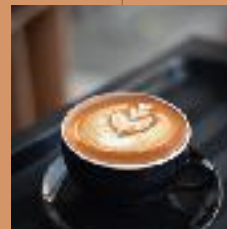
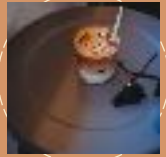


EVOLVE CAFE

TIME TO THINK

I BUILT A VIRTUAL CAFE



Welcome to the I.W Evolve-U Cafe

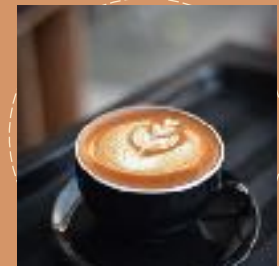
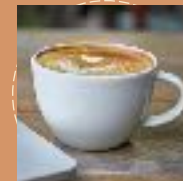
I.W EVOLVE-U cafe (inner wealth cafe) is a beautiful virtual cafe designed with perfect coffee and tea. It's a place of solace where you can sit and think and imagine what you need to do to EVOLVE your brand. Our Coffee and Tea is our own special "EVOLVE ORGASMIC."

We believe I.W EVOLVE-U cafe has an important role to play in the world. Your brand determines how much love you get, how much you get paid, how people perceive you, how easy it is for you to get a new job, promoted, build loyalty in your team and turn your customers to raving fans.

The one thing I've done and noted that most internationally driven people do, is to reinvent themselves at least once every 12 to 18 months. Sometimes longer but rarely more than 24 months. Whether it is a rock star, a tennis player or CEO of a business with a global ambition, reinventing ourselves is critical to our life, our influence and success. It can be confusing in our home life, but confusion is better than being predictably boring. So, this document has been created to help you never be boring and understand what you need to EVOLVE-U.

I.W EVOLVE-U Virtual Cafe

Chris Walker - Proprietor and Barista



Menu Card

Where are you at?

Your Work

Your Skills

Your Identity

01

\$10.00

\$50.00

\$100.00

Where are you going?

Your Work

Your Skills

Your Identity

02

\$10.00

\$50.00

\$100.00



Signature Starters



Where are you at right Now?

- What do you want more of? (Want to Start doing)
- What do you want less of? (You want to Stop doing)
- What do you want to Keep? (what's working for you)

\$50



Why did you start working in this job?

- What did you think you could change by working in this job?
- Why was working in this job attractive in the first place?
- What did you believe about your industry, career, job that was good enough to make you start in the first place...?

\$40

Food For Thought

What was going on in your life when you came up with the idea for this business/ career? What was the final catalyst to start? What difference or impact did you believe that your business or career would make and to who? Do you still believe it? Why does your business or company you work for exist and why is your job valuable outside of making you money? How have your experiences in life, your upbringing, beliefs or your values changed your engagement in your career/business? What boundaries will you need to put in place to ensure your business and career are aligned with your beliefs in the future?

Savour the Moment

Where are you at right now?

It's really important not to measure this as falling short in any way shape or form of your objective but to include the concept of "yet" and make sure that you keep true to your intention. You may not be all the way to where you intend to go but where you are right now can be seen as part of the pathway.

How are you marketing yourself?

- What personality traits do you think other people recognise in you as soon as you meet them?
- What are your emotional strengths
- What are your analytical strengths
- What are your career strengths
- What are your career weaknesses



Events and Activities

01 Threats for your career /business

List all possible ways that your career/business could become redundant

02 Opportunities for your career/business

Where are the growth opportunities in your career/business

03 The competitor landscape your your career /business

What's going on for the competitors that could impact your career or business



Look around

Take off the blinkers and enjoy the environment. We have created a luxury space with great questions and event ideas for your contemplation.

Who do you serve?



Describe your perfect clients

If you are an employee it might be your boss or stakeholders, or your boss' boss. And if a company, describe the values of your target client

The value to you of the answer

10%



What does your boss/ customer need?

Describe the needs they have that will never ever change like reduced costs, less hassle, faster answers.

10%



Who benefits most from the service, career or product you deliver?

Be really careful here. The beneficiary is often not the buyer or boss.

80%

No Wasted time

Why meditate when you can sit with a cake and contemplate. These are the brilliant questions you can think over while sitting in the Evolve-U virtual cafe. Better than meditation as long as you enjoy the luxury of the virtual space, and our Orgasmic Coffee.



Customer Service

What are the frustrations, problems issues of your customer or boss that you serve. fix, solve.



What is your customer's biggest problem?

Are you the solution to that problem - how and why?



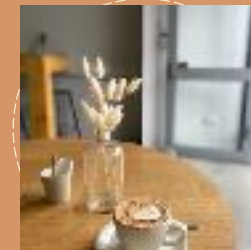
So are you evolving?

Can you deliver twice the service in half the time as last year?

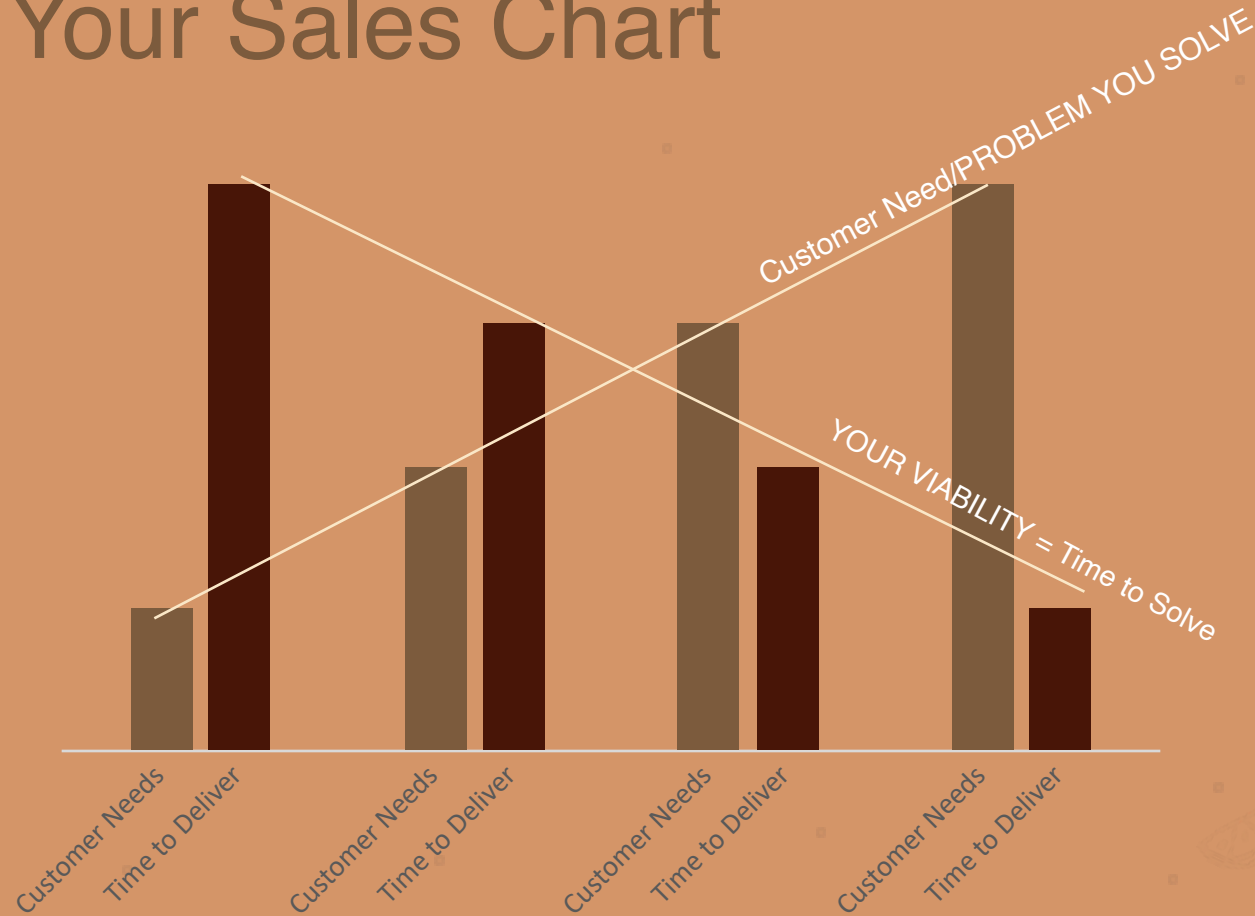
- Your rebranding must be matched by authentic increased capability. If you took one hour to solve a problem or deliver a service last year, have you improved your capability to do it in 30 minutes this year? If not, you are losing money and being left behind because someone else is doing it.

What are you doing with the extra time you have?

- If you are delivering your customer/stakeholder increased needs in half the time, you have spare time. Are you filling it with low priority, meetings, fluff, or are you reinventing yourself for next year?

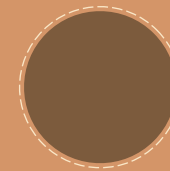


Your Sales Chart

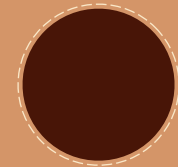


Nature's Constants

Evolution will determine two important things for your career and your business. First, the customer's need will always be growing bigger if you define what you do, service you provide, correctly. And, the time you will get to service that need will diminish at the same rate their need expands.

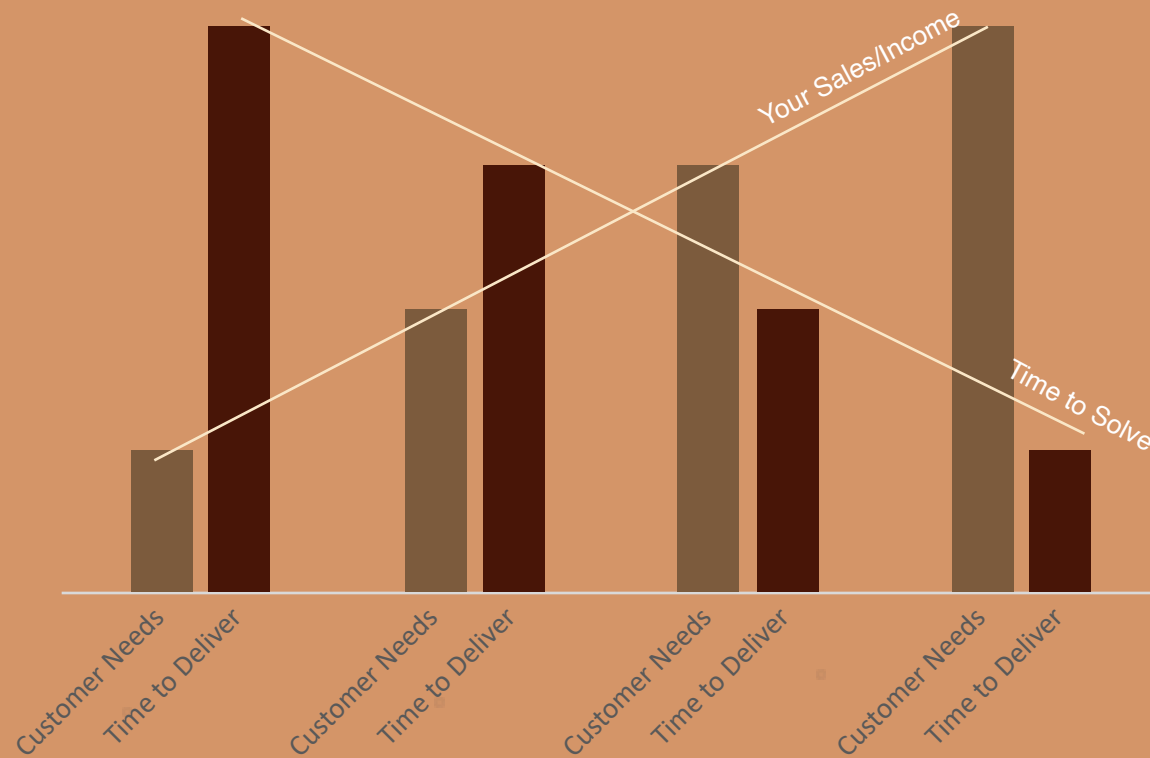


Customer Need



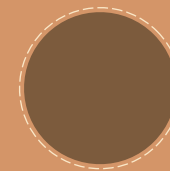
Time to Solve

Your Wage/Profit Chart

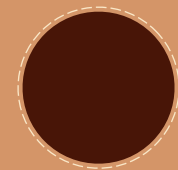


Nature's Constants

Evolution will determine two important things for your career and your business profit. First, the customer will pay more for less, so the service you provide will take less time. And, the time will become more valuable to the client. So, you can either make more money in less time or do more clients in the same time.



Your Sales/Salary



Time to Solve

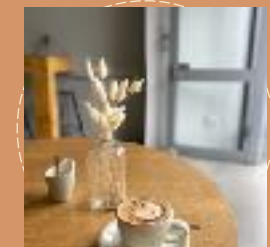
THE MILLION DOLLAR QUESTION

EVOLVE OR DIE:Getting more done in less time. IF?

If evolving your capability is your profitability, and evolving your capability means getting more done in less time, ie solving your stakeholder's or client's PROBLEM faster, what are you going to do with the spare time you get.. It will be roughly 50% of the time you worked last year handed back to you on a plater....

WHAT MOST PEOPLE AND BUSINESS DO WITH TIME ON A PLATER

- The single most common thing to do for people who are getting things done faster, is to take more time in meetings. Pretending to be engaged.
- The second most common thing to do for people who are getting more done in less time is to start filling their day with side tracks, worry and stress.
- The third most common thing for people to do, who are getting more done in less time is to add more things to do so they look and feel just as busy as before. Achieving the same outcomes but running instead of walking "I'm so busy"
- The fourth most common thing for people to do, who are getting more done in less time is to become addicted: Addicted to eating, drinking, shopping, talking, wasting time, church, yoga....



Evolve-U



WHY DO WE STRUGGLE WITH GETTING MORE DONE IN LESS TIME?

To get more done in less time means you become aware that you have time on your hands. That in itself lowers our self-esteem. We are very attached to demonstrating how important we are, and important is often measured by the opinions of others. Looking busy, and feeling busy, is therefore a really attractive proposition. Only if we have low self worth. And high self esteem.



WHAT'S THE DIFFERENCE BETWEEN SELF WORTH AND SELF ESTEEM

Self esteem is a high octane feeling of greatness, driven by the perceptions of self or others. It is comparative, competitive and relative. It can be stimulated by opinions, sugar, caffeine, alcohol, shopping or victory, (achievements). Self esteem is high. But because nature is balanced, has a low. Getting pumped up by the opinions of others always has a low, when those same opinions turn the opposite or, when those opinions are high, we might become self-critical. Self worth is half way between high and low self esteem.



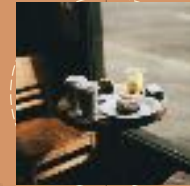
Who do you serve....?

Visualise Your Customer - those you serve

Visualise those whose problems you solve, whose needs you fulfil - words they live by, celebs they admire, Netflix favs, podcasts they love, styles they lust after, houses they dream about, movies that impacted them.

Speak their language

Use the trilogy. Features, Advantages, Benefits in all communication with them. 5% what you do. 5% why you deliver the best solution. 90% Benefits of you doing it. If you get stuck in "Advantages or Features" you bring your value and price down.



Evolve Your Business/Career

This year

- Solved the Problem
- Filled the needs

\$25,000

Next Year

- Solved twice the problems
- Filled twice the needs
- In half the time

\$35,000

The Year after Next

- Solved four times the problems
- Filled four times the needs
- In a quarter the time
- Demand is high

\$50,000



Community Engagement

It Works

Replace features and advantages in your branding, marketing and offering, with social contribution, community engagement. It is, in a time warped universe, the binder that brings loyalty, commitment and motivation to customers and teams.

Promote it

150k

Donated to...

Be Proud of it

50+

We helped 50,000 children. It's not a secret. Front page of your web.

Be Relevant

100

If you are willing to solve the problem of some group in need, it shows you care...



Thank You

E V O L V E - U

I acknowledge Aboriginal and Torres Strait Islander peoples, and in particular the Bidjigal Gadigal people of the Eora nation, as the first and traditional custodians of the land on which I live and work and its buildings now stand; and I acknowledge my gratitude that we share this land today, our sorrow for the costs of that sharing, and our hope that we can move towards a place of justice and partnership together.

