



ASANDA  
MADI KANE



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.shiftpivotmomentum.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](http://learn.shiftpivot.com)





# SET YOUR INTENSION

MY INTENSION 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

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ASANDA MADIKANE

HOW TO CREATE WEALTH FROM WITHIN

# MONEY CONFIDENCE

PERSONAL MONEY STUDY



# THE 5 WEALTH SHIFTS

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

## SHIFT 1:



## SHIFT 2:



## SHIFT 3:



## 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

Annual Income 5 years ago

Annual Income 3 years ago

Annual Income last year

### PRESENT

Annual Income 5 years ago

Annual Income 3 years ago

Annual Income last year

### FUTURE

Annual Income 5 years ago

Annual Income 3 years ago

Annual Income last year

### HOW CAN I MAKE IT POSSIBLE NOW?

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

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WHO AM I REALLY?

I AM \_\_\_\_\_

\_\_\_\_\_

MY STRENGTHS

MY NEW GOAL ARE PERSONAL/ PROFFESIONAL/ 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.**

# ABUNDANCE MINDSET BAROMETER



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 I in the column that best describes you over the past six months

POVERTY MINDSET			ABUNDANCE MINDSET
Shoebox closet filled with receipts tucked away in the closet			Up-to-date QuickBooks account that I check weekly/monthly
Saying 'YES' (marketing to any possible client I can get To bring people in)			Only working with my IDEAL client - (marketing to screen people out)
"Workaholic - no time for self, or joy in my life everything revolves around work"			Business is designed around my life, affording me time for the things that matter most to me
Not charging enough			Confidently charging, at minimum the industry standard (if not more)+ not competing on price
Compete to stay on top			Collaborate to stay on top
Making a log of money is a lot of work			Making money can be easy and fun
I'm either not clear on my values or how to put them into action			My finances are guided by my values
Negative self-talk: "I'm not good enough"			Positive self-talk: "Quality over quantity"
I either don't have the time or money for vacations /celebrations			I take vacations and reward myself regularly
I don't know my credit score or what it says on it			I know my credit score and am on top of any clean-up/corrections needed
I'm overspending regularly			I live like I'm wealthy and do so within my means
I'm not happy with my living conditions			I'm living in my ideal home and environment
I'm not clear on my purpose in life anymore (I feel a bit lost)			I'm clear on my purpose and I'm putting it into action everyday
I'm not clear how to make my purpose profitable - I'm stuck			I'm putting my purpose into action to become profitable
I'll save a buck but sacrifice myself in the process			I invest in supporting my life being easier so I have porting my life being easier so I have more energy
Care only about impact rather than making money (money is a necessary evil)			Care about making money and impact - (they go together)
I wait days, weeks, or months to send out invoices to bring that money in my bank account			Money is set up to automatically flow in before I begin the work
I Haven't paid or filed taxes (I am behind or I owe taxes)			Working closely with my bookkeeper and all is up-to-date
Deep in debt			Debt is strategic and purposeful
Easily swayed by grand claims on digital products or conferences/events			Clear strategy of what and why specific events are important for me to attend and saying 'no' to everything else
Dream based on what seems realistic			Dream big+ set attainable goals
Problem Focused			Solution Focused
Risk taking is terrifying and often leaves me paralyzed and keeps me stuck			I eat risks for breakfast - it's what drives and advances my business

TOTAL POVERTY SCORE>>			<< TOTAL ABUNDANCE SCORE
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# 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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# 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

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### 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

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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

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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".



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## YOUR MONEY NARRATIVE

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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 3-8yrs 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 50 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>

<div>01</div> <b>Key Partners</b> Who are our suppliers and partners?	<div>02</div> <b>Key Activities</b> What are the key activities our value propositions require?	<div>04</div> <b>Value Proportions</b> What value do we deliver to our customers?	<div>05</div> <b>Customer Relationships</b> What type of relationship does each segment of customers expect?	<div>07</div> <b>Customer Segments</b> For whom are we creating value?
<div>03</div> <b>Key Resources</b> To satisfy our customers, what are the key resources we need?			<div>06</div> <b>Channels</b> How do we reach each of our customer segments?	
<div>08</div> <b>Cost Structure</b> In our business model, what are the most important costs?		<div>09</div> <b>Revenue Streams</b> What value are our customers willing to pay for?		





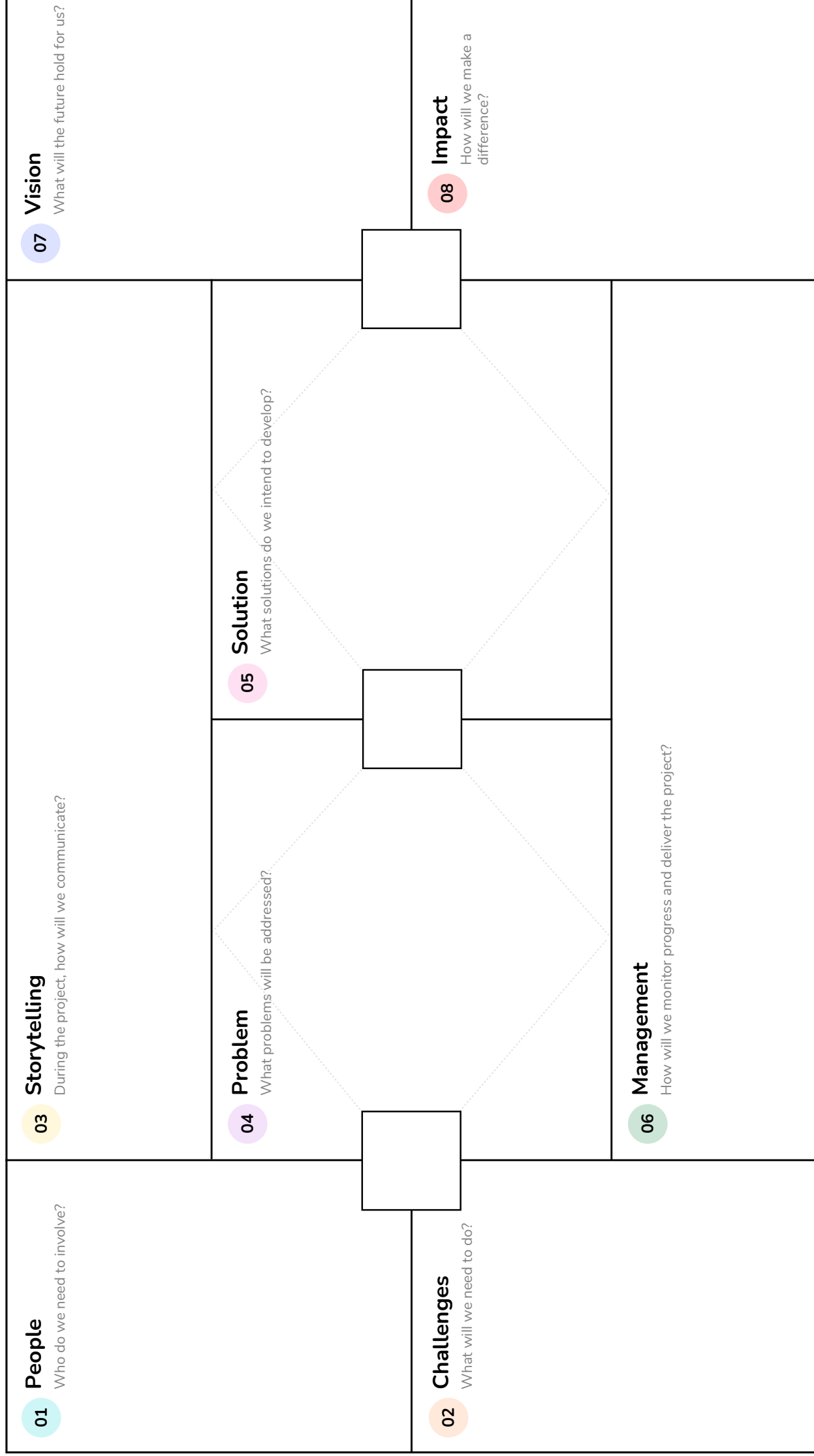
ASANDA MADIKANE

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

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## 5 YEAR GOAL

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## 1 YEAR GOAL

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## 90 DAY GOAL

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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?

RESOURCES

KNOWLEDGE

OUTSOURCE

CHALLENGES?

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SP

# #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?

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SP

# #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?

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SP

# #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

SUMMARY

CHALLENGES?

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SP

# 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?

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SP





# SHIFT PIVOT MOMENTUM 12 WEEK PLAN

WEEK 1

OBJECTIVE

WEEK 2

OBJECTIVE

WEEK 3

OBJECTIVE

WEEK 4

OBJECTIVE

WEEK 5

OBJECTIVE

WEEK 6

OBJECTIVE

WEEK 7

OBJECTIVE





# SHIFT PIVOT MOMENTUM 12 WEEK PLAN

WEEK 8

OBJECTIVE

WEEK 9

OBJECTIVE

WEEK 10

OBJECTIVE

WEEK 11

OBJECTIVE

WEEK 12

OBJECTIVE

GOAL

OBJECTIVE

NOTES

OBJECTIVE



SHIFT PIVOT MOMENTUM

MONTHLY PLANNER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
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# SHIFT PIVOT MOMENTUM WEEKLY TODOS

WEEK NUMBER + DATE:

GOAL:

MONDAY	TUESDAY
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<input type="checkbox"/> .....	<input type="checkbox"/> .....
<input type="checkbox"/> .....	<input type="checkbox"/> .....
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WEDNESDAY	THURSDAY
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FRIDAY	SATURDAY
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SUNDAY	NOTES
<input type="checkbox"/> .....	<input type="checkbox"/> .....
<input type="checkbox"/> .....	<input type="checkbox"/> .....
<input type="checkbox"/> .....	<input type="checkbox"/> .....
<input type="checkbox"/> .....	<input type="checkbox"/> .....





# 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 day so that you continuously see these results.

Consistency is key to 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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