

Virtuoso CEO

1 - Page Brand Market Message

The Flow

Engage Powerfully

Pre-Frame >> Value >> Virtuoso >> Problem/Diagnosis >>
Solution >> Objection >> Position >> Tension >> Urgency >> Action

**Your
Promise**

Execute Impeccably

Scope >> Future Pace >> Priority >> Focus >> Performance

**Your
Reputation**

Expand Exponentially

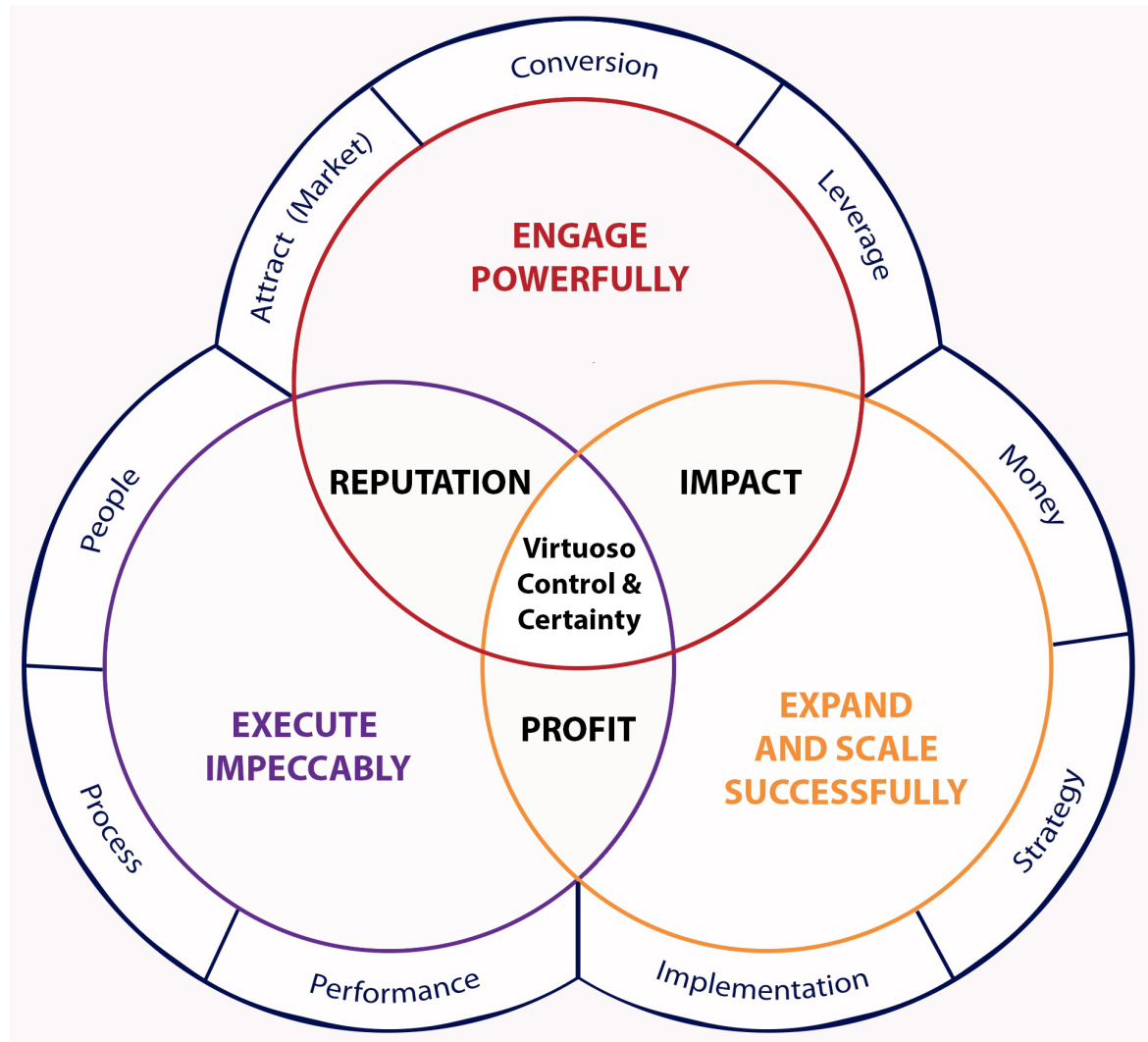
Leadership >> Control >> Strategy >> Projects >> Execution

**Your
Impact**

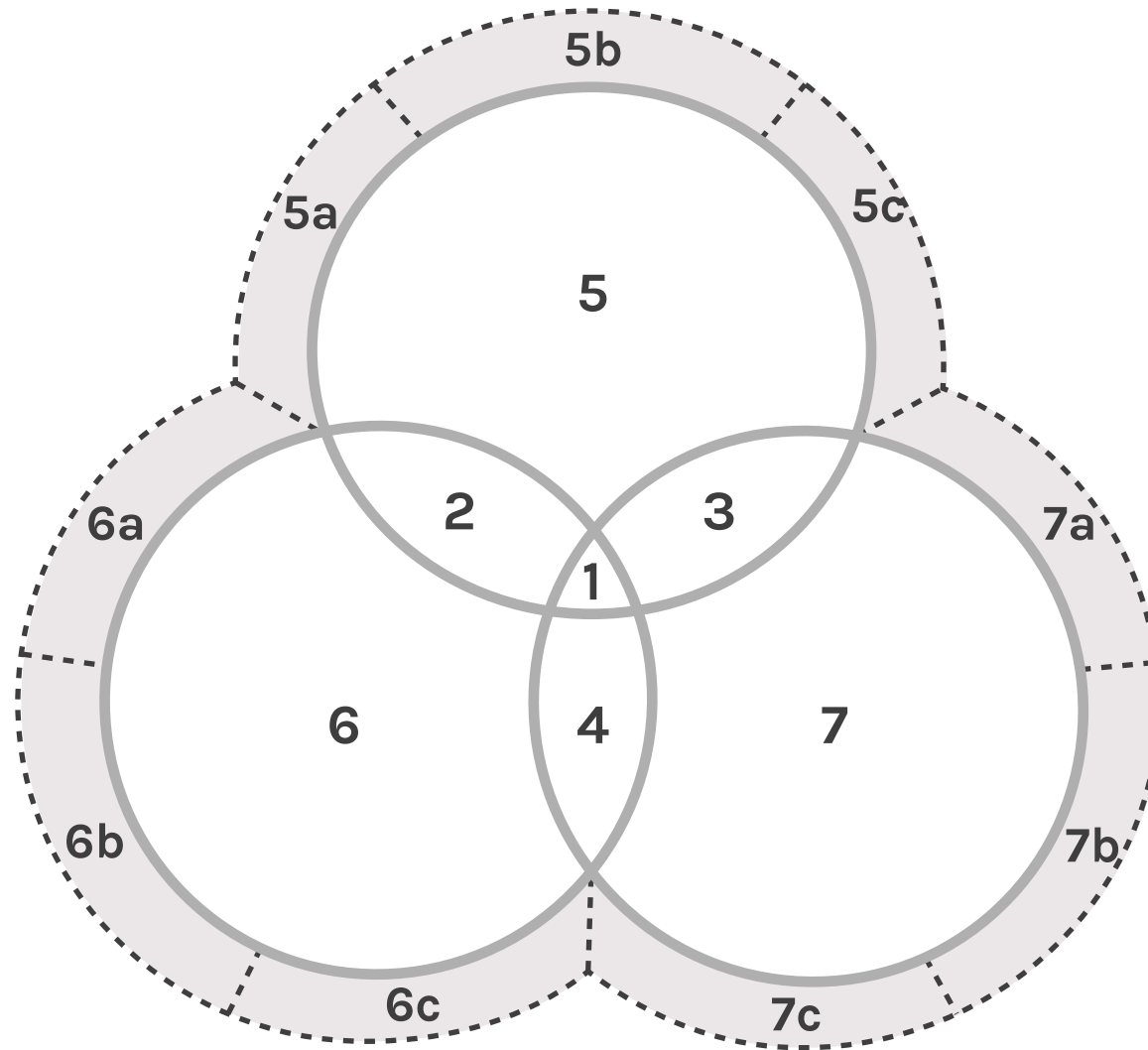
THE *Virtuoso*CEO MODEL

Why They Should Use You!

Example: Our Virtuoso Brand



The VirtuosoCEO Brand Map



The VirtuosoCEO Brand Map

The most powerful impact you can have on your clients is ... (what intrinsic value and other wins do they get from working with you?)

1.

The Genius Zone: What do THEY want?

The Three Inner Petals: The three things your clients really want! (Pragmatic & Punchy)

2.

3.

4.

DRIVE (Values)

When you Work – WHAT DRIVES YOU and YOUR TEAM:

What (values) drive what you do ...

what is the top priority in your mind, when you work with your clients in the early stages of engagement.

WISDOM

What wisdom informs what you do ...without referring to experience, length of time doing it, qualifications etc.

DELIVERY

How do you deliver what you do ... the methods, processes or frameworks that make your solution easily accessible/consumable for your clients.

The VirtuosoCEO Brand Map

5. The most important THING you focus on and deliver that will impact petals 2 and 3.
6. The most important TOOL you focus on and deliver that will impact petals 2 and 4.
7. The most important TOOL you focus on and deliver that will impact petals 3 and 4.

The three critical things to do extraordinarily well in this Tool:

- 5a
- 5b
- 5c

The three critical things to do extraordinarily well in this Tool:

- 6a
- 6b
- 6c

The three critical things to do extraordinarily well in this Tool:

- 7a
- 7b
- 7c