

Overview of the twelve step process for defining a purposeful business model and overcoming the obstacles

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Step 1: Deeper motivation

Putting your deeper motivation into words, for example in the form of a *deeper purpose problem* statement and/or a *guiding star* statement. Then exploring this further with business coach so that you gain a good understanding of what is truly important to you about your business. The guidance document for this step also contains guidance on hiring a coach.

Step 2: Rectangles and arrows

In this step you draw a representation of your business model, using rectangles and arrows.

Step 3: Client problem, mission statement and USP

Three key thinking tools to empower your business.

Step 4: Looking at each element

Taking a look at each element of your business model, considering which aspects already have good solutions and which are not yet implemented satisfactorily.

Step 5: Marketing system

More in-depth analysis of the marketing plan, or plan for a marketing system. Choosing a market niche, or reviewing and possibly revising an exiting market niche choice.

Step 6: Inner obstacles

For example fears.

Step 7: Choice of focus

Choice of a particular aspect to focus the current problem-solving efforts on.

Step 8: Perspectives

Looking at the aspect on which you're currently focusing your problem-solving efforts from the perspective of your own emotions, identity and inner stories (*inner world perspective*), from the perspective of your actions and of how others see you (*outer world perspective*) and from the perspective of how that aspect relates to your deeper purpose problem (cf. step 1) and to the future of humanity in general (*large-scale perspective*). You may also want to consider other perspectives.

Step 9: Exploration

Exploration of ideas for solving that aspect. This is not only about ideas for actions and organizational measures, but you can also explore ideas on how you could shift your own self-identity and/or your inner stories.

Step 10: Experimenting

Trying and validating a solution idea.

Step 11: Implementing

Implementing the solution, as well as structures or systems for sustaining it.

Step 12: Checking for further obstacles

Evaluating where you are overall with your business using the “ingredients for business success” checklist, cf. <https://deeperpurpose.coach/Ingredients.pdf> . You will also otherwise consider: Have all obstacles to success been overcome? If not, loop back as appropriate.

Guidance for the twelve steps

Guidance for step 1 is available here: <https://deeperpurpose.coach/step1.pdf> .

For the other steps, the guidance is adapted to some extent on the basis of what makes sense in the particular business owner’s situation and on the basis of what can be expected to be particularly helpful to them.