

# THE ORDER OF BLACK BELT

## HOW DOES YOUR COMPANY RANK?

For each question below, score your company from 0-4  
(0 being the lowest and 4 being the highest level of understanding and action)

### STANCE – Everyone in our company understands:

- The company's Vision and what's in it for them
- The company's Mission and what it is that must be done in order to achieve the Vision
- Their individual Mission, as it relates to the company's
- The company's Values, and living them in their daily business actions
- The company's Value Proposition—our message to the market

Stance: \_\_\_/20

### TARGETING – Our company understands marketing and has a clear picture of:

- The ideal customer profile and how our value proposition lines up with it
- The circumstances under which buying decisions are made
- The macro- and micro-market context in which we are operating
- The competition's Value Proposition

Targeting: \_\_\_/16

### TECHNIQUES – We know what is available to us to effectively strike our targets:

- We have an effective Web presence that aptly describes our Value Proposition
- We possess effective collateral that forwards our sales cycle
- We use social media strategically to our benefit
- We understand advertising and public relations as means of monetizing “awareness”
- We have insight into, and command of, the company's data to leverage its growth

Techniques: \_\_\_/20

### KATA – We have developed a Marketing Action Plan, and:

- It articulates all of the strategies and tactics we will implement to grow revenues
- Our MAP details risks associated with implementing and not implementing the MAP
- Our MAP identifies resources, budgets and development timelines for its implementation
- We completely understand the marketing communications mix and how to apply it strategically

Kata: \_\_\_/16

### THE GAME – We can mix it up in the street or in the ring and come out on top:

- Our company identifies, attracts and retains top sales talent and manages them well
- The people selling our services are armed for the game (sales tools and collateral)
- There is visibility into the company's sales funnel and self-directed accountability to it
- Our selling process is well defined and employed consistently

The Game: \_\_\_/16

### THE BLACK BELT TEST – We have tested ourselves against our self:

- I know what I seek to Have, I know and Do what I must Do, and I understand who I am Being in relationship to my goals
- I can consciously distinguish between my empowering and disempowering beliefs
- I can make the choice to practice empowerment in every moment

The Self: \_\_\_/12

**TOTAL: \_\_\_/100**



## KEY

0-20 White Belt

21-30 Yellow Belt

31-40 Orange Belt

41-50 Green Belt

51-60 Blue Belt

61-70 Purple Belt

71-80 Red Belt

81-90 Brown Belt

91-100 Black Belt

## MASTERY – STEP ONE:

I recognize that at my (high) level of achievement there is likely nothing I can *add* to take myself and my company to the next level. But there may be something I can give up.

I have recognized an attachment that is keeping me (and therefore my company) from the next level.  
I am attached to being \_\_\_\_\_. And I give it up in this moment.