



Evolving Leaders

Diamond Plan Handbook

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Welcome to Evolving Leaders

As a member of Studio Evolution you are probably experiencing rapid shifts in how you define a successful studio. Week by week, the very foundations of your studio are changing.

By embracing more sophisticated studio strategies in your business you have shifted how you think, the decisions you make and how you prioritise your time. You'll be starting to see the ripple effect that comes from this shift in your thinking - greater ease, greater growth and greater joy.

But let's be clear on what creates this transformation: it is the shift in YOUR thinking that is the catalyst for the shift in your results. Leveraging the growth of your studio starts with leveraging the growth of your leadership.

To me, the intention behind 'Evolving Leaders' is the art of achieving a vibrant vision for your studio by uniting a dream team of people who are as passionate about fulfilling the vision as you are.

Evolving Leaders is leading with strength, bold direction and above all, heart. Evolving Leaders is making decisions that ensure your business is a consistently stellar performer, profitable and purposeful. Evolving Leaders is building a dream team that is as passionate about achieving excellence as they are about caring for each other. Evolving Leaders is creating an environment that is so enormously addictive, that people start to wonder what you are putting in the Kool Aid!

In very simple terms, it's about creating a magnificent vision for your studio and day by day taking the steps to make it a reality.

And here's the big secret: the more vibrant your vision, the more passionate your purpose for running your studio, the higher quality team you will attract. It's one of the unknown truths of leadership. People want to work for a leader with passion, who radiates light from their eyes.

It's pretty common though, under the guise of wanting to appear caring, approachable and 'liked' many studio owners have bent over backwards, worked themselves into the ground and depleted themselves while striving for their vision. This is not evolved leadership - it's exhausting leadership!

Evolving Leaders is intuitive, yet strong. Empathetic yet holding clear boundaries. It begins with pivoting your thinking away from how you can achieve greater results in your studio, to thinking how to best utilise the talents of your team to propel the studio to greater results. When you achieve this, your life will shift forever.

The best bit: as you craft the perfect environment for your team to thrive, you will notice that the growth of your studio happens with greater speed and greater ease. It is through working together that your studio will thrive. Evolving your leadership is the first step.

We seek to shift how you define your own role in the studio. Evolving Leaders is not dogmatic, it's not autocratic and it's certainly not isolating. You'll know you are leading with evolving intention when your heart feels full of love for your team and what they are achieving in your studio. You'll feel that love radiated back from them too.

This next trimester in Studio Evolution will set you up for the next decade of growth. Within the next four months, not only will you have all the concrete resources you need to coordinate and empower your dream team, you'll also embrace your role of leader with vigour. We will be looking at Evolving Leaders from a variety of perspectives: from how you lead yourself, how you lead your team and how you lead your business. We will be thoroughly exploring how you lead your studio through all six Pillars of Studio Evolution, from retention to marketing to finances to experience.

Collectively, we will be redefining what leadership means as a studio owner, both individually and for our industry.

My intention is that you will feel more alive, more driven and more fulfilled by your role as Studio Owner than ever before.

Within this Diamond Plan Handbook are Projects 1 through 4 of the Evolving Leaders Diamond Plan. Projects 5 and 6 will be revealed to you very shortly at Retreat.

Project 5 is a comprehensive done-for-you Team Retreat Experience.

Project 6 is an illuminating look into your own leadership and how to leverage it to expand the growth of your business.

As always, your Studio Evolution Dream Team are here to support you every step of the way, cheering you on to lead your team to new heights! We cannot wait to watch you soar as you evolve into the leader you were always meant to be.

Chantelle

Chantelle Bruinsma

CEO + Founder Studio Expansion Pty Limited

How Your Diamond Plan Works

Here are the simple steps to complete the Evolving Leaders Diamond Plan.

1. Thoroughly read through this Evolving Leaders Diamond Plan Handbook.
2. Choose a minimum of three (3) Diamond Projects to complete over the course of the trimester. You are not required to advise to Team Expansion which projects you are choosing, you may simply select from the set list. If you need some advice on which projects would be best for you, please ask your friendly Studio Evolution Mentor.
3. Log into the Studio Evolution Vault and navigate to the Diamond Plan section. There you will find a comprehensive 'Treasure Chest' of downloadable resources to support you in bringing your Diamond Plan to completion.
4. Take note of the 9 Facets to complete in each Project, along with the Diamond Documentations required to demonstrate completion of each Project. The Diamond Documentation will need to be supplied in your Submission to certify your achievement so be sure to collate them over the trimester.
5. If you are driven to achieve, you may choose to pursue the 'Super Diamond' by completing all 6 Diamond Projects.
6. On 30 August 2020 you will be sent a link to the Diamond Plan Submission Form. Here you will be required to share your progress on the Diamond Plan and upload your supporting documentation. You have three weeks to submit.
7. On 17 September 2020, at Midnight 4pm USA EST time, the Diamond Plan Submission Form will close. Any submissions received after this date and timestamp will not be eligible for assessment or participation in the Diamond Ceremony.
8. If your three Diamond Projects or Super Diamond are assessed by Team Expansion to be successfully achieved, you will be recognised for your achievement in the Diamond Ceremony at the Studio Evolution Retreat.
9. The next Diamond Plan will be revealed when the next trimester begins. There are six Diamond Plans that comprise the Studio Evolution curriculum. With each trimester you are working towards collecting all six diamonds!
10. When you successfully "achieve" your sixth trimester Diamond Plan, you will receive a REAL DIAMOND as your reward for excellence. (Yes! A real one!)

The Super Diamond

Imagine what your studio would look like if you had all the projects in this Diamond Plan implemented. How professional and sophisticated your studio would be? How efficient & productive would your business feel? For ambitious Evolutionaries amongst us, the Super Diamond is an opportunity to challenge how far we can stretch your potential.

To qualify for your Super Diamond you must complete all SIX Diamond Projects featured in the Evolving Leaders Diamond Plan.

To submit your Super Diamond Plan, simply complete the Diamond Plan Submission Form where you can document all six successful projects, ensuring you provide documentation for all six projects.

Your reward for such a prolific achievement will be high acknowledgement at the Diamond Ceremony and a special gift, along with the invitation to attend an exclusive bonus training for all Diamond Achievers. More importantly, you are giving your studio an enormous gift in ensuring that the foundations of success are built for your studio.

How to Submit Your Diamond Plan

Submitting your Diamond Plan is simple!

On 30 August 2020, you will be sent a link to the Evolving Leaders Diamond Plan Submission Form. Here you will be required to share your results on completing the Diamond Plan and upload your Diamond Documentation.

You have three weeks to submit this form. All instructions for submitting the form are included within the Submission document. The link to the Diamond Plan Submission Form will be emailed to your primary email. If you do not receive this email, please contact Team Expansion. You will also be notified in your Tutorial facebook pods when the form is open for access.

On 17 September 2020 at Midnight USA EST time, the Diamond Plan Submission period will close. Any submissions received after this date and timestamp will not be eligible for assessment & the Diamond Ceremony. If your submission is deemed not achieved, you will be provided with an opportunity to resubmit your projects and attain achievement status.

Evolving Leaders Diamond Plan

THE PROJECTS

The pages that follow contain the six Diamond Projects that comprise the Evolving Leaders Diamond Plan.

These projects have been lovingly crafted to provide you with a comprehensive approach to creating ease and flow in every area of your studio. Incorporating elements of Attraction, Retention, Team and Systems, this Evolving Leaders Diamond Plan packs a punch!

The Treasure Chest

We love to make your life easier! That's why you now have a complete set of Evolving Leaders templates at your fingertips. These downloadable resources are accessible in the Studio Evolution Vault under Diamond Plan. Each project has specific Treasure Chest resources that will assist you in completing the Project with ease.

Diamond Documentation

In order to certify that you have completed the Diamond Project, we require you to submit supporting documentation that showcases your results. Each Project specifies what Documentation you will be required to provide. It is a good idea to keep the Diamond Documentation clearly in mind as you work on each project. Ensure that you save the support documents in a safe place ready to submit at the appropriate time.

Efficient Working

To approach this Diamond Plan like a pro, we encourage you to set up a Diamond Plan board in Trello. Create a new list entitled 'Evolving Leaders Diamond Plan' and then use the Evolving Leaders Trello Hack to bulk upload the Project Outline and all Treasure Chest resources to Trello. This allows you to store all your work and Diamond Documentation in one place. Then, when the next trimester of the Diamond Plan is released you can continue to build out your board!

Stretch Yourself

If you have already completed one of the projects in your studio prior to this Diamond Plan, we encourage you to stretch yourself to undertake a new project. This Diamond Plan gives you more clarity and support to achieve than ever before. Let's see what you are truly capable of!

Evolving Leaders Diamond Plan

Diamond Plan Project # 1: STUDIO SUITE

Design an aspirational and articulate intention for each of your team members that will revolutionise the cohesion of your team and impact of your business.

- 1.1** Discover the power of the Studio Suite in clarifying your path to growth of your studio and the journey undertaken to develop it.
- 1.2** Consider your team as it currently is. How does your team interrelate to each other? Following on from this, explore your ultimate vision for your studio and the team that would be required to deliver all the elements.
- 1.3** With the intention of elevating the motivation of your team on a daily basis, consider whether some creative naming of your teams may support your vision.
- 1.4** Draw the organisational chart for the ultimate vision of your studio, followed by a Phase 1 progression towards this goal. It doesn't have to happen overnight, but it will happen.
- 1.5** Learn about the game-changing power of the Studio Suite and discover an example to guide the creation of your own.
- 1.6** For each of the individual roles within your Studio Suite, define the mission for this role. What is the larger purpose of the impact this role is intended to deliver?
- 1.7** Next, define three clear intentions for each role to align and maintain optimal focus. Finally, get very specific as to the clear outcomes for each role that each role is required to fulfil.
- 1.8** Step back and consider from a long term strategic perspective what this Studio Suite will deliver for your business. Follow the checklist of questions to see if you can extend and enhance your Studio Suite. Collate all of this information into your studio's Studio Suite, following the template provided.
- 1.9** Follow the Studio Suite Diamond Documentation Guide for specific instructions on what to submit for this project.

Treasure Chest

- The Studio Suite Companion

Diamond Documentation

- A PDF of three Role Outlines from within your Studio Suite, including your Role Outline as Studio Owner.

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Diamond Plan Project # 2: The Dream Team

Compile a highly crafted Hiring and Boarding Kit that will allow you to intentionally bring the right people onto your bus (and keep them there!)

- 2.1** Become clear on the type of team member you want to bring into your studio. Complete the 'Boarding' pages in your Companion and reflect on the results your current induction processes have created..
- 2.2** Write richly descriptive outcome-based job descriptions using templates supplied in the Companion as a starting point.
- 2.3** Create an Application Process to filter the candidates based on their ability to follow directions and build a Google Form Application Form to direct candidates to apply. Design a series of 'mini tasks' to demonstrate their quality of work and suitability for the role.
- 2.4** Develop the ultimate interview checklist and update your contractor, employment and confidentiality contracts so that they are accurate and ready to provide upon offering the role to your selected candidate. A lawyer will be required for this.
- 2.5** Create a delightful Google form entitled 'Getting To Know You' using the template questions provided - and add your own!
- 2.6** Create an enriching presentation to introduce the new team member to the intention of your studio. This will present very clearly your Mission, Vision, Team Commitment, Values, current goals and the crystal clear intentions for their department.
- 2.7** Using the template email sequence provided, write an onboarding sequence to welcome a new team member into the team and begin educating them on the purpose of your studio over 90 days. Schedule this sequence into your autoresponder series by emailing a document with the emails to your Evolution Virtual Assistant.
- 2.8** Using the information supplied in the 'Getting to Know You' form, write an email that introduces your new team member to your existing team, warmly welcoming them to the family & create a fixed agenda for the initial 3 monthly 1:1 calls for new team members using the template questions supplied.
- 2.9** Follow the Hiring & Boarding Kit Checklist and Dream Team Diamond Documentation Guide for specific instructions on what to submit for this project.

Treasure Chest

- The Dream Team Companion
- Welcome To The Dream Team Template Slide Deck

Diamond Documentation

- Submission of elements of your Hiring and Boarding Kit as outlined in your Diamond Documentation Guide.

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Diamond Plan Project # 3: METAMORPHOSIS

Lead the transformation of your team through high impact mentoring and training, personal and professional development.

- 3.1** Metamorphosis is a cyclical process of regeneration, rebirth and renewal that serves as a powerful metaphor for how we are extending and inspiring our teams over time. Discover the four approaches to Metamorphosis we will be exploring in this project.
- 3.2** Take an honest reflection of your current approach to team mentoring and training in Taking Flight.
- 3.3** Explore your team in relation to the concept of Vertical and Horizontal Chrysalis. Ponder how each role has the potential to grow in mastery, not purely with promotions but with an internal focus on excellence.
- 3.4** Design an enriching Annual Metamorphosis Calendar which outlines how you will be engaging with your team to support their growth over the year.
- 3.5** Follow the Thriving Team Mentoring Model to develop a powerful methodology for connecting with and highlighting the progression of your team members.
- 3.6** Connect The Dots to utilise a new way of communicating with your team members, encouraging them to ever new levels of mastery and opening the door for conversations on enhancement.
- 3.7** Uplevel your Team Meetings to inspire, not just deliver information by considering the content, learning styles of your team and logistics of these meetings.
- 3.8** Create an Annual Reflection to deeply engage with your team members, to celebrate their accomplishments and discover their vision for the year ahead.
- 3.9** Follow the Metamorphosis Diamond Documentation Guide for specific instructions on what to submit for this project.

Treasure Chest

- Metamorphosis Companion.
- Thriving Team Template Slide Deck

Diamond Documentation

- 2 page PDF Metamorphosis Plan outlining your three stage approach to leading the transformation of your team.

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Diamond Plan Project # 4: SEEN, HEARD, VALUED

Elevate how you communicate with your team to make it easier to celebrate and recognise their brilliance.

- 4.1** How you make your team feel on a daily basis is the foundation for your team's success. Commence an exploration of what it is that helps your team to feel Seen, Heard & Valued on a daily basis.
- 4.2** Develop an understanding of the sorts of behaviours that you desire to celebrate seeing within your team and what your team desires to be recognised for.
- 4.3** Clarify your philosophy on motivation by exploring what actually drives your team to elevate their performance. Consider your approach to motivation as a leader.
- 4.4** Pivot your leadership style to one that encourages your team to think as well as do, by embracing curiosity questions that empowers your team to share their voice.
- 4.5** Revolutionise how your team communicates by centralising and streamlining communication to enriching the experience for one and all.
- 4.6** Follow The Power of One steps to integrate all team communications into one platform that brings simplicity and sustainability to your studio systems. View the examples provided to gain inspiration for your own studio's set up.
- 4.7** Embrace the power of understanding which Love Language your team has to better be able to connect with how each individual feels valued. Also consider how your own Love Language impacts your leadership style.
- 4.8** Consider how you are generating applause for all of your team members, those working on stage and off stage in your studio. Play with the various ways to be able to share applause with your team.
- 4.9** Follow the Seen Heard Valued Diamond Documentation Guide for specific instructions on what to submit for this project.

Treasure Chest

- Seen Heard Valued Companion

Diamond Documentation

- 2 page written PDF on how you are creating a culture of communication, celebration and recognition that elevates and unites your team.

*Evolving Leaders
Diamond Plan
Submission Dates*

SUBMISSION WEEK

NORTH HEMISPHERE:

OPEN: Sunday 30 August 2020

CLOSE: Friday 17 September 2020

Midnight Eastern USA Time

Evolving Leaders Extension Learning

Here at Team Expansion we love to learn! If you are passionate about learning more about the topic of Evolving Leaders here are some additional recommendations to explore:

- The Culture Code - Daniel Coyle ***
- Dare to Lead - Brene Brown *** (In fact, any book by Brene Brown)
- Leaders Eat Last - Simon Sinek*** (In fact, any book by Simon Sinek)
- The Go-Giver - Bob Burg
- The Five Dysfunctions of Team - Patrick Lencioni
- Tribes - Seth Godin
- Strengthsfinder 2.0 - Gallup and Tom Rath
- The Five Love Languages - Gary Chapman
- The Five Languages of Appreciation In the Workplace - Gary Chapman
- Lean In - Sheryl Sandberg
- How to Win Friends And Influence People - Dale Carnegie
- Looptail - Bruce Poon Tip
- Give and Take - Adam Grant
- Thrive - Arianna Huffington
- Now, Discover Your Strengths - Buckingham & Clifton
- The Big Leap - Gay Hendricks
- The Obstacle is the Way - Ryan Holiday
- Five Levels of Leadership - John Maxwell
- The Ideal Team Player - Patrick Lencioni
- Delivering Happiness - Tony Hsieh
- Playing Big - Tara Mohr
- The Queen's Code - Alison Armstrong***
- Diana, Herself - Martha Beck
- The Leadership Handbook - John Maxwell
- Peak - Chip Conley
- Tribal Leadership - Dave Logan & John King
- ReWork - Jason Fried
- Ready to be a Thought Leader? - Denise Brosseau
- The Dream Manager - Matthew Kelly

*** Highly recommended books to supplement your learning this Trimester