ASANDA MADIKANE
YOUR PERSONAL GUIDE TO CREATING FREEDOM, GROWTH AND PROSPERITY

BUSINESS SHIFT
BOOTCAMP
Workbook

http://www.shiftpivotmomentum.com
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BUSINESS SHIFT BOOTCAMP
with Luxury strategist Asanda Madikane
http://www.shiftpivotmomnetum.com

About Asanda
Asanda Madikane is known as the leading Premium Offer and Luxury Strategist to CEOs and experts creating their profitable business model. She works closely with coaches, consultants and service providers, to help them take their expertise and turn it into a scalable business. Her modality and system has helped 100s of women go bigger, be bolder and impact more lives with ease, grace and flow.

Business Shift Bootcamp is designed to support you in creating a sustainable business. It gives you the tools and strategies to actively start and grow your business with a step-by-step achievable plan. Together we will build your business blueprint that will be the foundation to your success.

1. **Breakthrough Limitations**
   - What do you really want?
   - What is stopping you?
   - How to get out of your own way

2. **Your Vision and Mission**
   - What is your goal?
   - Designing the vision and mission
   - Your Values: The heart of your business

3. **Creating Your Profitable Business**
   - Identifying the right product/service that creates value
   - Identifying your best paying clients
   - Getting your product/service to your ideal clients
   - Optimising your available resources.

4. **The 90 Days Pivot Plan**
   - How to get what you want with ease
   - The step by step achievable plan
   - How to get more done by doing less

Asanda Madikane
shiftpivotmomentum

For more information and available resources to grow and scale your business visit: learn.shiftpivot.com
SET YOUR INTENTION

MY INTENTION FOR THIS BOOTCAMP

GOALS FOR TODAY:

RECAP YOUR GOAL

What was your biggest takeaway from today? Did you meet your goals. If not, what open question do you have?

NOTES
ASANDA MADIKANE
HOW TO CREATE WEALTH FROM WITHIN
MONEY
CONFIDENCE
PERSONAL MONEY STUDY

http://www.shiftpivotmomentum.com
When you raise your standards, you raise the attitude to commit to your highest potential. - Asanda

SHIFT 1:

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SHIFT 2:

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SHIFT 3:

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SHIFT 4:
BREAKTHROUGH

When you raise your standards, you raise the attitude to commit to your highest potential. - Asanda

**QUESTION 1: WHAT HAS STOPPED YOU IN THE PAST?**

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**QUESTION 2: HOW WILL HITTING MY GOALS CHANGE MY LIFE?**

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**QUESTION 3: WHY IS THIS IMPORTANT TO YOU?**

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**QUESTION 4: WHAT ARE YOU WILLING TO DO GET THERE?**

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MY INCOME

PAST, PRESENT, FUTURE

**PAST**

<table>
<thead>
<tr>
<th>Annual Income 5 years ago</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Annual Income 3 years ago</td>
<td></td>
</tr>
<tr>
<td>Annual Income last year</td>
<td></td>
</tr>
</tbody>
</table>

**PRESENT**

<table>
<thead>
<tr>
<th>Annual Income 5 years ago</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Annual Income 3 years ago</td>
<td></td>
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<tr>
<td>Annual Income last year</td>
<td></td>
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</tbody>
</table>

**FUTURE**

<table>
<thead>
<tr>
<th>Annual Income 5 years ago</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Income 3 years ago</td>
<td></td>
</tr>
<tr>
<td>Annual Income last year</td>
<td></td>
</tr>
</tbody>
</table>

**HOW CAN I MAKE IT POSSIBLE NOW?**

|  |
|  |
When you raise your standards, you raise the attitude to commit to your highest potential. - Asanda

**QUESTION 1: WHAT HAS STOPPED YOU IN THE PAST?**

**QUESTION 2: HOW WILL HITTING MY GOALS CHANGE MY LIFE?**

**QUESTION 3: WHY IS THIS IMPORTANT TO YOU?**

**QUESTION 4: WHAT ARE YOU WILLING TO DO GET THERE?**
## WHO AM I REALLY?

**I AM**

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## MY STRENGTHS

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## MY NEW GOAL ARE PERSONAL/ PROFESSIONAL/ FINANCIAL

---

## I NEED HELP WITH

---
WHAT ARE MY NEW TARGETS

WHAT IS THE STRATEGY

STEPS TO TAKE

IDEAS
CHOOSE A PATH TO REACH MY GOAL

QUESTIONS & ANSWER SESSION

Shift Pivot Momentum

Your inner wealth is your legacy.
The first step of transformation is AWARENESS. You can’t change something unless you know it exists. If you want to change the programming, you need to become aware. That’s where you are right now. You’ve thought about how you grew up around money and hopefully you are becoming aware of the fact that you’ve been conditioned in a certain way. Now, you need to understand what effects this programming has on your financial life.

From the two columns place a 1 in the column that best describes you over the past six months.

<table>
<thead>
<tr>
<th>POVERTY MINDSET</th>
<th>ABUNDANCE MINDSET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shoebox closet filled with receipts tucked away in the closet</td>
<td>Up-to-date QuickBooks account that I check weekly/monthly</td>
</tr>
<tr>
<td>Saying “YES” (marketing to any possible client I can get</td>
<td>Only working with my IDEAL client - (marketing to screen people out)</td>
</tr>
<tr>
<td>To bring people in)</td>
<td></td>
</tr>
<tr>
<td>“Workaholic - no time for self, or joy in my life everything</td>
<td>Business is designed around my life, affording me time for the things that</td>
</tr>
<tr>
<td>Not charging enough</td>
<td>Confidently charging at minimum the industry standard (if not more)+</td>
</tr>
<tr>
<td>Compete to stay on top</td>
<td>not competing on price</td>
</tr>
<tr>
<td>Making a log of money is a lot or work</td>
<td>Making money can be easy and fun</td>
</tr>
<tr>
<td>I’m either not clear on my values or how to put them into action</td>
<td>My finances are guided by my values</td>
</tr>
<tr>
<td>Negative self-talk “I’m not good enough”</td>
<td>Positive self-talk “Quality over quantity”</td>
</tr>
<tr>
<td>I either don’t have the time or money for vacations /celebrations</td>
<td>I take vacations and reward myself regularly</td>
</tr>
<tr>
<td>I don’t know my credit score or what it says on it</td>
<td>I know my credit score and am on top of any clean-up/corrections needed</td>
</tr>
<tr>
<td>I’m overspending regularly</td>
<td>I live like I’m wealthy and do so within my means</td>
</tr>
<tr>
<td>I’m not happy with my living conditions</td>
<td>I’m living in my ideal home and environment</td>
</tr>
<tr>
<td>I’m not clear on my purpose in life anymore (I feel a bit lost)</td>
<td>I’m clear on my purpose and I’m putting it into action everyday</td>
</tr>
<tr>
<td>I’m not clear how to make my purpose profitable - I’m stuck</td>
<td>I’m putting my purpose into action to become profitable</td>
</tr>
<tr>
<td>I’ll save a buck but sacrifice myself in the process</td>
<td>I invest in supporting my life being easier so I have porting my life being easier so I have more energy</td>
</tr>
<tr>
<td>Care only about impact rather than making money (money is a necessary evil)</td>
<td>Care about making money and impact - (they go together)</td>
</tr>
<tr>
<td>I wait days, weeks, or months to send out invoices to bring that</td>
<td>Money is set up to automatically flow in before I begin the work</td>
</tr>
<tr>
<td>money in my bank account</td>
<td></td>
</tr>
<tr>
<td>I Haven’t paid or filed taxes (I am behind or I owe taxes)</td>
<td>Working closely with my bookkeeper and all is up-to-date</td>
</tr>
<tr>
<td>Deep in debt</td>
<td>Debt is strategic and purposeful</td>
</tr>
<tr>
<td>Easily swayed by grand claims on digital products or</td>
<td>Clear strategy of what and why specific events are important for me to</td>
</tr>
<tr>
<td>conferences/events</td>
<td>attend and saying ‘no’ to everything else</td>
</tr>
<tr>
<td>Dream based on what seems realistic</td>
<td>Dream big+ set attainable goals</td>
</tr>
<tr>
<td>Problem Focused</td>
<td>Solution Focused</td>
</tr>
<tr>
<td>Risk taking is terrifying and often leaves me paralyzed and keeps me stuck</td>
<td>I eat risks for breakfast - it’s what drives and advances my business</td>
</tr>
<tr>
<td>Only way to have more money is to cut costs</td>
<td>There is always a way to increase income</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>Pretending I have it all together so others don’t think less of me</td>
<td>I being vulnerable and asking for support is easy for me</td>
</tr>
<tr>
<td>Thinking I need to keep my money safe. Investing it is scary</td>
<td>I understand that investing in myself and my business develops me and grows my business and I invest regularly</td>
</tr>
<tr>
<td>Not saving any money, or not paying myself a regular pay check</td>
<td>I save money every month (even if it’s a small amount) and I pay myself a regular pay check</td>
</tr>
<tr>
<td>Money Mantra “I can’t afford it”, “I wish there was a way to get more money”</td>
<td>Money Mantra “How can I generate all the money I desire?”, “Possibilities are endless”</td>
</tr>
<tr>
<td>I over give regularly</td>
<td>Staying true to my values and charging my price. I speak to my value not my price.</td>
</tr>
<tr>
<td>Giving over-the-top deals to friends OR working for free OR deeply discounting products/services to gain business</td>
<td>I give with healthy boundaries</td>
</tr>
<tr>
<td>Compulsive spending</td>
<td>Easily can refrain from what I don’t need</td>
</tr>
<tr>
<td>Seeking outside approval and validation</td>
<td>Building internal confidence and validation</td>
</tr>
<tr>
<td>After milestone is complete, on to the next thing</td>
<td>Take time to celebrate and reward success</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL »</th>
<th>TOTAL »</th>
</tr>
</thead>
</table>

| TOTAL POVERTY SCORE »> | << TOTAL ABUNDANCE SCORE |
BREAKTHROUGH

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QUESTION 1: WHAT HAS STOPPED YOU IN THE PAST?

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QUESTION 2: HOW WILL HITTING MY GOALS CHANGE MY LIFE?

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QUESTION 3: WHY IS THIS IMPORTANT TO YOU?

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QUESTION 4: WHAT ARE YOU WILLING TO DO GET THERE?

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Money Confidence Blueprint

Let's get to surveying your Money Confidence Blueprint > >

Let's begin with a deeper understanding of WHO you HAVE been being in the past with money. To do that, let's ..

- Develop a clear awareness of the money script that's been running in your subconscious since childhood
- Dig deep to find the rocks blocking your seeds of wealth from rooting deep and impeding your ability, capacity, and quality of living wealthy

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**PROGRAMMING: EXPLORING YOUR FAMILY’S MONEY EXPERIENCE**

### What did you hear about money?

| What did you hear about money, wealth, rich/poor people when you were growing up?
|---|
| For example:
| 1. Save your money for a rainy day
| 2. Filthy rich
| 3. Rich people are greedy
| 4. Money doesn't grow on trees
| 5. Money doesn't buy happiness
| 6. We can't afford it
| 7. The only way to be happy is to have money
| 8. Say away from them because they (fill in the blank)

Think about how these statements have impacted your financial well-being. There's a good chance they had a negative impact, as such statements do not support your financial well-being. Feel free to make notes here:

---

### What did you see about money?

| What did you see about money, wealth, rich/poor people when you were growing up?
|---|

1. How did your parents manage money? (space to write)

2. Did money come easily in your family or was it always a struggle?
3. Was money a source of joy in your household or the cause of arguments?

All these things matter a lot, because as kids, we learn just about everything from modeling. It is important to recognize that your way of being in the arena of money relates to your perspective of how one or both of your parents interacted with money.

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**YOUR MONEY EXPERIENCES**

What were your experiences when you were young around money, wealth, and rich/poor people?

Maybe you can still hear your father swearing about a rich neighbor. OR, maybe you used to turn your Barbie doll house into a bank and make a boatload of money to put in your pretend bank. Such experiences shape the beliefs you now live by.

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**YOUR PARENTS' MONEY STORIES**

On your own, or with a partner, write out (even role play) the following:

My mother's money story was:

My father's money story was:

The money story of another parent/guardian in my home:

Understanding that these are just stories — and this doesn’t have to be your truth — is important to your own evolution. What do you want yourself to know now about these experiences?
"It's not what we don't know that prevents us from succeeding; it's what we know that just ain't so that is our greatest obstacle".

YOUR MONEY NARRATIVE

What are you noticing about yourself in your unique money narrative? (What do you identify with or not identify with?)

Understanding the money narrative that impacts your money choices will help you pinpoint the beliefs that are holding you back from your goals. Take the time to think about your most deeply held money beliefs and figure out if they are helping or hurting your financial future.

What is your current money narrative saying to you?

What is your current money narrative saying to you?

What are your beliefs about money now?

"Your thoughts are investments or costs. Your thoughts either push you towards or away from happiness and success. Choose your thoughts wisely!"
How has your current money narrative and beliefs been serving/helping you?
(i.e. how is it linked to the results you are currently getting?)

How has your current money narrative and beliefs been hurting you?
(i.e. how is it linked to the results you are currently getting?)

What do you want yourself to know now about this narrative and these beliefs?

What do you want your beliefs and narrative about money to be moving forward?

What you water, what you nurture, what you focus on, what you measure - it grows. What are you focusing on? What are you giving your conscious energy to thinking about? Are you feeding fear or are you feeding love? How are you investing your thoughts?
Money Memories

It's time to harvest the gold in our memories! Identify the following EMOTIONALLY CHARGED MONEY MEMORIES. Emotional charge can be an experience that felt wonderful or horrible...choose what feels the most charged for each memory prompt.

1. FIRST Money Memory (go back to 3-8yr old)

The details about this experience are:

I can feel this memory in my body ____________ and the sensations it brings up are:

Emotionally this experience makes me feel:

I have made this experience mean:

The impact of this memory on my life is:

I am carrying this memory forward when I:

The Gold I am harvesting from this memory is:

The new meaning I am assigning to this memory is:
Money Memories

It's time to harvest the gold in our memories! Identify the following EMOTIONALLY CHARGED MONEY MEMORIES. Emotional charge can be an experience that felt wonderful or horrible...choose what feels the most charged for each memory prompt.

4. BEST Money Memory (with an emotional charge)

What is the running theme throughout these memories, that you want to re-write?

With your eyes closed, take a few moments to envision a desired future

1. What will your life look like when you've released this running theme of your money narrative?

2. What will your life feel like when you've released this running theme of your money narrative?

3. What will be different? (about how you interact, respond, behave, etc)

Now write a new narrative. The way to write this is as though it's already happened-so imagine traveling into the future 30 years and looking back at your life that is 3-5 years into the future from today

STEP 1: Pick one thing that is true about you in your relationship with money and living wealthy?

STEP 2: Why is this thing true about you?

STEP 3: What is the SPECIFIC AND MEASURABLE evidence that makes this thing true about you?
Money Memories

It’s time to harvest the gold in our memories! Identify the following EMOTIONALLY CHARGED MONEY MEMORIES. Emotional charge can be an experience that felt wonderful or horrible... choose what feels the most charged for each memory prompt.

Now write your clear and new money story:
Example: “I love sales, and so, I’ve been told that I can sell a dirty diaper off a baby to someone who really knows what do to with it, and as a result $100k weeks are my norm.”

By accessing awareness, we can begin to live based on the perspectives of who we are today, and who we are stepping into being as our true authentic self; rather than who we were yesterday.

As you wrap up your Money Blueprint, I encourage you to commit to one thing you will do this week to activate your new money story.

What is the one thing you will do this week to take the first step in making your new Money Story a reality?

Congratulations! You’ve just laid the foundation for what will serve as the basis for living wealthy.

"Your narratives are investments or costs. Your narratives either push you towards or away from happiness and success. Choose your narratives wisely."
ASANDA MADIKANE

HOW TO CREATE WEALTH FROM WITHIN

LEAN BUSINESS MODEL

http://www.shiftpivotmomentum.com
Key Partners
Who are our suppliers and partners?

Key Activities
What are the key activities our value propositions require?

Value Proportions
What value do we deliver to our customers?

Customer Relationships
What type of relationship does each segment of customers expect?

Customer Segments
For whom are we creating value?

Key Resources
To satisfy our customers, what are the key resources we need?

Channels
How do we reach each of our customer segments?

Cost Structure
In our business model, what are the most important costs?

Revenue Streams
What value are our customers willing to pay for?
ASANDA MADIKANE
CREATING YOUR ACHIEVABLE PLAN
90 DAY PIVOT PLAN

http://www.shiftpivotmomentum.com
#1 GOAL

THE #1 GOAL IS THE OUTCOME

1. Brainstorm how you will achieve this outcome
2. What are your Resources, Knowledge and Outsource you need?
3. What can you Automate?
4. Is this a S.M.A.R.T Goal?
MY ASPIRATIONAL GOAL

What are my top things I want to accomplish. These can be from ANY area of your life. TODAY'S INTENTION:

10 YEAR GOAL


5 YEAR GOAL


1 YEAR GOAL


90 DAY GOAL


#1 GOAL – 90 DAYS

1. Brainstorm how you will achieve this outcome
2. WHAT ARE YOUR RESOURCES, KNOWLEDGE AND OUTSOURCE YOU NEED?
3. What can you Automate?
4. Is this a S.M.A.R.T Goal?

RESOURCES

KNOWLEDGE

OUTSOURCE

CHALLENGES?

___________________________________________

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#1 GOAL - 90 DAYS

1. Brainstorm how you will achieve this outcome
2. What are your Resources, Knowledge and Outsource you need?
3. **WHAT CAN YOU AUTOMATE?**
4. Is this a S.M.A.R.T Goal?

**AUTOMATE**

**DELEGATE**

**ELIMINATE**

**CHALLENGES?**
#1 GOAL - 90 DAYS

1. Brainstorm how you will achieve this outcome
2. What are your Resources, Knowledge and Outsource you need?
3. What can you Automate?
4. IS THIS A S.M.A.R.T GOAL?

SPECIFIC - SIGNIFICANT

MEASURABLE - MEANINGFUL

ATTAINABLE - ACTION ORIENTATED

CHALLENGES?
#1 GOAL – 90 DAYS

1. Brainstorm how you will achieve this outcome
2. What are your Resources, Knowledge and Outsource you need?
3. What can you Automate?
4. **IS THIS A S.M.A.R.T GOAL?**

**RELEVANT - REWARDING**

**TRACKABLE - TIME BOUND**

**SUMMERY**

**CHALLENGES?**
MASTER VISION

90 DAY GOALS

1. Write all your goals for the next 90 days
2. Identify the 3 - 5 focus areas
3. Arrange them in order of importance
4. Which one is your top priority?
90 DAYS GAME PLAN

CYCLE:

MASTER VISION

#1 GOAL

ACTION PLAN

CHALLENGES?
<table>
<thead>
<tr>
<th>WEEK</th>
<th>OBJECTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<tr>
<td>2</td>
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<td>7</td>
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<td>WEEK 8</td>
<td>OBJECTIVE</td>
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<td>WEEK 9</td>
<td>OBJECTIVE</td>
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<td>WEEK10</td>
<td>OBJECTIVE</td>
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<tr>
<td>WEEK11</td>
<td>OBJECTIVE</td>
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<tr>
<td>WEEK12</td>
<td>OBJECTIVE</td>
</tr>
<tr>
<td>GOAL</td>
<td>OBJECTIVE</td>
</tr>
<tr>
<td>NOTES</td>
<td>OBJECTIVE</td>
</tr>
</tbody>
</table>
# Week Number + Date:

## Goal:

### Monday

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### Tuesday

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### Wednesday

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### Thursday

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### Friday

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### Saturday

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### Sunday

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### Notes

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CONGRATULATIONS!

Congratulations! You have made it this far. This is a huge achievement that very few choose to journey.

This is where this new journey begins. That's right. Everything that you've learned so far, I want you to implement. I want you to make sure that you take these systems and incorporate them into your every day. Use them over and over, even if it is 20 to 30 minutes a day in the morning or in the evening. I want to make sure that you're consistent, that you're doing this every today so that you continuously see these results.

Consistency is key is achieving your success. It will be unpredictable, fast, slow or a rollercoaster. You will discover what it takes to create a flourishing business. Remember to be patient with yourself, set achievable goals, trust the process and most importantly, never give up.

If you take one thing away from this workshop and workbook, it's that I'm here for you. My team and I are here to support you now and forever. We have tons of resources, additional next steps and even guest speakers to help you in other areas of your business.

Stay inspired. Thank you, and congratulations.

@asandamadikane
@shiftpivotmomentum
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http://www.shiftpivotmomentum.com