO 1.2

Shift from thinking of ideas as solutions, to understanding problems.

Break down the problems into fundamental truths using first principles thinking.

PART A: SHIFTING FROM IDEAS AS SOLUTIONS, TO THINKING ABOUT PROBLEMS

People are more likely to buy something that solves a significant problem for them. If you have/can find a problem that people care a lot about having solved, then it will make marketing and selling your product significantly easier.

If you're trying to find an idea to take forward then practice identifying problems. If you already have an idea or vision, then try to figure out the problem that your idea or vision stemmed from.

REFERENCE GUIDE

Section:

Module 1

Video

1.2 Problems and
Fundamental Truths

Time stamp:

02:14

Work book page(s):

4

EXERCISE 1

Q. Write down 5 problems you've experienced in the last 24 hours, for example:

1. *We've got someone moving into our house, and we need to get a contract sorted and finalise a number of things, but I don't have time to do it right now.*
2. *I feel stressed because of the number of things that I've got on, but I don't have a highly effective process for organising myself.*
3. *I need to find someone to help out with video editing, 'Upwork' seems like a good solution but sharing such live files is difficult and slows things down.*
4. *I really want to get better at meditating, but I don't know how to do it in a way that's effective for me.*



MODULE 1 - IDEAS YOU CAN EXECUTE

1.2 PROBLEMS AND FUNDAMENTAL TRUTHS

PART B: PROBLEMS AS FUNDAMENTAL TRUTHS

The fundamental truths behind your idea are the basic or essential underlying concepts that make the idea valid. If you can break down the problem that's given rise to your idea into a set of fundamental truths, then you have a better ability to assess the opportunity and build a superior solution.

If you don't have an idea yet, no problem! You can use this frame of thinking with everything you do, as it's a great way for coming up with better ways of doing things (new ideas). If you don't know what the fundamental truths behind your idea are yet, then you'll learn through market validation (or find that there aren't any, which might suggest that you need to change course).

REFERENCE GUIDE

Section:

Module 1

Video

1.2 Problems and
Fundamental Truths

Time stamp:

04:56

Work book page(s):

4

EXERCISE 2

Q. List the fundamental truths behind your idea:

An example... Fundamental truths behind AirBnB's concept (as set out in AirBnB's seed funding round pitch deck)

Price is an important concern for customers booking travel online

Hotels leave you disconnected from the city and it's culture

No easy way exists to book a room with a local or become a host

You've now completed **module 1, video 1.2**. To access the tool box, scroll down underneath the video or if you are using a digital version of this help book, click on the links below:

1. [Elon Musk explains First Principles thinking.](#)
2. Exploring Elon Musk's thinking in more detail (this is a long article, so only read it if you have time): [Wait But Why – The Cook and the Chef Musk's Secret Sauce](#)

MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

KEY LEARNINGS FROM VIDEO 1.3

How to develop a better understanding of the following key areas:

- What you're passionate about - intrinsic drivers
- What you're good at - top 5 strengths
- Problems you care about solving & what people will pay for

How to apply these learning's to your idea.

PART A: YOU

This first part focuses on you (rather than your idea).

Step 1: What are you deeply passionate about?

We are passionate about particular activities (our passions) because of certain feelings or experiences that we get as a result of the activity. Intrinsic drivers are the underlying subcomponents that drive our passions.

By understanding your intrinsic drivers, you can incorporate them into other activities (your business) to develop them into a passion.

Now to uncover your intrinsic drivers... head to the next page.





MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

EXERCISE 1

Q. List a minimum of 3, maximum of 10 passions / pursuits / things you really enjoy

For example... *Things I really enjoy are:*

- (1) *Traveling*
- (2) *Deep and meaningful conversations*
- (3) *Dancing*
- (4) *Maths and science*
- (5) *Startups*
- (6) *Learning about block chain technology*

REFERENCE GUIDE

Section:

Module 1

Video

1.3 Finding your playground

Time stamp:

01:48

Work book page(s):

5

EXERCISE 2

Q. For each passion, identify the intrinsic drivers of that passion. For example... *Travel*

- 1. *New experiences - I love traveling because I like to see and feel the different ways things are done in different countries. This is why I love to go to places that are completely different from NZ.*
- 2. *Forming authentic connections with people - People who are traveling tend to be more authentic and happier when they are traveling. They are not trying to fit a particular mould or be a particular person. False fronts or persona's fall away. You are also on a similar mission, to explore a new place, so friendships are easily formed.*
- 3. *Freedom - when I travel I am free to do whatever I want on a particular day. I lose my usual routines or habits and are not constrained by the social norms of my own country. I can be whoever you want to be and do whatever I want to do.*

REFERENCE GUIDE

Section:

Module 1

Video

1.3 Finding your playground

Time stamp:

02:30

Work book page(s):

6



MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

EXERCISE 3

Q. Consolidate all your your intrinsic drivers into a single list (removing any double ups).

For example... Some of my intrinsic drivers: *New experiences, connecting with new people, freedom, learning, problem solving, new technology.*

Note: You can use your list of intrinsic drivers to help you understand what attracts you to entrepreneurship and your idea, and embed these passions into what you choose to do moving forward (so you build the passion behind what you're working on).

REFERENCE GUIDE

Section:

Module 1

Video

1.3 Finding your playground

Time stamp:

02:42

Work book page(s):

7

Step 2: What are you really good at?

"It takes far less energy to move from first-rate performance to excellence than it does to move from incompetence to mediocrity." - Peter Drucker

You have the ability to shape your idea in whichever way you choose. The more conscious you are of the things you're good at, the better your ability to build a business that plays to them.

When you understand what **you** are good at, you're less likely to compare your weaknesses to other people's strengths.

Continue to the next page for help with the next exercise



MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

EXERCISE 4

Q. What are you really good at? Focus on “soft skills” (the subjective skills that are much harder to quantify) over “hard skills” (teachable abilities or skill sets).

For example... *Great at building communities, coming up with new ideas, solving problems and providing people with the support and encouragement they need to take the next steps (Futuristic, Positivity, Ideation, Restorative, Connectedness).*

We recommend completing the Gallup Strengths quest to better understand your 5 ‘Signature Themes’ (strengths) - link [here](#).

REFERENCE GUIDE

Section:

Module 1

Video

1.3 Finding your playground

Time stamp:

03:59

Work book page(s):

7

Step 3: Problems you care about solving & what people will pay for

People pay for solutions to the problems they care enough about. A good place to start identifying ideas and opportunities is to think about the problems you care about solving.

EXERCISE 5

Q. What problems do you care about solving in the world? And/or, what are the things that frustrate you about the world?

For example, some things that frustrate me about the world:

- *There are a lot of people with great ideas, who have no idea how to get started*
- *Entrepreneurship is currently not accessible for most people.*
- *There are too many unhappy people working in unfulfilling jobs*
- *We have an education system that is designed to teach people how to be employees and consumers, rather than teaching people how to understand and create value (entrepreneurship).*

REFERENCE GUIDE

Section:

Module 1

Video

1.3 Finding your playground

Time stamp:

04:24

Work book page(s):

8



MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

PART B: YOU AND YOUR IDEA

This part builds on the work done in video 1.1 & 1.2.

Note: This is just version 1, and doesn't need to be perfect (it will likely change).

Step 1: What is your idea (or vision)?

This is an opportunity write down what it is that you are going to do. How you describe it is up to you - it might be as as idea, a problem, a vision or a mission.

EXERCISE 6

Q. What is your idea or vision?

For example... *My initial idea was to create a place where people can go to learn how to start a startup.*

REFERENCE GUIDE

Section:

Module 1

Video

1.3 Finding your playground

Time stamp:

04:47

Work book page(s):

8



MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

EXERCISE 7

Q. Describe what makes you passionate about this

For example... *I have experienced what it's like to have a lot of ideas and still work in an unfulfilling job because of a lack of knowledge and confidence to be able to make the necessary progress.*

Bringing together people, coming up with ideas and making them happen makes me really excited, because it's what I love to do.

REFERENCE GUIDE

Section:

Module 1

Video

1.3 Finding your playground

Time stamp:

05:19

Work book page(s):

9

EXERCISE 8

Q. What are your core strengths that will help you to execute on this idea

For example... *My cores strengths are: Futuristic (the future fascinates me), Positivity (always on the outlook for the positive in the situation), Ideation (I'm fascinated by ideas), Restorative (love to solve problems), Connectedness (believe that there is a deeper reasons behind why things happen). Mum's Garage is built on these strengths*

REFERENCE GUIDE

Section:

Module 1

Video

1.3 Finding your playground

Time stamp:

05:42

Work book page(s):

9



MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

EXERCISE 9

Q. What is the fundamental problem that exists for enough people that will make the concept behind this idea viable?

For example... *For Mum's Garage, the fundamental problem is that there are a lot of people who want to start businesses, but most people are never taught how, which makes it difficult to start and succeed.*

Note: refer to the work you did in the 1.2 workbook

REFERENCE GUIDE

Section:

Module 1

Video

1.3 Finding your playground

Time stamp:

06:10

Work book page(s):

10

EXERCISE 10

Q. What experience or insight do you have which puts you in a good position to execute on the idea - (what do you know that most other people don't seem to)?

For example... *That starting a business is as much about mindset as it is skill set. You can teach the mindset and learn the skills necessary to come up with an execute on an idea.*

Note: refer to the work you did in the 1.1 Workbook

If you can't answer this question yet, don't worry! We can help you understand it more in the one-on-one sessions.

REFERENCE GUIDE

Section:

Module 1

Video

1.3 Finding your playground

Time stamp:

06:36

Work book page(s):

10



MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

You've now completed **module 1, video 1.3**. To access the tool box, scroll down underneath the video or if you are using a digital version of this help book, click on the links below:

1. [Gallup StrengthsQuest \(now called Clifton Strengths for Students\) to better understand your 5 'Signature Themes'](#)
2. [Steve Jobs Stanford Commencement Speech 2005](#)
3. [Alan Watts, What if Money Was No Object?](#)



MODULE 2 - IDEA TO REALITY

2.1 THE PROCESS OF CREATION

KEY LEARNINGS FROM VIDEO 2.1

This video is an overview of the content we will go into in more detail in videos 2.2 and 2.3. There are no questions for you to answer in this workbook, only supporting content for what was covered in the video.

- The process behind startup creation
- The key variables that are important to understand when getting started

PART A: THE PROCESS OF CREATION

- Jumping straight from idea to product is hard, and risky.
- There is an important intangible process that dramatically improves idea development and increases the chances of you building something that people want.
- Entrepreneurship is a process of value creation, turning nothing (an idea) into something that people value enough to pay for. It involves three simple development stages:



1. Think - ideas, mindset
2. Speak - vision, story, validation
3. Do - build

- The common pitfalls of early stage entrepreneurs are:
 1. Never getting started - getting stuck in the “thinking” stage of creation because it’s hard to move from thinking about an idea to doing the thing without the momentum and clarity provided when you speak to people in a meaningful way.
 2. Not building something people want - building a product based on own thoughts and assumptions, without spending time in the valuable ‘speaking’ state.



MODULE 2 - IDEA TO REALITY

2.1 THE PROCESS OF CREATION

PART B: UNDERSTANDING THE KEY VARIABLES

- There are a lot of variables to get right when building a business, but you need to focus on the right variables at the right time.
- The key variables that you need to worry about when starting out:
 - a. what problem you're solving (the fundamental truths)
 - b. who you're solving it for (your target market)
 - c. why you care (why you're prepared to spend the next +2 years working on this idea).

You've now completed **module 2, video 2.1**.

When you're ready, **please move on to video 2.2**.



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

KEY LEARNINGS FROM VIDEO 2.2

- Understanding the key variables behind your idea; why your care, what problem you're solving and who you're solving it for.
- Learning to communicate your story and the key variables in a compelling way.

PART A: YOUR WHY

Your Vision and Mission:

We're going to help you try to describe the vision and mission for what you're wanting to create.

The common way to differentiate between a vision and a mission, is as follows:

- Your vision describes the change that you want create through your business (the why). It appeals to the emotive part of a person's brain by inspiring passion, purpose and energy.
- Your mission encompasses the way in which you are going to create this change, and when you are going to do it by. It appeals to the more logical part of a person's brain by providing a measurable outcome to focus your energy on.

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

02:11

Work book page(s):

11

EXERCISE 1

Q. When it comes to your idea, what do you feel deeply passionate about, or driven by?

For example... *I feel passionate about making entrepreneurship accessible so more people can bring their ideas to life, have impact, and live a more fulfilled life.*

Note: refer to the work you did in Module 1



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

02:19

Work book page(s):

11

EXERCISE 2

Q. What change do you want to see in the world, or in your industry/area you're interested in?

For example... *I want a world where anyone can learn the skills necessary to think 'entrepreneurially' and build a business, if that's the pathway they choose.*

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

02:23

Work book page(s):

12

EXERCISE 3

Q. What experience have you had that makes you really want to start this business?

For example... *I spent four years working in an unfulfilling job, unhappy and lost because I didn't know what I really cared about, how to discover it and how to turn it into a business.*



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

02:23

Work book page(s):

12

EXERCISE 4

Q. What are you trying to create or provide with this business?

You can just focus on the first milestone if you wish.

For example... *an online development process that enables people to appreciate their own unique value, the value they want to create in the world, and how to take the first steps towards turning that into a successful business.*

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

02:43

Work book page(s):

13

EXERCISE 5

Q. Let's set some dates on this outcome. When are you going to achieve your above goal?

Try to set something both challenging but achievable.

Writing your vision and mission

It's time to have a go at defining your vision and mission. Use your answers to the questions above to help. If you have a company idea, do this for your company. Otherwise, you can just do it for your personal future.



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

It can take time to figure out and describe the vision behind an idea, so don't be disheartened if it's not fully formed the first time round.

You can also choose to only have one sentence, or a set of principles to describe your Vision and Mission. Some companies also have a Purpose Statement which is a one liner to describe what they're about.

Here's an example for Mum's Garage:

- **Company vision:** We believe in a world where people define and create their own value.
- **Company mission:** To build the most influential startup community in New Zealand by August 2018.
- **Company purpose:** To help people to make the most of their existence.
- **Personal vision:** to have the skills and resources to be able to create and grow companies that do good in the world, and support others to do the same.

Other Examples:

Note: most companies don't explicitly share their vision to the public (sometimes it's better if the world doesn't know the full extent of what you're wanting to create).

Airbnb's mission = to help create a world where you can belong anywhere and where people can live a place, instead of just traveling to it.

Asana's mission = To help humanity thrive by enabling all teams to work together effortlessly - more details [here](#).



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

03:18

Work book page(s):

13

EXERCISE 6

Q. My vision for my business is...

A world where... to change the way we... To be able to...

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

03:18

Work book page(s):

14

EXERCISE 7

Q. My mission for my business is...

To create/build/develop a.....by [date].



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

Your Philosophy

This is the unique view you [or your team] have about the world, or the specific area you're developing a business in, and how it relates to the product or service you are building. Your philosophy feeds into your brand.

The questions below are designed to help you become more conscious of your philosophy.

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

03:51

Work book page(s):

14

EXERCISE 8

Q. What is the status quo when it comes to the industry or area that you're building a business in?

For example... Most organisations that help startups are focused on investment, and whether an idea or person is investible at the time they are standing in front of them. They tend to believe that entrepreneurship is a skill that you either have or don't have, rather than considering it to be a set of skills and behaviours that are developed.

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

03:59

Work book page(s):

15

EXERCISE 9

Q. What do you do, or think, that is different from everyone else? E.g your competitors or existing solutions?

For example... We focus on teaching people entrepreneurial skills and mindset so they have the ability to develop ideas in a way that gives them a higher chance of successfully executing. We believe that by doing this, we'll be better at developing founders who can build high impact companies. We also believe that the best way to think about building startups is by understanding fundamental truths about people and the universe, rather than just repeating common startup advice.



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

04:03

Work book page(s):

15

EXERCISE 10

Q. What is different about the experience you'll provide for your customers?

For example... *We have a grassroots approach to developing startups, that is very founder focused. We don't use jargon or buzzwords, and we don't create a power imbalance that you often get with other accelerators or incubators. We have a relatable, simplified approach that focuses on delivering authentic value.*

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

04:07

Work book page(s):

16

EXERCISE 11

Q. How do you look or feel different from everyone else? e.g. team, brand, product.

For example... *We don't try to position ourselves as being elite or special. We're ourselves in everything we do, including video content, events and meetings with customers and stakeholders.*



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

04:12

Work book page(s):

16

EXERCISE 12

Q. How can you make this more apparent?

For example... We could use more of our own videos and photos for marketing purposes (on social media). We need to make a few changes to our website design so it feels more human-centric.

PART B: YOUR PROBLEM AND CUSTOMERS

- You don't have the resources to build a startup solving a wide range of problems for a wide range of people. This takes a lot of resources (time and money), which you generally don't have when starting out.
- It's important to narrow down the following two key variables (in whichever order):
 - a. what problem you're solving (the fundamental truths)
 - b. who you're solving it for (your target market) .

Your Initial Target Market:

Your initial target market is the specific group of people who you care about solving problems for.

Or, the group of people who have the problem that you are trying to solve and are most likely to pay for a solution now.



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

06:20

Work book page(s):

17

EXERCISE 13

Q. Who is your initial target market or niche? The more specific you can be, the better.

For example... (a random one)... *Single women aged 26-30, works in a high stress corporate job, earn \$80-120k/pa, spends her time catching up with friends, exercising, hanging out in cafes or restaurants, health conscious, shops at Farro's or organic stores, is very active on Instagram.*

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

06:24

Work book page(s):

17

EXERCISE 14

Q. Why do you think this group will be most likely to buy your product or service?

For example... *Because they have disposable income, are health conscious and time poor, are heavily influenced by new trends and easier to target through Instagram.*



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

The Problem You're Solving:

People buy products or services to solve problems. In the early stages of creating something, you have the ability to select the problem you solve first. So we highly recommend finding the problems that people care about having solved most, which you have the capability and/or drive to solve (the one you care about solving).

Note that the best way to understand your target market's problems, is by doing market validation (which we'll talk about in Video 2.3).

A Tier 1 problem is one that's in the top 1-3 problems for your target market when it comes to a particular role or area (e.g. if you're solving problems for people finding a new rental property, then you want to identify the top 1-3 problems for them when it comes to finding a rental property).

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

07:47

Work book page(s):

18

EXERCISE 15

Q. What are the top 1-3 most painful problems you think your target market has when it comes to the particular role or area?

For example... *(using the target market explained above, and solving problems in the food delivery space):*

- *Shopping for one person meals is expensive and time consuming.*
- *The current food delivery options are boring or family orientated. People in this target market like to eat a variety of healthy, fresh food that they wouldn't just cook themselves.*
- *Food intolerances are becoming increasingly more prevalent and most food delivery services don't cater for specific tolerances beyond gluten free.*



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

PART C: TELLING YOUR STORY

Story is a great way to build an emotional connection with the people who you want to capture the attention of. How to tell a good story:

- Characters and their struggles are the heart of a great story
- It has a beginning, middle and end - the way it has been, how it has changed and the new way.

REFERENCE GUIDE

Section:

Module 2

Video

2.2 Communicating your idea

Time stamp:

10:30

Work book page(s):

19

EXERCISE 16

Q. Tell the story behind your idea, in the format suggested above?

For example... Growing up, I had no idea what I wanted to do in life. After school I went to university, completed a degree and fell into banking. During this period I always had idea that I was working away on, but never managed to develop them into anything more than the spark of idea. After 3 years of working in banking, pretending to be someone I wasn't and doing a job that wasn't fulfilling, I decided to commit to learning more about myself and starting a business. I realised that entrepreneurship is not something you're born with, it's a set of skills and behaviours that you learn. So then I became really frustrated that the world was full of people like myself who were stuck in jobs they didn't enjoy because they'd never been taught how to start a business. So I quit my job and started running workshops in my mum's garage teaching people a new way to start companies.

You've now completed **module 2, video 2.2**. To access the tool box, scroll down underneath the video or if you are using a digital version of this help book, click on the links below:

- [Simon Sinek, Start with Why: How Great Leaders Inspire Action](#)

Example of other companies Vision, Mission and Story:

- [Vinomofo](#)
- [Asana](#)
- [WarbyParker](#)
- [Apple](#) (video)



MODULE 2 - IDEA TO REALITY

2.3 INTRODUCTION TO MARKET VALIDATION

KEY LEARNINGS FROM VIDEO 2.3

- Understanding the importance of market validation; engaging with your customers to collect information to validate the assumptions that sit behind your idea.
- How to begin validating your idea using some of the techniques discussed in the video.

PART A: WHAT IS MARKET VALIDATION

- Market validation is the process that you go through to ensure you are actually creating something people want based on validated assumptions, rather than something you think people want.
- When you come up with an idea, it's based on your experiences, and your personal reality. Before you've talked to anyone else about the idea, it's formed on your views of the problem and what's required in a solution alone. You cannot be your only customer for your business to be sustainable, so you need to find a problem that enough people care about to pay for a solution.
- There are an infinite number of pathways that your idea could take to develop into business. You need to find the variables that are true for enough people to make the idea viable (remember first principles). This will help you to choose the pathway and possibilities that give you the highest chance of success when it comes to creating something that people will pay for.

PART B: MARKET VALIDATION STRATEGIES

- You validate an idea by proving that it is something people will pay for. The following strategies are good ways to validate your assumptions, before you spend time and money on developing your product:



MODULE 2 - IDEA TO REALITY

2.3 INTRODUCTION TO MARKET VALIDATION

STRATEGY ONE: CURRENT BEHAVIOUR

- Finding evidence to suggest that there is a problem that you can solve, based on behaviour in the market already.

EXERCISE 1

Q. What evidence do you have to suggest that your target market has a problem that you can solve?

For example... *Early stage startups often default to using spreadsheets to manage their customer funnel, because other CRM systems are over complicated by unnecessary features. It's something I hear startups complain about often.*

or...

There is over 40,000 people in the New Zealand lost pets register, and a lot of activity, which suggest that losing pets is a problem for a significant number of people.

REFERENCE GUIDE

Section:

Module 2

Video

2.3 Intro to Market Validation

Time stamp:

03:43

Work book page(s):

20

STRATEGY TWO: TALKING TO YOUR TARGET MARKET (CUSTOMER DISCOVERY)

Finding evidence to suggest that there is a problem that you can solve, based on behaviour in the market already.

- Conversations or customer interviews with people who you think have the problem to find out if it's actually a primary problem for them (or find out what their primary problems are) and what they care about in a solution.
- See the toolbox for resources on how to effectively do customer interviews and build your script.



MODULE 2 - IDEA TO REALITY

2.3 INTRODUCTION TO MARKET VALIDATION

EXERCISE 2

Q. What is your strategy for finding the first 5 people to validate your idea with?

For example... I will reach out to 5 people in my network who I think have the problem I'm trying to solve. I will post in the xxxxxx Facebook page to see if there is anyone there with the problem I am solving, and arrange to catch up with anyone who comments.

REFERENCE GUIDE

Section:

Module 2

Video

2.3 Intro to Market Validation

Time stamp:

05:39

Work book page(s):

20

STRATEGY THREE: CLICKS AND SIGN UPS (ONLINE VALIDATION)

- Using landing pages, Facebook groups, Facebook marketing, AdWords etc. to test the market to see if people are interested in your product
- Having people leave their details or click on web content is a good indication that they are interested in your offering.
- See the tool box for examples of online validation and tools that you can use to make a start.



MODULE 2 - IDEA TO REALITY

2.3 INTRODUCTION TO MARKET VALIDATION

EXERCISE 3

Q. What's a simple way you could validate your idea online?

Some examples (clickable links)

[The story behind buffer and how they tested their idea with a landing page](#)

[The story of Kettle & Fire bone broth](#)

REFERENCE GUIDE

Section:

Module 2

Video

2.3 Intro to Market Validation

Time stamp:

06:01

Work book page(s):

21

STRATEGY FOUR: PRE-SELLING

- Getting people to pay you before you've created the product.

EXERCISE 4

Q. How could you pre-sell your idea (get people to pay and then deliver the solution)?

An examples (clickable link)

[From Idea Validation to Product Launch: A Story](#)

REFERENCE GUIDE

Section:

Module 2

Video

2.3 Intro to Market Validation

Time stamp:

06:31

Work book page(s):

21



MODULE 2 - IDEA TO REALITY

2.3 INTRODUCTION TO MARKET VALIDATION

You've now completed **module 2, video 2.3**. To access the tool box, scroll down underneath the video or if you are using a digital version of this help book, click on the links below:

1. [Build your customer interview script](#)
2. [The story behind buffer and how they tested their idea with a landing page](#)
3. [The story of Kettle & Fire bone broth](#)
4. [From Idea Validation to Product Launch: A Story](#)
5. [Squarespace](#) – the easiest platform to launch a simple website (without having to know any code). If you require a simple website, we recommend using Squarespace.



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.1 'NATURAL ABILITY'

Key learnings from video 3.1:

- Understand that your success as an entrepreneur will be determined by your ability to grow yourself. And that your own personal mindset development is a critical part of developing your business.
- Appreciate that entrepreneurs are not with an innate set of extraordinary skills. More so they develop the necessary skills through hard work, persistence and the right environment.

PART A: THE MYTH OF NATURAL ABILITY

- Skills are developed, in some cases by luck (good upbringing, or experiences), in most cases by hard work and persistence.
- Natural ability can only get you so far, and generally not far enough.
- You need to learn and practice new skills to become a successful entrepreneur (for example, market validation), or anything else for that matter.

REFERENCE GUIDE

Section:

Module 3

Video

3.1 'Natural Ability'

Time stamp:

02:31

Work book page(s):

22

EXERCISE 1

Q. Who do you admire or look up to, and what's their story?

Look into the lives of people who you consider to be extraordinary, to find out more about earlier life and transformation journey.

You can refer to the toolbox for some examples.



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.1 'NATURAL ABILITY'

Influencing factors behind the development of extraordinary abilities:

- Environment - you are a product of your environment because it determines your experiences and beliefs.
- Hard work - to master the necessary skills.

The hard thing about entrepreneurship:

- For most people in the developed world, the perceived pathway to success is school, university and then a secure job. Because of this, it's likely that you have been conditioned to behave as an employee, rather than an entrepreneur.
- This means you probably haven't learned or practiced a lot of the skills and thinking necessary to build a company yet -- don't worry, this is the case for most people when they start out.
- It's important that you recognise the skills that you're not so good at yet, and if it's a skill that you need, learn and practice the skill so you become good (e.g. market validation)

REFERENCE GUIDE

Section:

Module 3

Video

3.1 'Natural Ability'

Time stamp:

05:21

Work book page(s):

22

EXERCISE 2

Q. What are you good at and why?

An example... I'm good at market validation because I've done a lot of it. I've focused on developing it as a core competency so I can teach other people how to do it well.



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.1 'NATURAL ABILITY'

REFERENCE GUIDE

Section:

Module 3

Video

3.1 'Natural Ability'

Time stamp:

05:21

Work book page(s):

23

EXERCISE 3

Q. What are you not so good at yet and why?

An example... *I'm not so good at managing a team of people to become a high performing unit yet, because I haven't done it before.*

You've now completed **module 3, video 3.1**. Here are some resources on the stories of entrepreneurs before they were considered a success. You don't need to read all of these resources, just choose the people who interest or inspire you most. **Note:** We've put the strength or experience of the founder in brackets so you can choose people most relevant to you.

Elon Musk – Tesla, SpaceX, Paypal et al (technology)

- Biography: [Elon Musk : How the Billionaire CEO of SpaceX and Tesla is Shaping our Future](#)
- You can read a summary article [here](#)

Richard Branson – Virgin Group (brand)

- Biography: ['Losing my Virginity'](#)
- You can watch a summary video [here](#)

Steve Jobs – Apple (technology + brand)

- Biography: [Steve Jobs by Walter Isaacson](#)
- You can watch a summary video [here](#)

Lisa Messenger, Collective Hub (media)

- Biography: [Daring & Disruptive: Unleashing The Entrepreneur](#)

Sam Prince, Zambrero Group (social enterprise)

- Watch a video of Sam's story [here](#).

Drew Houston, Dropbox (technology)

- Watch the story of Drew Houston and Dropbox [here](#)

MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.2 BELIEFS AND REINVENTION

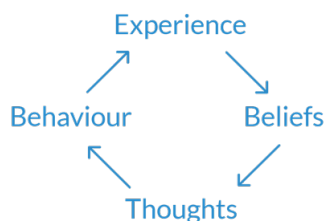
Key learnings from video 3.2:

- Understanding the importance of condition, self-belief and reinvention, and the impact these factors have on personal and business growth.

PART A: SELF-BELIEF

- “Self image sets the boundaries of individual accomplishment, it defines what you can and can’t do” - Maxwell Maltz
- The experiences you’ve had during your life can have had a lasting impact on your self-beliefs and behaviour.
- You learn not to do the things that result in negative emotions and to do the things that result in positive emotions. This is why upbringing and schooling experiences can have such a lasting impact.
- You pick up your habits, beliefs and behaviors from your environment, which is why environment has such a big impact on performance.

The Self-belief Cycle:



- Your **experiences** determine your beliefs – *say you fail a test at school*
- Your **beliefs** determine your thoughts – *because of this and the way it was handled, you don't think you're very good at this subject. So you start thinking you're bad at this particular topic – say English*
- Your **thoughts** determine your actions – *so because you think you're not good at it, you stop trying. You don't want to put a whole lot of effort into something you're not good at. So you don't do the homework.*
- Your **actions** determine your experiences – *so then you fail the test again, which reconfirms your belief that you're bad at English*



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.2 BELIEFS AND REINVENTION

- Your experiences reconfirm your beliefs - *this becomes your reality.*
- The repeats itself, each time amplifying the result from earlier.

Applying this to entrepreneurship:

- All stages of entrepreneurship are hard, but the problem/customer discovery journey is especially challenging
- No founder in the history of the world has ever admitted enjoying this process
- Be prepared to face rejection, embarrassment and uncomfortable situations:
 - a. This means you're on the right track, no one who makes it big has it easy
 - b. Common situations founders have found themselves in - randomly approaching people on the street and being rejected, attending meetup groups without invitation, pitching to high profile investors and being ripped out, not knowing what terms like B2B, B2C mean as it's their first week in startup business and being embarrassed
 - c. When these things happen, think objectively about how it affects you. You are aware now of the cycle and can therefore break it.

PART B: REINVENTION

- Reinvention (in the context described in this program) is the process of changing your beliefs and behaviour to optimise your performance as an entrepreneur.
- Humans are highly adaptable. Neuroplasticity is a brain function that enables the brain to rewire itself relatively quickly, so we have the capability to alter beliefs and behaviours relatively quickly.

The Reinvention Process

The process for reinventing yourself quickly:

1. **Reflection** - Realising why you're doing or not doing particular things. Some practices that can help are: Journaling, meditation, questioning your behaviour - why are you putting off a task?



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.2 BELIEFS AND REINVENTION

2. **Learn the skill** - when you know how to do something it becomes easier to take the next steps. Some practices that can help: Reading books or doing training programs, identifying others who are great at the task - either ask for their advice or observe their behaviour to work out what make them great at it (e.g. if you're captivated by someone speaking, instead of thinking I could never be like that, notice the specific behaviour that make them great).
3. **Visualisation** - imagining yourself performing the task. To a certain degree, your brain can't tell the difference between imagination and reality. See the toolbox for visualisation techniques.
4. **Take Action** - do the thing . Tip: Do something to lock in the action e.g. booking in a speaking event, handing in your notice, scheduling a launch event.
5. **Repetition** - keep doing the task until it's a new habit (you're comfortable doing it).

EXERCISE 1

Q. What tasks are you putting off, why are you putting the off, and what's your strategy for up-skilling fast?

For example... *market validation (interviewing customers properly).*

1. **Reflection** - *I am putting it off because I'm still not confident on how to do it.*
2. **Learn the skill** - *during the one-on-one session with Natalie, run through a practice interview to learn how to ask questions and get valuable responses.*
3. **Visualisation** - *visualise/imagine the customer interview process until I feel comfortable with the prospect of doing an interview.*
4. **Take action** - *email someone I know who fits my target market and book in a time to catch up for coffee to run through the questions.*
5. **Repeat** - *booking in 3+ more customer interviews to complete over the next week.*

REFERENCE GUIDE

Section:

Module 3

Video

3.2 Beliefs and Reinvention

Time stamp:

07:53

Work book page(s):

24



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.2 BELIEFS AND REINVENTION

You've now completed **module 3, video 3.2**. To access the tool box, scroll down underneath the video or if you are using a digital version of this help book, click on the links below:

- Video: [Neuroplasticity](#)
- Article: [Visualisation Techniques](#)
- Video: [Carol Dweck, "Developing a Growth Mindset"](#)
- Book (optional reading): [Psycho Cybernetics, Maxwell Maltz](#)
- Book (optional reading): [The Winners Bible, Dr Kerry Spackman](#)



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.3 HIGH PERFORMANCE

Key learnings from video 3.3:

- Tips for high performance and building resilience so you perform better and more consistently as an entrepreneur.
- Setting up your daily routine to optimise performance.
- Consider tasks you might be able to outsource.

PART A: TIPS FOR OPTIMISING PRODUCTIVITY

Tip #1: Manage energy not time:

- What you can get done in a period of time comes down to managing your energy levels. More can be done in a fixed period of time with higher energy pointed in the right direction.
- Your energy also has a huge impact on your ability to deal with setbacks and keep on keeping on when times get tough.
- Focus on increasing your energy and allocating tasks to time when you're in the most appropriate state (e.g. if you're more focused in the morning, do the tasks that require the most focus at that time).

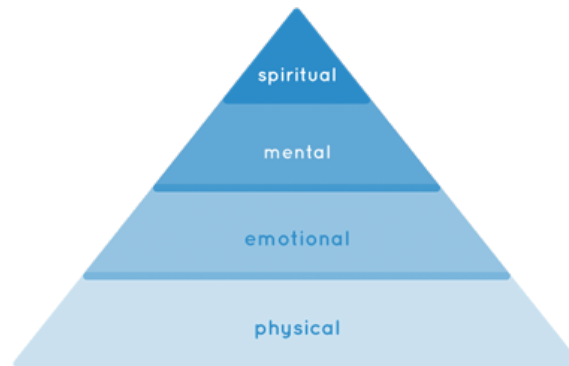
Tip #2: Understand how to maximise energy levels:

Energy we need to maintain in a good state of mind:

- **Your physical energy** – how healthy are you? nutrition, exercise, sleep, rest.
- **Your emotional energy** – how happy are you? positive energy, self-image, relationships.
- **Your mental energy** – how well can you focus on something? mindfulness, avoiding distractions, planning.
- **Your spiritual energy** – why are you doing all of this? What is your purpose? purpose, vision, mission, values, self-reflection, love, areas of strength.

MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.3 HIGH PERFORMANCE



- Energy levels are stacked upon each other.
- Include activities that build energy in each of these levels in your daily ritual

REFERENCE GUIDE

Section:

Module 3

Video:

3.3 High Performance

Time stamp:

02:50

Work book page(s):

25

EXERCISE 1

Q. Write down activities that you could do each day to build your energy levels in each of the four dimensions.

For example...

Physical energy: Exercising for at least 30 mins each day

Emotional energy: Finding a YouTube video that inspires me and listening to it in the morning before I get into work.

Mental energy: meditating for 5 mins a day and working in 90 min intervals (with a break in between).

Spiritual energy: Pinning my personal purpose to the shower wall so I read it every morning, meditating for 5mins/day.



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.3 HIGH PERFORMANCE

Tip #3: Mastering Habits and Rituals:

- You are programmed to work in habits. Rituals help you to get into a desired state of mind.
- Your mind to conserve energy because it doesn't have to be actively make decisions about what it's going to do at every moment. E.g. driving to work – you know that feeling when you have no recollection of the drive you've just done because you were in autopilot mode. That's because it's a habit.
- Use this to your advantage by setting new routines and habits that work in with your optimal working day and include tasks to build your energy levels.
- See the toolbox for suggestions on how to build your daily routine.

REFERENCE GUIDE

Section:

Module 3

Video:

3.3 High Performance

Time stamp:

04:10

Work book page(s):

25

EXERCISE 2

Q. What is your ideal work day and what are the first habits that you need to create/change to start creating that reality?

To start with, try thinking of the habits that appeal to you most. Or you could think about where you need the biggest boost.

Tip #4: Do the work you care about most:

- If you're doing work that you're passionate about it will have a material impact on your performance!
- Passion gives us energy. It makes work not feel like work.
- We are passionate about particular activities because of the feelings or experiences we get as a result of the activity.
- Understand the underlying sub components that drive your passions (Intrinsic Drivers) and try to incorporate them into your work as much as possible (as discussed in video 1.3).



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.3 HIGH PERFORMANCE

Tip #5: Think about what you can outsource:

- Outsource the things that are not worth your time up-skilling in, which you can easily get someone else to do (who will probably do a better job than you).
- See the tool kit for a list of tasks that you could consider outsourcing.

Tip #5: Work with purpose and focus (emotion and certainty):

- Know why you're doing the work:
- What do you and your team want to achieve as individuals and collectively (as a company)?
- Figure it out and sear it into your brain- pin something to your shower door so you see it every morning (your individual purpose), and something in you workspace (your company purpose)
- Know what and how to do the work:
- Work out and write down the steps that you need to take to get the task done. This will help you work through it faster.
- Emotion and Certainty are the two key components of getting humans to take action effectively. Emotion appeals to the limbic system and creates the energy to move forward, certainty appeals to the frontal lobe and focuses the energy in the right direction (instead of using it to constantly figure out where you're heading or worrying about unnecessary things).

You've now completed **module 3, video 3.3**. To access the tool box, scroll down underneath the video or if you are using a digital version of this help book, click on the links below:

Mentioned in Video:

- [Setting up your daily routine](#)
- [Tasks that you can consider outsourcing](#)

Supporting Blogs:

- [The Real Secret to Getting Things Done](#)
- [Fundamental Productivity Concepts Every Entrepreneur Should Know](#)



MODULE 4 - THE COMMITMENT

4.1 THE PROCESS

Key learnings from video 4.1:

- Understand the startup development process (founder-problem fit, problem-market fit, product-market fit, growth) so you know where you're heading
- Become aware of the learning process so you can take control of your learning development
- Get used to the concept of "becoming comfortable with being uncomfortable" and facing rejection.

PART A: THE STARTUP PROCESS

- Our take on the startup development process.
- Remember that the process is seldom a 'straight line' (especially the first time around), it's full of squiggles as your ideas evolve and you start to understand more about yourself and the value you are creating.

Problem-Founder Fit	Problem-Market Fit	Product-Market Fit	Growth
Understanding more about yourself and the problems you care about solving.	Defining the problem and who has it most from the customer perspective.	Building a product that solves the problem significantly better than any other alternative.	Solving more problems for more people.

Problem-Founder Fit: Focus is learning more about yourself and the problems you care about in the world, so you can find the ones that you can execute.

- Skills and thought development suggestions = learning ability, pushing comfort zone, self reflection, personal vision + beliefs, identifying problems.

Problem-Market Fit: Focus is on narrowing down some of the key variables in your business, specifically the problem that you're solving and who you're solving it for.

- Skills development suggestions = Market validation (customer discovery), communication, productivity, discipline, critical thinking (being able to challenge your own thoughts and assumption), self-belief and resilience.



MODULE 4 - THE COMMITMENT

4.1 THE PROCESS

Product-Market Fit: Focus is on building a product that your customer love. Success is determined by your ability to distil your insights into a set of key features and benefits, and then implement the thinking and practices required to:

1. Build a great product (by testing + adjust based on what your users want).
 2. Figure out how to get customers cost effectively, and
 3. Create a business model that enables you to make money.
- Skills development suggestions= leadership (leading and managing people), marketing and sales, business model development, finance and legal consideration, systems and processes, communication, decision making.

Growth: Focus is on growing your customer base by solving the same problem for more people, and/or solving more problems for the same people, once you have a business model that works

- Skills development suggestions : building a high performing team, strategy and leadership, getting good systems and processes so operations are more efficient, focusing on marketing and sales, raising capital for growth if necessary.

REFERENCE GUIDE

Section:

Module 4

Video:

4.1 The Process

Time stamp:

04:30

Work book page(s):

26

EXERCISE 1

Q. Where do you currently fit in the startup development process and what's the focus for you right now?

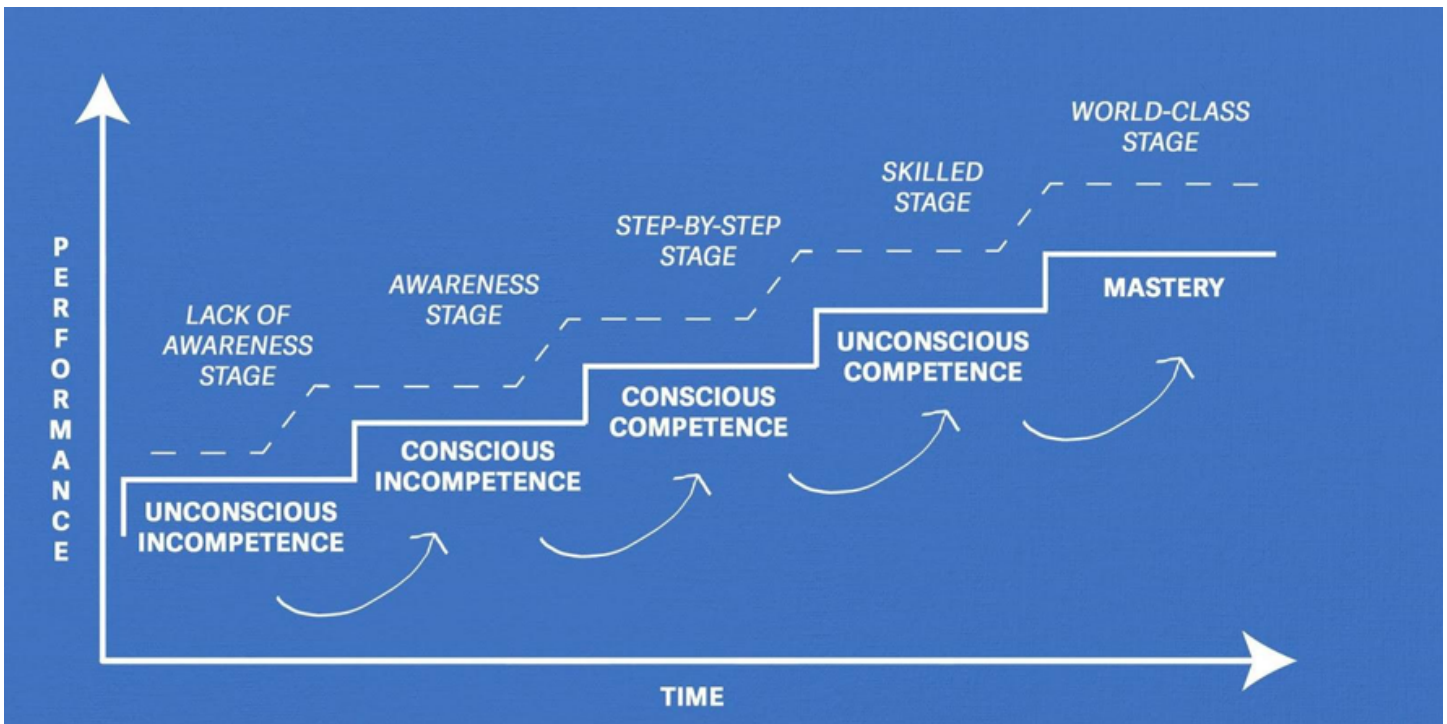
For example... I'm passionate about help people to start businesses and bringing more ideas to life, but I need to narrow down the problem that people care about most in this area (and what they'll pay for). I'm in between problem-founder fit and problem-market fit. My focus is on market validation so I can understand more about my target markets problems.

MODULE 4 - THE COMMITMENT

4.1 THE PROCESS

PART B: THE LEARNING DEVELOPMENT PROCESS

- This is a process that you will go through with a range of skills, and your learning priorities will shift as you develop through the startup process. When you're aware of this process, it helps you to manage your own personal development process and 'skill stacking' (continuously learning new skills fast).
- Try not to get overwhelmed by all the things you feel that you need to learn.
- Be comfortable with your ability to learn the necessary skill when the time comes and it becomes a priority.



1. **Unconscious incompetence** - you don't know what you don't know. For example, not knowing about market validation before doing this course.
2. **Conscious incompetence** - you know what you don't know, but you don't know how to be good at the skill. For example, you know that market validation is important but you might not know how to do it yet.



MODULE 4 - THE COMMITMENT

4.1 THE PROCESS

- 3. **Conscious competence** - you can do the skill but you have to consciously get better by practicing the process. For example, if you've read the market validation resources in the toolbox, you will know the step-by-step process for preparing a script, finding your target market and doing an interview (using the script).
- 3. **Unconscious competence** - you can easily do it without thinking - "comes naturally". For example, you are always validating and testing your assumptions based on feedback without consciously trying to do market validation.
- 3. **Mastery** - You've perfect the skill so much that you become world class (one of the best in the world/your area at it). For example, people pay you a lot of money as a market validation specialist because you are exceptional at it.

REFERENCE GUIDE

Section:
Module 4

Video:
4.1 The Process

Time stamp:
07:11

Work book page(s):
26

EXERCISE 2

Q. What are the primary skills (1-3) that you're working on at the moment and what stage are you at with them?

For example... *I'm working on communicating my idea in a way that influences people (to ask questions, or to provide input). Currently I'm in the conscious competence stage, as I am testing out different ways of communicating the idea and have to consciously think about what I'm saying to get it right.*

PART B: BECOMING COMFORTABLE WITH BEING UNCOMFORTABLE

There is a saying that entrepreneurship is a process of "becoming comfortable with being uncomfortable". In our experience, there are two primary reasons why this is the case:

- The first relates to the learning process. When you are learning new skills the 'conscious incompetence' and 'conscious competence' states are hard to operate in. It feels uncomfortable when you know you're not good at something and it takes time and energy to consciously improve. This is an uncomfortable period and most people avoid it.



MODULE 4 - THE COMMITMENT

4.1 THE PROCESS

- The second is the fear of rejection. When you're building a business it's pretty likely that you're going to be rejected - a lot. Humans have an innate fear of being rejected. Biologically we're wired with a longing to belong as part of a group or tribe.

THE REJECTION CHALLENGE!!!

- The rejection challenge is simple - you have to try to get rejected once a day for 30 days.
- The purpose is to overcome the fear of rejection by doing it enough times that you become comfortable with the idea of rejected, which will significantly increase your performance as an entrepreneur.

See the toolbox for more details.

REFERENCE GUIDE

Section:

Module 4

Video:

4.1 The Process

Time stamp:

10:48

Work book page(s):

27

EXERCISE 3 Q. Are you going to commit to getting over the fear of rejection by committing to the rejection challenge? If yes, write down 5 ideas for how you could get rejected, and pick one to do today.

Some ideas for rejection challenges!...

- Ask for a discount next time you're shopping
- Borrow \$100 from a stranger
- Have a tour of a grocery store warehouse
- Walk someone's dog
- Go up to a table during lunch and ask if you can join
- Try out for an elite dance group / sports team you have no experience for
- Ask a person you don't know if you can try on their glasses

You've now completed **module 4, video 4.1**. To access the tool box, scroll down underneath the video or if you are using a digital version of this help book, click on the links below:

- [Sam Altman, Startup Playbook](#)
- [The Rejection Challenge | A details explanation of the requirements](#)
- [Jia Jiang | What I learned from 100 days of rejection](#)



MODULE 4 - THE COMMITMENT

4.2 THE DECISIONS

Key learnings from video 4.2:

- The decision making process, understanding how you make decisions and how you can improve this skill.
- More awareness around what you should consider when making the important decisions in the early stages of building a startup; when you commit fully to building your startup and who you bring into your startup (co-founders, employees, investors).

PART A: THE DECISION MAKING PROCESS

- Your ability to make decisions has a significant impact on quality of life. Where you are right now is a combination of all the decisions you have, or have not made. If you don't make decisions for yourself then someone else will make them for you.
- Our 4 top tips for better decision making:
 - a. **Decisions are made easier if you do the work before hand** - if you know where you want to head and what you value, this serves as a guideline for how you make decisions. Some of the things that you can start to think about to make your decision making easier are: (i) your personal purpose and mission (what life you want to live and what impact you want to have); (ii) your values - a set of guidelines for how you want to live life.
 - b. **Collect information to inform your decision making** - the more informed you are, the better your ability to make decisions.
 - c. **Identify fear and irrationality** - don't make decisions out of fear or emotion. If you're putting a decision off or talking yourself out of something then you need to identify whether this is rational decision or if it's just because you've never done what you're about to do before, it's completely out of your comfort zone.
 - d. **Identify when you're having to make a decision, then think through the process.** A lot of the decisions we maker are unconscious, which makes us less in control.



MODULE 4 - THE COMMITMENT

4.2 THE DECISIONS

IDENTIFYING THE NEW REALITY YOU ARE COMMITTING TO:

Do you have an idea, vision or purpose that you want to commit to pursuing? Or do you need to keep exploring? If you're not sure, then this is something you can talk to us about in the one-on-one session time, or Q&A time.

Below are a series of questions to help you think about the new reality you want to create. The final question asks you to state what this new reality is. Feel free to jump to the final question if you know what new reality you are going to create.

The purpose of this is to have a clear statement of what you are going to do. We recommend pinning this on your wall, or shower so you keep it at the front of your mind constantly. For example...

"I'm going to build a company that gives me the freedom to use my creativity and problem solving skills to their utmost potential. The problem I'll solve will be significant enough to build a multi million dollar company, and drive society forward in a positive manner."

REFERENCE GUIDE

Section:

Module 4

Video:

4.2 The Decisions

Time stamp:

06:32

Work book page(s):

28

EXERCISE 1

Q. Do you have a problem that you want to work on solving, or a specific area that excites you that you want to build a business in? If so, please write it down.



MODULE 4 - THE COMMITMENT

4.2 THE DECISIONS

REFERENCE GUIDE

Section:

Module 4

Video:

4.2 The Decisions

Time stamp:

06:43

Work book page(s):

28

EXERCISE 2

Q. Do you want to start your own business, or join someone else who is building something in an area that interests you?

REFERENCE GUIDE

Section:

Module 4

Video:

4.2 The Decisions

Time stamp:

07:02

Work book page(s):

29

EXERCISE 3

Q. Are you ready to commit now, or do you need to keep exploring?



MODULE 4 - THE COMMITMENT

4.2 THE DECISIONS

REFERENCE GUIDE

Section:

Module 4

Video:

4.2 The Decisions

Time stamp:

07:13

Work book page(s):

29

EXERCISE 4

Q. Do you know the next steps you need to take? If your answer is yes, what are they? If your answer is no, what do you need to find out?

REFERENCE GUIDE

Section:

Module 4

Video:

4.2 The Decisions

Time stamp:

07:26

Work book page(s):

30

EXERCISE 5

Q. Considering your answers to the questions above, what is the new reality that you're committing to?



MODULE 4 - THE COMMITMENT

4.2 THE DECISIONS

IDENTIFYING THE NEW REALITY YOU ARE COMMITTING TO:

- Building a realistic timeline for yourself and getting clarity around what exactly you need to do to make sure that you do create this new reality.
- The more time and energy you can commit to the idea and you're learning, the faster you will move forward. The optimal is working on it full time. But obviously everyone's circumstances are different and you need money to live.
- It's important to have visibility and control over your financial position, to help you make realistic decisions and prioritise the right things. In particular, you should know:
 - a. What your minimum monthly outgoings are (how much you need to spend to survive). This is often referred to as a burn rate.
 - b. How long the money you have now (savings) will last you i.e. current savings/burn rate. This is often referred to as a runway.
 - c. How much money you will need to make, to cover any shortfall.

REFERENCE GUIDE

Section:

Module 4

Video:

4.2 The Decisions

Time stamp:

N/A

Work book page(s):

30

EXERCISE 6

Q. Complete the 'Personal Financial Considerations' spreadsheet.

Think about some of the options you have to ensure that you can sustain yourself and the development of your business for long enough until you become 'ramen profitable' (earn enough from the business to sustain yourself).

WHO YOU NEED TO HAVE AROUND YOU TO ENSURE YOUR SUCCESS:

- The people you choose to bring into your business will have a significant impact on what you develop.



MODULE 4 - THE COMMITMENT

4.2 THE DECISIONS

- The three key groups of people who you might have to make decisions about bringing into your business/venture are: (1) potential co-founders or business partners; (2) employees or contractors; (3) investors, mentors and/or advisors.

See the toolbox for resources on considerations when bringing other people into your business

You've now completed **module 4, video 4.2**. To access the tool box, scroll down underneath the video or if you are using a digital version of this help book, click on the links below:

Defining your Values:

- [Dawn Barclay | Core Values](#) (personal values)
- [Fred Wilson | Values](#) (company values)

News/information sources:

- Quora.com – example search: '[how much money did you invest into your own bootstrapped startup before becoming ramen profitable](#)'
- [Hacker News](#)

Financials:

- [Personal Financial Considerations Excel Document](#)
- [Business Startup Costs](#) (sourced from [spreadshare.co](#))
- [Paul Graham | Ramen Profitable](#)

People:

- [Hacker News | Successful Solo Founders](#)
- [Quora | How much more difficult is it to build a startup with a single founder versus having two founders?](#)
- [Venture Hacks | How to Pick a Co-Founder](#)
- [Sam Altman | How to hire](#)
- [Venture Hacks | Advisors](#)

Equity considerations when bringing on a co-founder:

- [Forbes | What every founder needs to know about equity](#)
- [Nathan Hurst | How much equity a technical co-founder should get](#)



MODULE 4 - THE COMMITMENT

4.3 SETTING YOURSELF UP FOR SUCCESS

Key learnings from video 4.3:

- Advice to help you set yourself up for success moving forwards and developing your startup.
- What you need to do to make the most of the two weeks of execution.

PART A: TIPS FOR SUCCESS

TIP #1: Learn how to filter and maximise advice

- There is no one right way to build a startup. Everyone has their own views and in many cases strong opinions on what you should and shouldn't be doing when starting out. But what worked for one person might not necessarily work for you and what you're trying to create.
- You have to strike a healthy balance between taking on advice and using your internal compass to guide your decision making.
- When people give advice, don't just take it at surface value. Ask questions to get the fundamental truths that sits behind that advice, so you can assess whether it's relevant for you.

When the next person gives you advice, ask them why until you get to the point where you've got enough information to apply the advice to your situation.

TIP #2: Surround yourself with awesome people who you want to be like

Surround yourself with the people who are one step ahead of you. You are the average of the 5 people you spend most time with, as these are the people who influence you.

- If you don't yet have a good support network, build a strategy for finding one.
- See the toolbox for a list of places you can go to find other people in the startup/tech space.
- Good friends with relevant skills will save you a lot of time, money and stress in the future.



MODULE 4 - THE COMMITMENT

4.3 SETTING YOURSELF UP FOR SUCCESS

REFERENCE GUIDE

Section:

Module 4

Video:

4.3 Setting yourself up for success

Time stamp:

05:01

Work book page(s):

28

EXERCISE 1

Q. Who do you need to connect with to start building your support network?

Make a list of the types of people you want to build connections with, that aligns with the business that you want to build.

For example... If you're building software, connect in with the software community. If your building hardware, connect in with the hardware community.

TIP #3: Read books (personal and business development)

- The one thing that all successful people have in common is that they read books.
- We've put together a list of the ones that we recommend for building a business and life, which you'll find a link to in the toolbox.
- You could start by setting a goal of reading at least one per month.

TIP #4: Focus on growing yourself and understanding your customers

- The most important determinants of your success, from now through to building a product, will be your ability to focus on growing yourself and deeply understanding your customers.
- Keep this at the forefront of your mind always. If you feel like things are getting out of control, check in with yourself (using some of the tools we've discussed on the program, such as meditation and journaling, or using a mentor) and check in with your customers (the people who want to buy your product or service). Your customers will be the best source of information when it comes to solving problems and making decisions.



MODULE 4 - THE COMMITMENT

4.3 SETTING YOURSELF UP FOR SUCCESS

PART B: GOALS FOR THE END OF THE PROGRAMME

- Identify what you want to have achieved by the end of this program.
- Book a one-on-one session to co-create a plan for accomplishing your goal.

REFERENCE GUIDE

Section:

Module 4

Video:

4.3 Setting yourself up for success

Time stamp:

8:51

Work book page(s):

31

EXERCISE 2

Q. What are you committing to accomplishing before the end of the program?

Have a think about what you want to accomplish before the end of the program, for example... I want to finish 10 customer interviews and launch the first version of my website.

REFERENCE GUIDE

Section:

Module 4

Video:

4.3 Setting yourself up for success

Time stamp:

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Work book page(s):

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EXERCISE 3

Q. What actions do you need to take to accomplish your goal by the end of this program?

What are the actions that you need to take to accomplish these goals? For example... to achieve 10 customer interviews I need to: write down a list of 10 people who fit my target market, contact each of them to book a time to meet, write my customer interview script, complete interviews.



MODULE 4 - THE COMMITMENT

4.3 SETTING YOURSELF UP FOR SUCCESS

REFERENCE GUIDE

Section:

Module 4

Video:

4.3 Setting yourself up for success

Time stamp:

0:00

Work book page(s):

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EXERCISE 4

Q. What are potential roadblocks and how can you solve them?

Are there any roadblocks that might stop you from accomplishing your goal, and how solve them? For example...
Creating the first version of the website: I've never created a website before so I'm not sure how to start and which platform is the best to use. Solution: post in Facebook group to see what other people use and/or make a point to cover this in the one-on-one session.

You've now completed **module 4, video 4.3**. To access the tool box, scroll down underneath the video or if you are using a digital version of this help book, click on the links below:

Finding your community:

- [Mum's Garage events](#)
- [New Zealand Startup Ecosystem Map](#)

Consider the type of company that you're building and the people that you'll need on board to help. Find the communities they're likely to be a part of on [meetup.com](#) and head along to an event. Here are some for you to consider:

- [Hackernest AKL](#)
- [Idea Show & Tell](#)
- [Startup Grind](#)
- [Hardware Meetup AKL](#)
- [SMAKL \(Social Media Club Auckland\)](#)
- [Blockchain Auckland](#)



MODULE 4 - THE COMMITMENT

4.3 SETTING YOURSELF UP FOR SUCCESS

- Find out about most things tech related through techweek.co.nz
- Find out about startup related events through [startup digest](#)
- Find out about social enterprise relate events and activities through [Social Enterprise Auckland](#).

Books: [Founder book list](#)

Setting up a simple website:

- Our standard advice is to use [Squarespace](#) for a simple website or [Shopify](#) for an ecommerce store. [WordPress](#) is another alternative which has more functionality and allows for a higher degree of customisation (offers a lot of templates and plugins), but it is much more complicated to get the hang of. Our advice is to go for simple to start with, unless you need additional functionality.
- What you'll need to consider when building a custom app that requires significant development (i.e. not using a template site such as Squarespace or WordPress):

[Choosing the right software stack](#)

[The difference between a web and mobile app.](#)

[Is it better to launch the website or the mobile app first for a startup?](#)

You've now completed all 4 modules of the Ideas You Can Execute programme, congratulations!

If you're struggling with any areas or you're looking for support for the next steps from here, please email Nat - natalie@mumsgarage.com