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QUADRUPLE YOUR IQ

Have a team of 24 amazing experts
literally a text away.

*“Surround yourself only with people who are
going to lift you higher.”*

OPRAH WINFREY

Five Steps to Mastery

1. Find the gaps on your extended team

Action

Start by listing your current advisors in column one on the Expert Scorecard. Notice the areas where you lack experts. These are items for your to-do list.

EXPERT SCORECARD

EXPERTISE	CURRENT EXPERT	FIT (0 TO 10)	14 X'er (0 TO 10)
WORK EXPERTS			
COACH			
ACCOUNTANT			
LAWYER			
HR CONSULTANT			
MENTOR			
BANKER			
LIFE EXPERTS			
PSYCHOLOGIST/COUNSELLOR			
TRUSTED FRIEND			
TRAVEL AGENT			
INTERIOR DESIGNER			
PARTY PLANNER			
TECHNOLOGY/SOFTWARE EXPERT			

EXPERTISE	CURRENT EXPERT	FIT (0 TO 10)	14 X'er (0 TO 10)
LIFE EXPERTS (CONTINUED)			
SELF-CARE EXPERTS			
COACH			
DOCTOR			
PERSONAL TRAINER			
PSYCHOLOGIST			
PHYSIOTHERAPIST			
OTHER EXPERTS			
GREAT LISTENERS			
CREATIVE PROBLEM SOLVERS			

2. Believe fit matters

Action

Fill in the 'Fit' column of the Expert Scorecard, rating your experts on a scale of 0 (very awkward) to 10 (easy to work with, and brilliant things come from conversations).

3. Use 14 X'ers (aka Don't be anybody's guinea pig)

Action

Fill out the 14 X'er column on the Expert Scorecard to rate the genius level of your current advisors on a scale of 0 (novice) to 10 (brilliant 14 X'er).

4. Strengthen your team: add and upgrade

Action

1. In which areas of expertise do you most need to *add* a genius? Circle your top two or three on the Expert Scorecard.
2. Which experts do you most need to *upgrade* because they are a bad fit, or not a 14X'er, and that area of expertise is currently important to you? Circle two or three of these on your Expert Scorecard.

5. Consider an advisory board

Actions

1. Pick a date when you plan to have your first (or next) advisory board meeting.

2. Decide who will attend the first (or next) meeting.

1.
2.
3.
4.
5.

3. Pick three people you aspire to have on your advisory board in the future.

1.
2.
3.

Gut Check

How effective are you at leveraging opinions from experts in business, and in life?

On a scale of 0 (low) to 10 (high): _____

Simple Summary

Get yourself a whole bunch of genius on tap, even if you only access it now and again.



About Coach Kevin

CEOs typically place their first call to Coach Kevin with a crisis to solve. They stay because of his business acumen and no-holds-barred, tell-it-like-it-is style.

Kevin's career spans 20 years and four continents. He's worked with hundreds of CEOs and executives, helping them to break through business challenges, grow their companies and find personal success along the way.

These experiences inspired Kevin's book, *Your Oxygen Mask First*, in which he reveals the 17 habits every leader must know to transcend the perils of success, and achieve even more.

Kevin is a Coach Emeritus with Gazelles—a rare distinction. He is a key contributor to *Scaling Up* (Mastering the Rockefeller Habits 2.0).

Based in Vancouver, Canada, Kevin can often be found tearing up the racetrack, or adventuring in the outdoors with his wife Angela, son Brayden and daughter Ashley.

About Lawrence & Co.

We don't do best practices. And we are not for the faint of heart.

We offer real, unvarnished insight and tools based on 20 years of actual business experience, working with some of the world's most successful high-growth companies.

We cut through fear, time-wasting and abstract theories to get our clients to sound strategies, strong balance sheets and optimal profitability.

We believe in ease and simplicity, because complexity is over-rated and inefficient.

If you want a phenomenal business and an amazing life, get in touch.

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