



the wisdom driven practice

Hi. This is Jon LoDuca. I am founder and President of the Wisdom Link and I'd like to thank you for taking a minute to listen to this introductory presentation about the Wisdom Link and why it is the very best time to package your wisdom.

So, to thrive in the new age of business we need a new model. We need a new way of thinking about what we do and how we do it that will address the velocity of life and these dramatic shifts in commerce. This new model will have to be agile, it will be ever revolving, it will allow for total individuality and foster great wealth for entrepreneurs that yield it.

We call this model a Wisdom Driven PracticeSM. It was developed at the Wisdom Link, and it's my contention that this model – this Wisdom Driven PracticeSM – is the solution to address the demands of this age of the entrepreneur. This model is a marked departure from the previous century and the linear dynamics of the manufacturing age. This model addresses each of the Five Shifts because at the core of it, at the very heart of it, is a powerful and agile energy source that evolves constantly. It's highly portable, it's transferable and it's very potent. It's your hard earned wisdom.

The solution here is to see your wisdom as the one single and universal asset your company has and that your clients, employees and affiliates and everybody, partners, they want from you. And then define it and leverage it.

See, the new frontiers will require our intellectual property productized in such a way that others can easily access it and monetized in such a way that it creates a lot of wealth. The requirement is to get the wisdom out of your head and working for you. You get it into the heart of your practice and get it out in the world. It's the best competitive advantage. Your wisdom is the single most powerful way to differentiate yourself in the marketplace, build an ensemble team internally, license it out for an ongoing revenue stream potentially and build a legacy with your business.

Clients that build a Wisdom Driven PracticeSM are confident about their wisdom and they build organizations around it. It's like a furnace blazing away in the core of the building keeping everyone warm. They end up with practical and powerful new ways of looking at things and a clear platform from which to build solid.

They're also increasing their company value. You know, if their business is their greatest asset, then having their IP packaged and the tools and the systems built to support it they've just made a huge improvement to the asset and its market ability.

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When clients take the plunge, they're not just investing in the business in terms of sales just for right now, but also for the lifetime of the business value.

These organizations also enjoy a hefty competitive advantage. They build unique and potent local, regional and even national brands in this way. Once they start taking their packaged wisdom out to the market, they hit a consistent, resonating message to prospects and build a dialogue with that audience.

No longer are they considered a little dime-a-dozen commodity, but now they're known for something no one in the world has; it's their wisdom packaged to its best advantage. And so they can charge more, they can charge in new ways and they can defend premium pricing with greater confidence.

Finally, entrepreneurs who build wisdom driven practices are able to take action because they have clarity. No longer are they struggling with procrastination and deliberation and making half steps with reservation, and that is an incredible gift to give an entrepreneur.

What I've learned is that nothing kills momentum faster than uncertainty. When there's certainty about what's being offered of value and the entire team is clear about it, it's much easier to get in motion and stay in motion.

So the bottom line is if entrepreneurs can get their greatest competitive advantage, team training resource, revenue generator and company asset out of their head and into a form that they can leverage it will totally transform every element of their value, their potential and their longevity. Nothing, really, is more important to your success in the next era of business than your heard-earned wisdom.

So the first thing that you should be thinking about and asking yourself is what you're really here to do. What you're uniquely designed for and what is the purpose of your business.

At The Wisdom Link we help entrepreneurs develop their Wisdom Driven PracticeSM. Here, in our Chicago offices, we host Innovation Labs. These are one-day sessions where we help our clients get very clear about their prime function as business owners, the market that they serve, the models to weigh and consider, the message to use and the mediums to employ. This is a powerful platform of insight and it enables you to get very clear, maintain momentum and set accountability benchmarks to achieve your goals.

Now, we've created a resource for you to get started on this new journey. We call it a Wisdom Harvest tool. You'll find it online at wisdomlink.com/wisdomharvest. The tool is free for you and there's no obligation and once you've completed it you're ready to join us for an Innovation Lab. So just contact us at our Chicago offices and we'll be happy to find a date that works.

So, on behalf of all of us here at the Wisdom Link, we look forward to hearing from you and learning about how we can support you in the next big leap in your business.

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