

# The Alignment Doctrine

## Today's Agenda:

1. What is the Alignment Doctrine?
2. Why should I care?
3. How do I make alignment work for me on the supply side (my offerings)?
4. How do I make alignment work for me on the demand side (my clients)?

**The Alignment Doctrine: *Each professional is uniquely gifted. Each client has unique wants and needs. When these are in alignment, mutual safety, satisfaction and economic outcomes are maximized.***

---

- **Mutual**
  - **Safety**
  - **Satisfaction**
  - **Economic outcomes**
-

**The professional conundrum:** *Some professionals enjoy fame and fortune, and love what they're doing, while others just bump along. What's the secret?*

- **Smarts?**

- **Luck?**

- **Personality?**

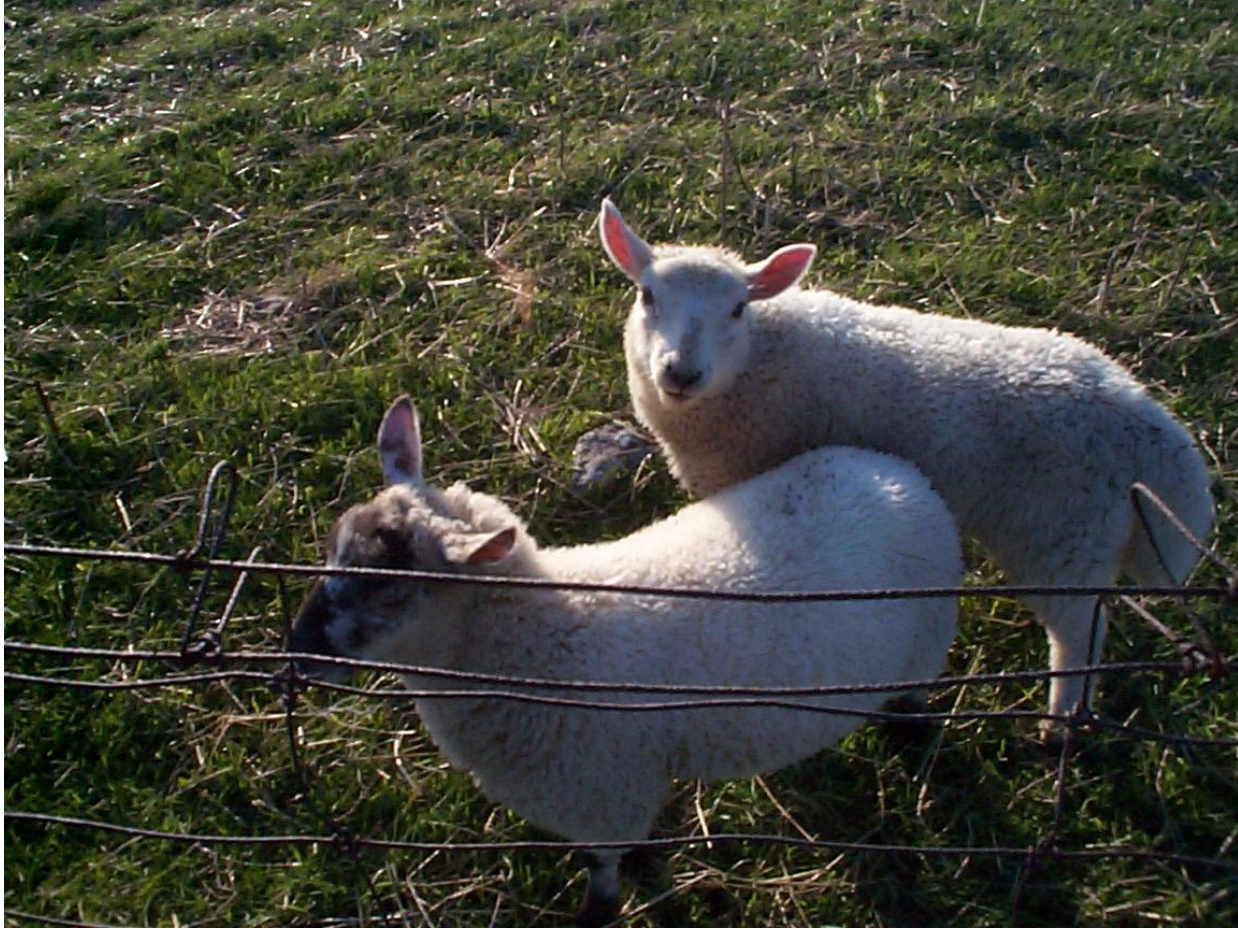


- **Wealthy parents?**

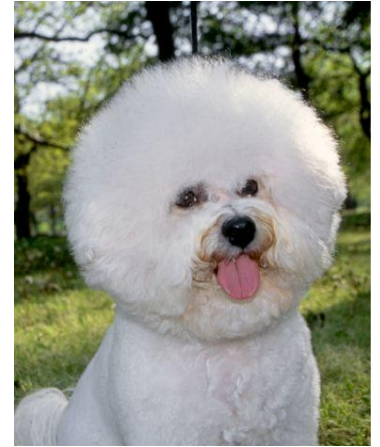
- **Work harder?**

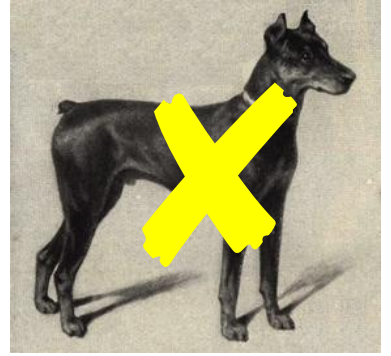
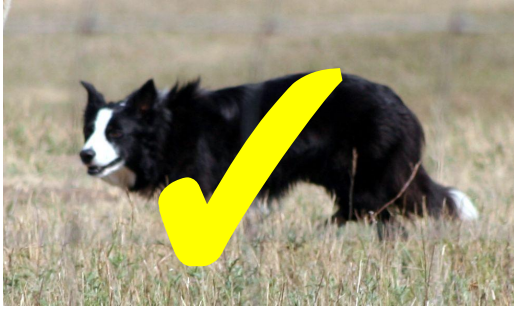
- **Work smarter?**

**But let's get granular, and start with something a little more prosaic...**

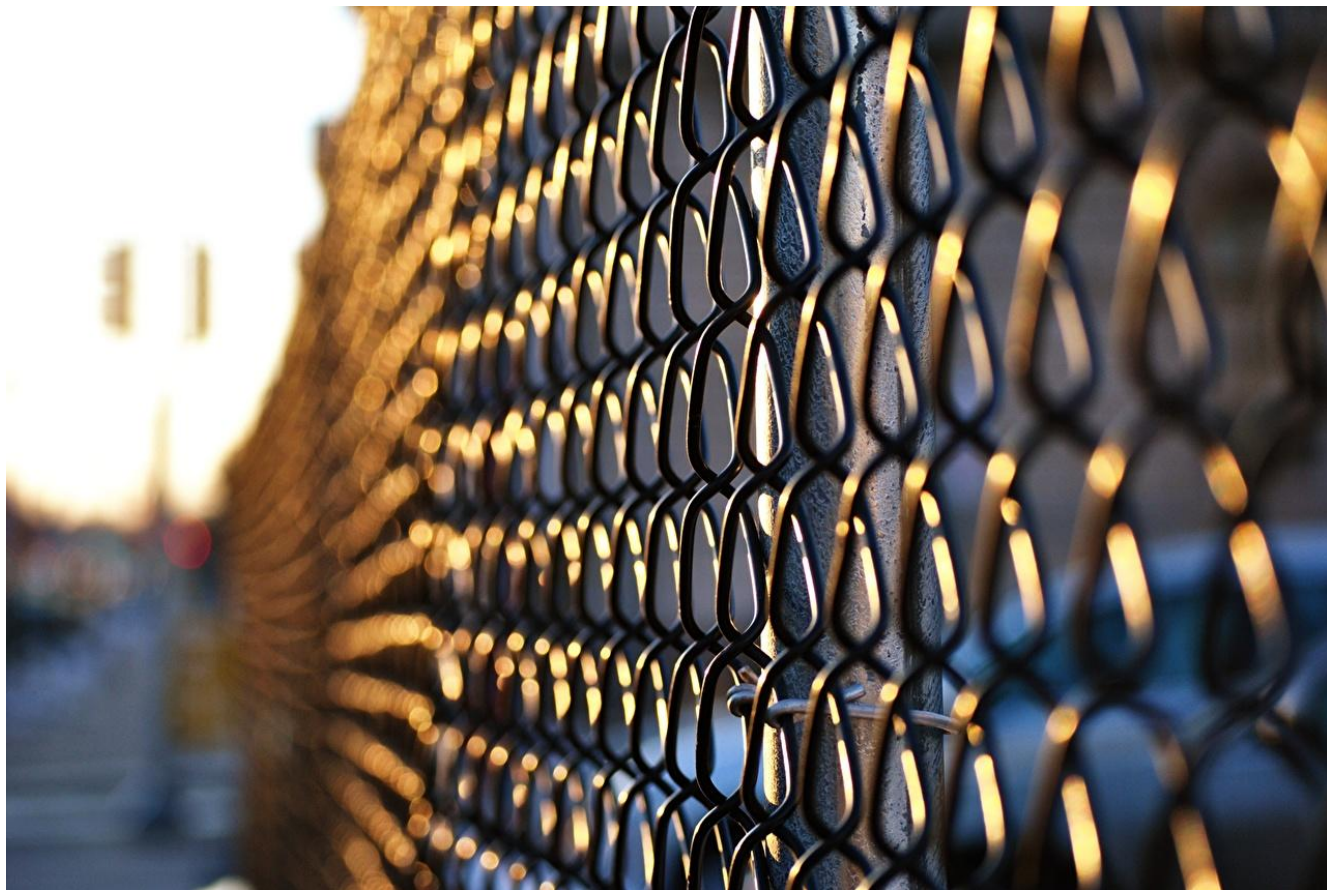














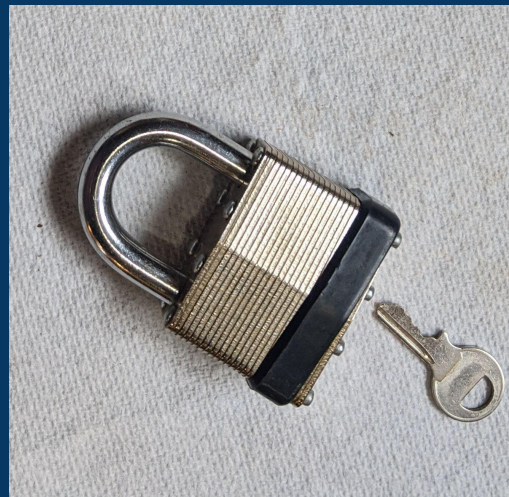
But the dog's  
abilities are not the  
whole picture...



The sheep  
have their  
attributes,  
too...



For each lock, exactly one key, and for each key, exactly one lock.



**The Alignment Doctrine: *Each professional is uniquely gifted. Each client has unique wants and needs. When these are in alignment, mutual safety, satisfaction and economic outcomes are maximized.***

---

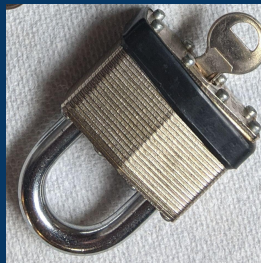
# The Supply Side

<p><i>Each professional is uniquely gifted.</i></p>	
---	--

# The Demand Side

*Each client  
has unique  
wants and  
needs.*





***Each professional is uniquely gifted.***

***When these are in alignment, mutual safety, satisfaction and economic outcomes are maximized.***

***Each client has unique wants and needs.***



Kuwait 1991: \$2,500,000,000. Four expert companies.

**Nice.**

**So why should I care?**

***Each professional is uniquely gifted.***

*Poor alignment.*

***Each client has unique wants and needs.***

***Each professional is uniquely gifted.***

***Poor alignment.***

***Each client has unique wants and needs.***

***Disappointment!***

***Each professional is uniquely gifted.***

***Anger!***

***Poor alignment.***

***Each client has unique wants and needs.***

***Disappointment!***

***Each professional is uniquely gifted.***

***Anger!***

***Refusal to pay accounts!***

***Poor alignment.***

***Each client has unique wants and needs.***

***Disappointment!***

***Each professional is uniquely gifted.***

***Anger!***

***Refusal to pay accounts!***

***Poor alignment.***

***Each client has unique wants and needs.***

***Disappointment!***

***Stunted professional growth!***



***Each professional is uniquely gifted.***

*Anger!*

*Refusal to pay accounts!*

*Poor alignment.*

***Each client has unique wants and needs.***

*Disappointment!*

*Stunted professional growth!*

*Complaints to the professional governing body!*

***Each professional is uniquely gifted.***

*Anger!*

*Refusal to pay accounts!*

*Sleepless nights!*

*Poor alignment.*

***Each client has unique wants and needs.***

*Disappointment!*

*Stunted professional growth!*

*Complaints to the professional governing body!*

***Each professional is uniquely gifted.***

***Anger!  
Constantly in crisis mode!***

***Refusal to pay accounts!***

***Sleepless nights!***

***Poor alignment.***

***Each client has unique wants and needs.***

***Disappointment!***

***Stunted professional growth!***

***Complaints to the professional governing body!***

***Each professional is uniquely gifted.***

***Anger!  
Constantly in crisis mode!***

***Refusal to pay accounts!***

***Sleepless nights!***

***Poor alignment.***

***Each client has unique wants and needs.***

***Disappointment!  
Stunted professional growth!  
Reputation in ruins!***

***Complaints to the professional governing body!***

***Each professional is uniquely gifted.***

*Anger!  
Constantly in crisis mode!*

*Refusal to pay accounts!*

*Sleepless nights!*

***Poor alignment.***

***Each client has unique wants and needs.***

*Disappointment!  
Stunted professional growth!*

*Reputation in ruins!*

*Unhappy staff!*

*Complaints to the professional governing body!*

***Each professional is uniquely gifted.***

***When these are in alignment, mutual safety, satisfaction and economic outcomes are maximized.***

***Each client has unique wants and needs.***

**How do I make alignment work for me on the supply side (my offerings)?**



Well, let's go to the dogs, again.





**Unique giftedness comes from innate abilities**



**Unique giftedness comes from innate abilities  
+ experience**



**Unique giftedness comes from innate abilities  
+ experience + training.**

# Your Unique Giftedness

The professional has unique-in-the-world attributes  
(**innate abilities ...**)

# Your Unique Giftedness

The professional has unique-in-the-world attributes  
(innate abilities **which have been shaped by  
experience...**)

# Your Unique Giftedness

The professional has unique-in-the-world attributes  
(innate abilities which have been shaped by experience,  
**and honed by training**)

---

# Your Unique Giftedness

The professional has unique-in-the-world attributes (innate abilities which have been shaped by experience and honed by training) **perfectly suited to satisfy very specific *client wants and needs*.**

**How do I make alignment work for me on the demand (client) side?**



# The Client Code

Is all about the IDEAL CLIENT.

---

*Professional success arises from  
**identifying** ... ideal clients ...*

---

*Professional success arises from  
identifying, **attracting** ... ideal clients*

*...*

*Professional success arises from  
identifying, attracting, **managing** ...  
ideal clients ...*

---

*Professional success arises from identifying, attracting, managing, and **cultivating** ideal clients ...*

---

*Professional success arises from identifying, attracting, managing, and cultivating ideal clients, **ultimately turning them into emissaries.***

---

# What Happens When Your Entire Client Base is Ideal?

# What Happens When Your Entire Client Base is Ideal?

- You never need to advertise



# What Happens When Your Entire Client Base is Ideal?

- You never need to advertise
- You never have payment problems

# What Happens When Your Entire Client Base is Ideal?

- You never need to advertise
- You never have payment problems
- All your work is interesting work

# What Happens When Your Entire Client Base is Ideal?

- You never need to advertise
- You never have payment problems
- All your work is interesting work
- You have good spinoff work for out-referral or to feed partners and juniors

# What Happens When Your Entire Client Base is Ideal?

- You never need to advertise
- You never have payment problems
- All your work is interesting work
- You have good spinoff work for out-referral or to feed partners and juniors
- Your staff loves your clients, and your clients love your staff

# What Happens When Your Entire Client Base is Ideal?

- You never need to advertise
- You never have payment problems
- All your work is interesting work
- You have good spinoff work for out-referral or to feed partners and juniors
- Your staff loves your clients, and your clients love your staff
- You have a valuable “book of business” to sell

So, does the Alignment Doctrine apply to groups of professionals?

# The Harmony Principle:

---

# The Harmony Principle:

*Harmoniously gifted professionals*

---



# **The Harmony Principle:**

***Harmoniously gifted professionals  
rigorously employing the Alignment  
Doctrine***

---

# **The Harmony Principle:**

***Harmoniously gifted professionals  
rigorously employing the Alignment  
Doctrine and the Client Code***

# **The Harmony Principle:**

*Harmoniously gifted professionals rigorously employing the Alignment Doctrine and the Client Code will enjoy high team safety, satisfaction and profit.*

**The Alignment Doctrine: *Each professional is uniquely gifted. Each client has unique wants and needs. When these are in alignment, mutual safety, satisfaction and economic outcomes are maximized.***

**The Client Code: *Professional success arises from identifying, attracting, managing, and cultivating ideal clients, ultimately turning them into emissaries.***

**The Harmony Principle: *Harmoniously gifted professionals rigorously employing the Alignment Doctrine and the Client Code will enjoy high team safety, satisfaction and profit.***

## **WHAT WE'VE COVERED:**

- 1. The fundamentals of the Alignment Doctrine.**
- 2. The fundamentals of the Client Code.**
- 3. A glance at the Harmony Principle.**

## **WHAT WE COULD COVER IN FUTURE, IF YOU WANT:**

- 1. How can I identify my unique giftedness?**
  - 2. How do I capitalize on my unique giftedness?**
  - 3. How can I identify my ideal clients?**
  - 4. Exactly how do I attract, manage, and cultivate my ideal clients?**
  - 5. How do I convert clients into emissaries?**
  - 6. How does the Harmony Principle work in the real world?**
-

WHAT WAS  
MOST USEFUL?

---

DOES THIS MAKE  
SENSE AS A SERIES?

---



Please complete your  
evaluation form and send  
it to me.

---

HOW CAN I HELP?

[norm@purposeful.ca](mailto:norm@purposeful.ca)

613-862-3489

QUESTIONS?