

# GENESIS: *Social Impact*

Impact-driven individuals share certain traits, no matter their chosen field. Communication, wise time allocation, and succinct resource management are among the top-tier traits that allow one to stand head and shoulders above others in their service through dedication and effective execution.

Our GENESIS Social Impact program provides the tools and skills to be outstanding in your endeavors—transforming aspiration into mastery across six essential modules.



# Program Journey: Six Transformational Modules

01

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## Dynamic Leadership

Align vision, individuals, and actions to create impact with integrity

02

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## Effective Communication

Deliver clear messages that resonate and foster collaborative relationships for shared impact

03

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## Time Management

Master mindful stewardship of time and strategic planning for impactful initiatives

04

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## Goal Mastery

Transform aspirations into tangible impact through repeatable systems

05

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## Conflict Resolution

Transform friction into forward movement and collaboration for positive change

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## Financial Literacy

Cultivate sustainable resources through diverse streams, aligned with your values and impact goals

# Module 1: Dynamic Leadership



## Three Core Responsibilities

1. **Setting Clear Direction:** Vision translated into an actionable north star
2. **Developing People:** Skill boosts, feedback, and meaningful recognition
3. **Delivering Results:** Accountability cadence and visible metrics

Dynamic Leadership is the practiced art of aligning vision, people, and execution—consistently—so meaningful impact is achieved with integrity across all spheres, whether in business, community, or personal endeavors. The focus is not a title but a transformational presence that creates momentum and multiplies impact.

# Five Considerations That Create Lasting IMPACT

## Credibility

Earned trust through consistent competence and character

## Clarity

Precise direction that eliminates confusion and drift

## Care

Genuine investment in people's growth and well-being

## Courage

Willingness to make hard calls and reset unrealistic commitments

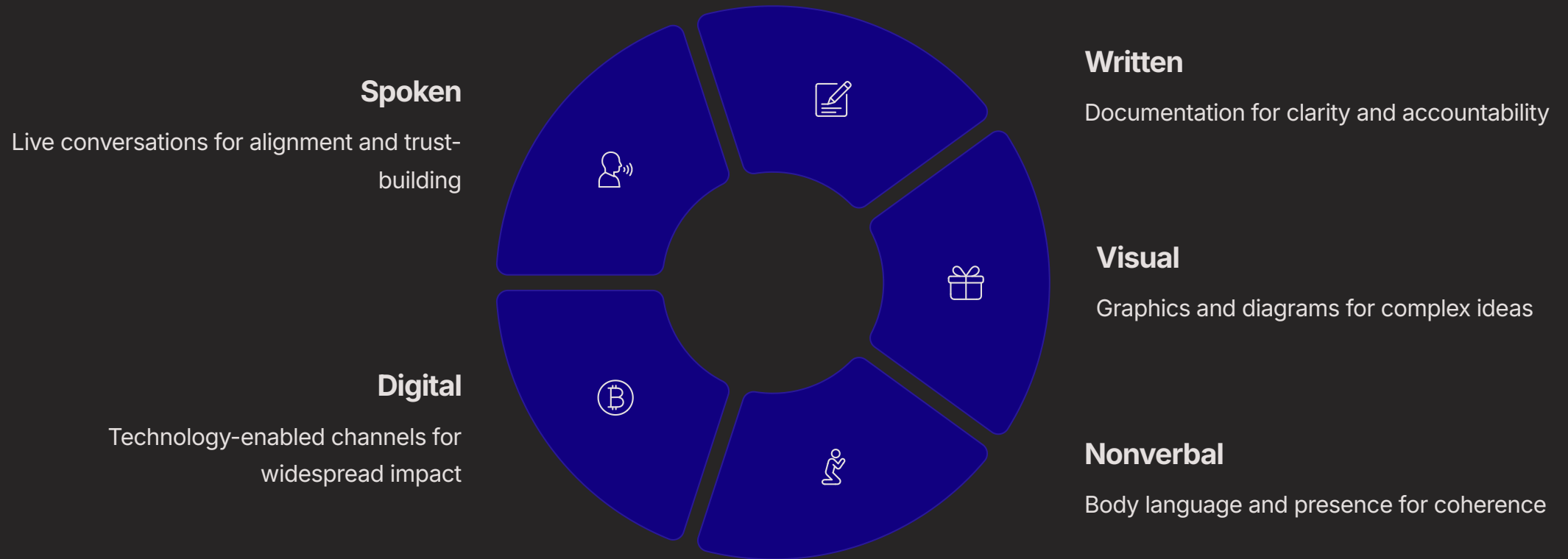
## Consistency

Reliable presence and follow-through that builds momentum

For impact-driven individuals, your presence will reduce noise and increase alignment; your approaches will convert vision into sustained results. Those you lead will feel both seen and guided, choosing to follow you because these five qualities are evident.

# Module 2: Effective Communication

Effective communication is intentional meaning-making—translating thoughts into clear messages that land as intended and move relationships forward. This module breaks communication into its core components: sender, message, medium, receiver, context, and feedback.



# Communication That Builds Trust



## Self-Awareness

Understand your communication patterns and triggers



## Empathy

Calibrate tone and timing to your audience



## Alignment

Match message, body language, and medium



## Feedback Loops

Create systems that prevent drift

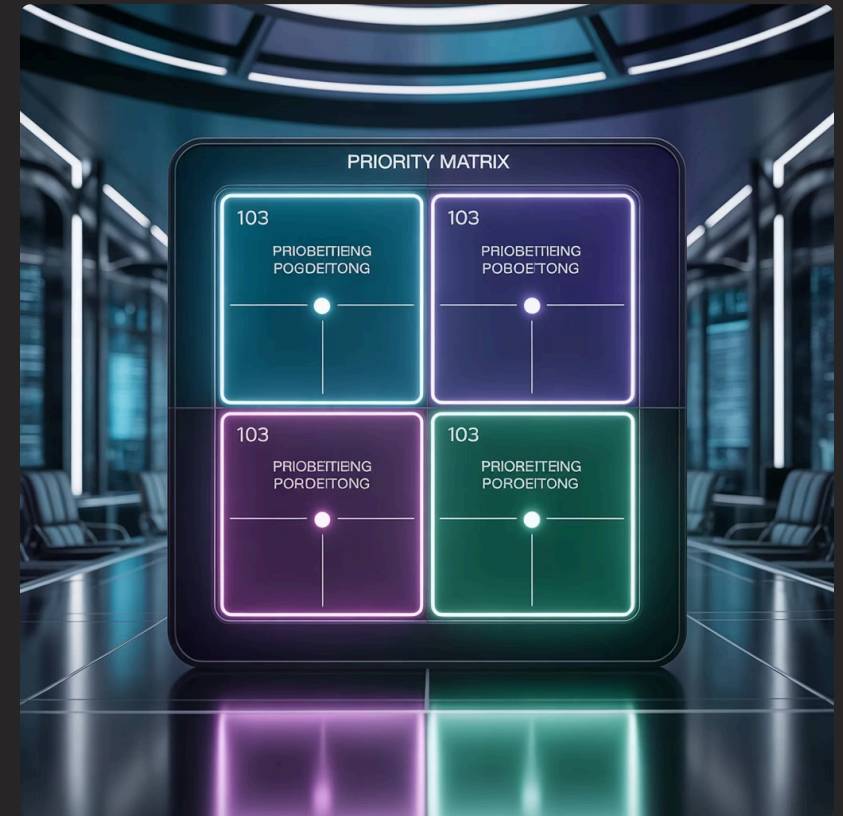
**The Result:** Communicate with clarity, confidence, and consistency—delivering messages that are heard, understood, and acted upon. Fewer misunderstandings, faster decisions, and stronger relationships.

# Module 3: Time Management

## Core Concept

This module reframes time management as leadership stewardship—empowering anyone desiring to create impact to direct their days with clarity so their life reflects their true priorities. You'll explore the vital link between communication and efficiency: how your dominant communication style shapes your commitments, collaborations, and boundaries in any sphere.

We'll identify your primary style among five, then align it with the Priority Matrix so what matters most receives prime attention and energy. Time becomes a strategic asset that amplifies impact, rather than a scarce resource you chase.







# Time Management in Action



## Identify Your Style

Recognize your primary communication style: direct, analytical, relational, visionary, or supportive



## Apply Priority Matrix

Triage tasks: do now, schedule next, delegate clearly, or release entirely



## Design Your Calendar

Create focus blocks for deep work, shorter meetings with better outcomes, and clean boundaries

**Real Result:** An impact-driven individual transformed a stretched schedule into a calmer, more precise rhythm—less urgency, more mastery. Within two weeks, her calendar reflected focus blocks for deep work and clean boundaries that protected her energy.





# Module 4: Goal Mastery

## The Formula: $E = O + M + P$

Effective outcomes for **impact-driven individuals** flow from clear **Objectives**, focused **Methods**, and disciplined **Processes**. This module turns aspiration into execution through S.M.A.R.T. goals that are alive—specific and measurable, but also meaningfully aligned to who you are and what season you're in.

1

### Define Objective

One-sentence goal with success metrics and 90-day horizon

2

### Choose Method

Primary approach that fits your capacity and strengths

3

### Lock Process

Calendar blocks, accountability check-ins, weekly reviews

4

### Map Circles

Identify who supports, who advises, what resources are needed

# Module 5: Conflict Resolution

## Transform Friction Into Forward Movement for Impact

Conflict Resolution is the art of navigating disagreement with grace and strategy. This module illuminates the hidden costs of unresolved conflict—diminished progress, strained relationships, and eroded trust—and equips all impact-driven individuals to address it proactively.

You'll learn a robust framework for categorizing individuals by their primary communication and motivation styles, enabling you to speak their "language" to prevent misunderstandings. When conflict does arise, you'll have tools to de-escalate, clarify, and co-create mutually beneficial outcomes.



### Understand Perspectives

Meet individually to identify communication styles and underlying needs

### Facilitate Dialogue

Create structured conversations where each person feels heard and respected

### Co-Create Solutions

Guide parties to find common ground and design mutually beneficial outcomes



# Module 6: Financial Literacy

## Rich vs. Wealthy

Distinguish high cash flow from time, choice, and assets that work while you rest

## Value = Compensation

Connect your problem-solving power, credibility, and results to attracting resources that amplify your impact

## Mission MSI

Map multiple streams of income that fit your season and strengths

This module elevates financial literacy from numbers to narrative—reshaping how you think about money, value, and flow so your financial life aligns with purpose. Money becomes a tool for freedom, stewardship, and impact—not stress.



# Building Your Financial Foundation

## Three Income Types

- **Active Income:** Direct exchange of time for money
- **Leveraged Income:** Group programs and scalable offerings
- **Passive Income:** Assets and investments that generate returns

## Simple Money Systems

- Automated savings and investing
- Monthly values-based budget
- Quarterly wealth review



- **Transformation:** An impact-driven individual diversified from a single income stream to multiple aligned sources, experiencing steadier cash flow, less anxiety, and confidence in building long-term wealth.





# Your Transformation Awaits

The GENESIS program equips impact-driven individuals with six essential competencies that compound into extraordinary impact. Each module builds upon the last, creating a comprehensive foundation for excellence in creating meaningful change.

## 6

### Transformational Modules

Comprehensive skill development for creating meaningful change

## 100%

### Practical Application

Real-world scenarios and actionable frameworks for immediate use

## ∞

### NEW Possibilities

Unlimited potential unlocked through mastery and consistent application

**The Impact:** Expect clarity, traction, and completion. Your goals will shift from hopeful lists to engineered outcomes. Time will feel spacious, relationships will strengthen, and your leadership will create momentum that multiplies. This is your journey to becoming the change-maker others aspire to follow, whether in business, community, nonprofit, or any other sphere.