

**RAINFOREST**  
**2020 SPRING SEMINAR SERIES**

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# **The Next Level Navigator**

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**Presented by Stephen E. Takach, Ph.D.**

**JANUARY 30TH, 2020**

**12:00 PM - 1:00 PM**

**LOBO RAINFOREST BUILDING**

Who you are, where you are going, and how you will get there. This seminar will be the first step that allows you begin to answer these questions for yourself and to go from who you are to who you are intended to be. Short exercises will be completed by the audience and all who actively engage will walk away from this seminar with a stronger ability to advocate for a future where the following statement is true: "What I do for a living is what I am meant to do with my life".

"Next Level Entrepreneur"

Dear Mr. A – Foreword By: Stephen E. Takach Ph.D.

Imagine what it would feel like to live fully into the person you are meant to be.

Imagine the comfort of knowing that each step you are taking is toward the place you are meant to go.

Imagine the conviction and trust in knowing each day what you are doing is helping you get there.

Embedded in this vision are the answers to three humbling questions that you may not have the answers to now, but after reading Dear Mr. A and engaging the exercises within, you will.

① Who you are.

② Where you are going.

③ How you will get there.

An old business adage states "under promise and over deliver". So why do I make such a bold claim to begin this foreword? Because consistent with the adage, what is answered above is just the beginning of what will be delivered.

The freedom that I feel every day by living into my truest self comes from my understanding of who I am, which I now know because of the process in this book.

The comfort that I feel every day through knowing that the actions I take are leading me to where I am intended to be, was bestowed upon me after reading this book.

The determination and clarity that I feel every day in all my strides to reach where I am headed has never been more certain, since my engagement with this book.

This text that is before you and the process within has enabled me to know my purpose here on this earth, my purpose in this life, my one song to sing, which is:

*To help others go from who they are today, to who they are intended to be.*

Before engaging with this book and the process within I always knew I wanted to help others. I could feel it. I just did not know how. I did not know where all my actions were leading. Now I can state with conviction that my promise to all in this world is that when they interact with me they will feel comfort through trust, and they will experience transcendence through community.

### **Comfort Through Trust; Transcendence Through Community**

I am empowered to face each day with drive and purpose, eagerness and will, honor and the ultimate privilege of having a sense of knowing the answer to life's big question:

*What in the world am I here on this planet for?*

If having this kind of assurance is something that you seek, if making this kind of bold statement is something that you desire, if peace within is something that you long for, then reading this text before you is the first step. Engaging the exercises inside the book is the second step. As a third step seek a community of which you are a contributing part to encourage you.

***These steps are how you can go from who you are today to who you will become at your Next Level.***

Many authors pour themselves into their writing to create a text that is good, however few authors offer good news that is worth spreading. I agreed to write this foreword because the text before you is good news worth spreading. Please believe me when I tell you that you are more than the sum of the knowledge you attain or the things that you create.

Allow me to leave you with one last question: ***How long do you want to continue before knowing these answers for yourself?***

Read on,

Stephen E. Takach

PhD, Strategic Management

*"...I would prefer to chart my own course, rather than work as a part of another person's vision."*

...writes Max North on July 10, 1941 to Mr. A, a highly successful business magnate, whom he hopes could be an entrepreneurial sage. Max desires to build a great company, but doesn't know how.

Surprisingly, Mr. A responds to Max. This begins a far-reaching correspondence revealing *many secrets of an entrepreneur* while imparting wisdom and guidance one could apply to everyday life.

Like Max, the reader will discover both practical business advice and inspiration by reading these letters. As Mr. A says...

*"Any one with a vision for anything is an entrepreneur."*

*Life becomes a real adventure for those who act on their vision and seize opportunity!"*

And so it is with Max, as his adventure even includes a World War! Ultimately, Mr. A shares his most treasured secret:

**The Next Level Navigator®**, a no-nonsense, strategic process that can guide any company or person to greatness.

George invites readers to *focus their passions* by implementing the same guidance Mr. A gives Max through "Sage Advice to Apply" summaries. Then, readers can *map their direction* by developing their very own Next Level Navigator, as Max develops his, all to *build a great company!*

So, join with Max and Mr. A and become a

**NEXT LEVEL ENTREPRENEUR, TODAY!**

George Black has been guiding entrepreneurs since 1992, to develop their best strategies, create sustainable profits, and build a great company. Engage with George for more resources at [LiveTrulyFree.com](http://LiveTrulyFree.com).



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THE  
NEXT LEVEL ENTREPRENEUR

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NEXT LEVEL

ENTREPRENEUR

Focus your Passions  
Map your Direction  
Build a Great Company

GEORGE BLACK

Foreword by Stephen E. Takach, Ph.D.

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We at Live Truly Free would like to thank you for attending:

The Next Level Navigator® - EDA NM Rainforest University Center Seminar

We thought you'd also enjoy our FREE e-course:

## The 4 Keys to Record Breaking Success

Just scan this code: Or go to [www.TheNextLevelEntrepreneur.net](http://www.TheNextLevelEntrepreneur.net)



When you sign up:

- You'll receive 5 emails with 1 session each. (Please add us to your whitelist or address book.)
- Each session email has a video and 1 action you can do to grow your business.

Also, when you buy George's book on amazon:

[http://bit.ly/AMZN\\_TheNLE](http://bit.ly/AMZN_TheNLE)

Email your receipt to: [unmreceipts@livetruelyfree.com](mailto:unmreceipts@livetruelyfree.com) for a FREE Copy of:

We will email you a download link.

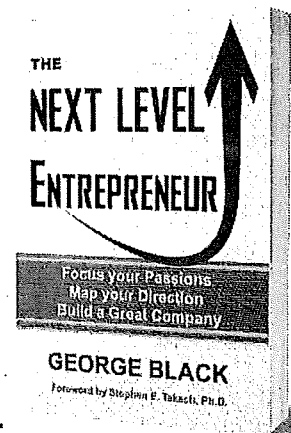
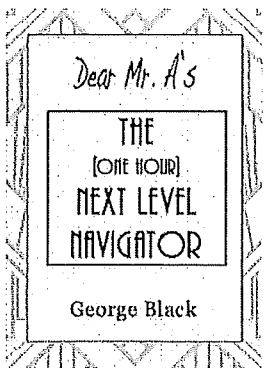
And, you will start receiving our weekly email and updates on all our new resources.

This guidebook is page for page, the exact same book on Amazon for \$12.95.

**George Black developed The Next Level Navigator over 20 years ago and started using it with clients.**

He used it four years at Rackspace Hosting to help guide their corporate strategy as revenues grew five times to \$500m when they went public. (NYSE: RAX).

**This is the same process he includes in his book and guidebook!**



About Stephen Takach...

Some years ago after Stephen had read a first edition copy of my book he told me that his vision was to create a university class experience that the student would remember many years later. With a big grin he said this book was how he was going to do it. And he is doing it!

I was able to interact with his classes at UTSA where he used The Next Level Entrepreneur: Focus your Passions · Map your Direction · Build a Great Company (formerly titled *Dear Mr. A ~ letters revealing the secret of an entrepreneur*).

I was very impressed at how he skillfully connected my text with the strategic management textbook they were using. The results were astounding!

In reading through The Next Level Navigator® that each student created for their business idea and listening to their presentations, I was even more impressed. Their business ideas were very compelling! In fact, they were considerably better than some businesses with whom I have worked.

Needless to say, I heartily recommend Stephen's classes to “*Any one with a vision for anything...*”!

All the best,

*George Black*

Author of *The Next Level Entrepreneur*

[www.LiveTrulyFree.com](http://www.LiveTrulyFree.com)

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### EDUCATION

Ph.D., Strategic Management  
The University of Texas  
San Antonio  
May 2017

M.B.A., International Management  
The University of New Mexico  
Albuquerque  
May 2010

B.B.A., Finance  
The University of New Mexico  
Albuquerque  
May 2008

### AREAS OF TEACHING INTEREST

- Strategic Management
- International Business, Marketing, Human Relations, and Accounting
- Entrepreneurship, Small Business Management, and Finance
- Organizational Theory, Organizational Behavior, and Principals of Management
- Business Communication, Professional Development, and Public Speaking

### AREAS OF RESEARCH INTEREST

- Justification of Organizational Performance
- Cognitive Biases in Strategic Decision Making
- Culturally-Bound Firm Specific Advantage Creation and Dissemination
- Institutional Pressure Influence on Managerial Decision-Making
- Managerial Response to Problems from Within Firms
- Factors Influencing the Creation of Niche Markets
- Family Business Work Dynamics

### INDUSTRIAL AND EXECUTIVE EXPERIENCE

**International Business  
Consultant/Strategist**  
June 1998– Present  
*Takach Press Corporation*  
Albuquerque, New Mexico

**Director of Corporate  
Partnerships**  
June 2008 – January 2009  
*New Mexico Xtreme Sports*  
Albuquerque, New Mexico

**Mechanical Engineering Department  
Intern**  
May 2006 – September 2006  
*Intel Corporation*  
Rio Rancho, New Mexico

### DOCTORAL DISSERTATION

Takach, S. (2017). *A fire built on a hill will bring interested parties: The effects of security analyst characteristics on self-serving attribution in corporate communications*. (Doctor of Philosophy Dissertation). The University of Texas at San Antonio.

### BOOK CHAPTER

Stone, D., Krueger, D., & Takach, S. (2016). *Social issues associated with the internet at work*. In G. Hertel (Ed.), *The psychology of the internet at work* (Vol. 8): Wiley/Blackwell.

### COMPETITIVE PAPERS /PRESENTATIONS

Takach, S. (2013). *Factors affecting likelihood of organizational response to internal problems*. Paper accepted at the Academy of Business Research Conference, New Orleans, LA.

Black, S., Johnson, A., Takach, S., & Stone, D. (2010). *Factors affecting applicants' reactions to the collection of data in social network websites*. Paper presented at the Academy of Management Conference, Boston, MA.

### WORKING PAPERS

Takach, S. *Prevalence vs. Impact: Factors affecting likelihood of organizational response to internal problems*. Working Paper. The University of New Mexico.

Takach, S. *Integrated content, responsive delivery: Utilizing culture-bound firm-specific advantages to increase home market performance*. Working Paper. The University of New Mexico.

## Envision Exercises

Dr. Stephen Edward Takach

## Introduction

- If anything was possible...
  - If there were no shoulds, ought-to's, or hindrances
  - If you were truly free to pursue your deepest passions and follow what truly stirs your heart
- ... what would you do?

## Question 1

- At your core, what do you feel is your purpose on this planet?
  - What is the verse that you will contribute to the play that is life?

## Question 2

- If you could impact everything everyone, everywhere, what would your impact be?
  - What is the song that only you can sing?

## Question 3

- Why does this impact that you make on the world make you stir on the inside?
  - How does your impact on the world impact you... what do you see, hear, feel, taste and smell in this world?

## Question 4

- How are you connected to this world?
  - What relationships exist between you and everything everyone, everywhere?

## Question 5

- What are you concerned about in this world?
  - What/how are things in this world cared for and attended to by you?

## Question 6

- Where do your competencies lie in this world?
  - Who depends and relies on you for your knowledge and experience?

## Question 7

- How do you ensure clarity in this world?
  - Where/how are expectations created so that everything everyone, everywhere knows what to do?

## Question 8

- How do you conduct yourself in this world?
  - What actions do you take to ensure that all are treated in a manner that is consistent with the expectations you have created for this world?

## Question 9

- With this world that you have created in mind who can you rely on?
  - Who will help you ensure that your impact on the world will be meaningfully felt?

## Question 10

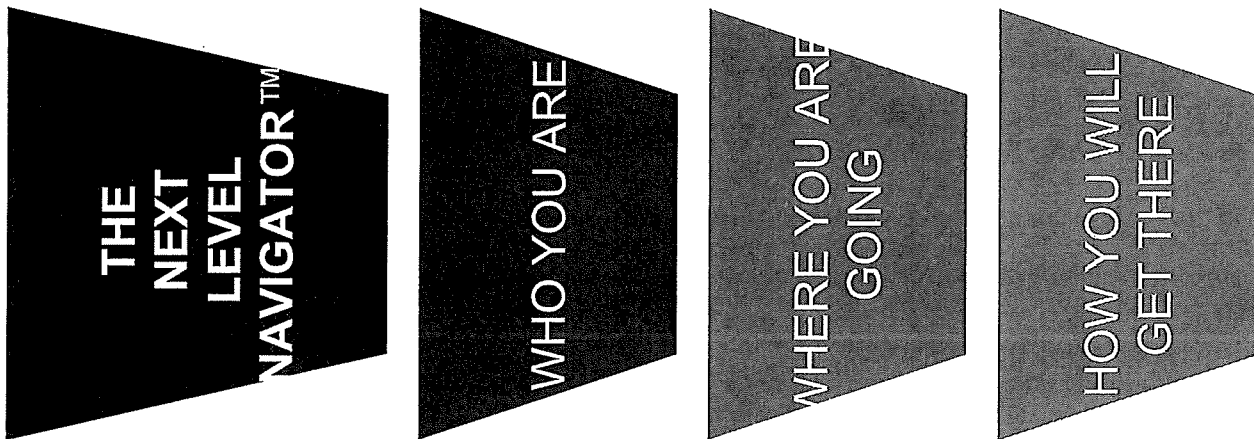
- With this world that you have created in mind what are you most proud of?
  - What have you done to impact the world that aligns with your core purpose and leaves you with a feeling of fulfillment?

// THE NEXT LEVEL NAVIGATOR™// PUPOSE // PASSION // PROMISE //

Who you are? Where you are going? How you will get there? Three humbling questions that you may not have the answers to now, but after reading *The Next Level Entrepreneur* (formerly titled *Dear Mr. A*) and engaging the exercises within, you will.

How can cohesively defining who you are enable you to clearly depict where you are going and confidently delineate how you will get there? You may not have the answers to these questions now, but by the end of this semester with *Max North and Mr. A* you will.

An old business adage states, “*under promise and over-deliver*”. So why do I make such bold claims to my students to begin the semester? Because consistent with the adage, what is answered during the semester is just the beginning of what will be delivered.



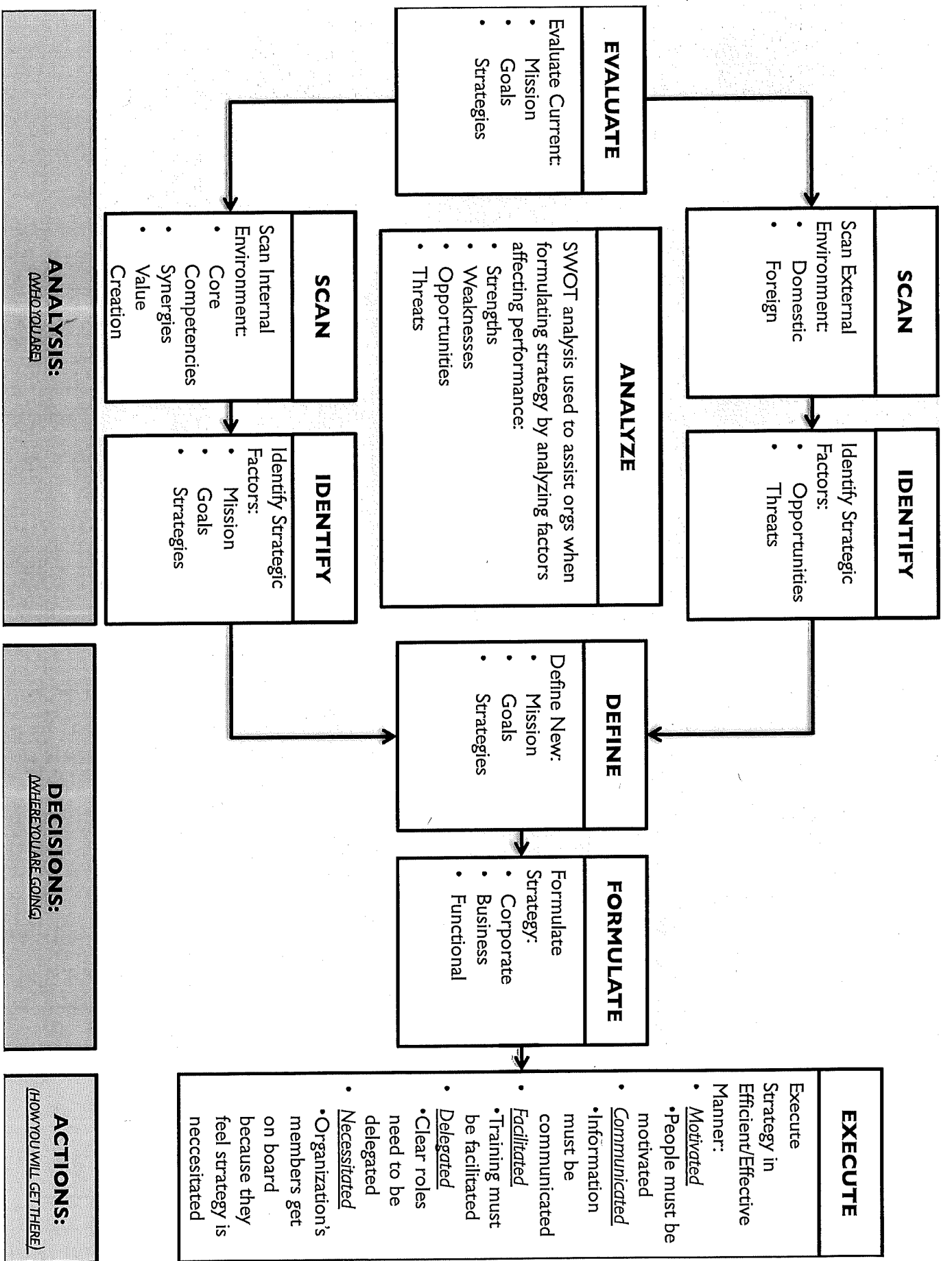
My ambition in life; to help individuals go from who they are to who they are intended to be, to transcend, this is my purpose. My medium of choice; connecting with others by fostering a community where knowledge, abilities, skills, and experiences flow amongst members, this is my passion. My words to match with my deeds; *Comfort Through Trust; Transcendence Through Community*, this is my promise.

What is your **purpose**; what do you provide? What is your **passion**; what stirs your heart? What is your **promise**; what words must you match with your deeds? The students may not have the answers to these humbling questions at the beginning of the semester but after reading *The Next Level Entrepreneur* (formerly titled *Dear Mr. A*) and engaging the exercises within, by the end of the semester they will.

By attending this BUSA1110 Student Presentation **YOU** (i.e., the audience member), will get a sense of what it is like to be enabled to answer the questions posed above, and the big question you will have to ask yourself is this; ***How long do I want to continue before knowing these answers for myself?***





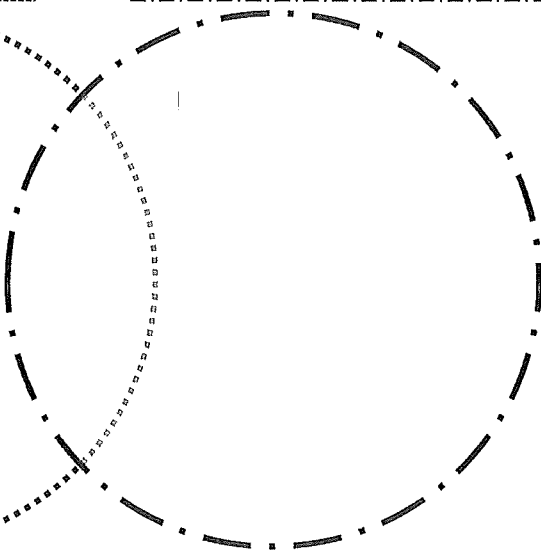
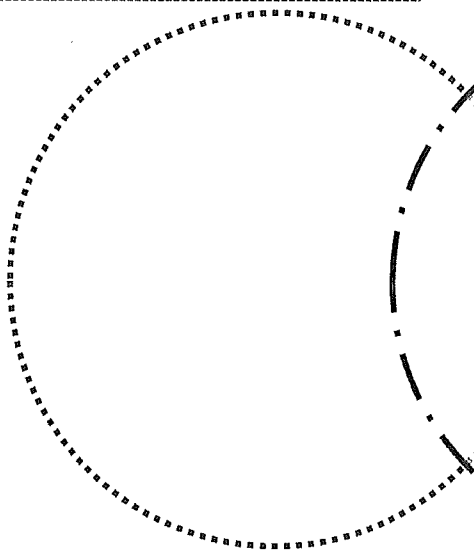


What you want to do for a living:

What you want to do with your life:

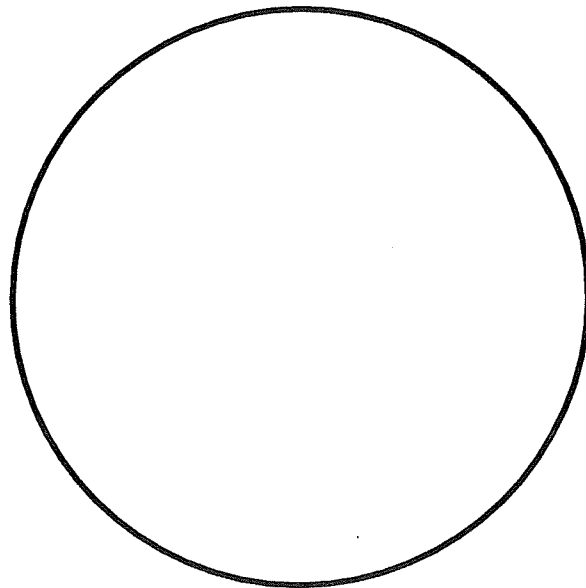
Occupation:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



Life:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



**What you do for a living is what you are meant to do with your life:**

Name: \_\_\_\_\_

Today's Date: \_\_\_\_\_

Date Three Years from Now: \_\_\_\_\_

Three years from now I wake up and I feel: \_\_\_\_\_

I feel this way because I am doing: \_\_\_\_\_

Because of what I am doing, the world (area, community, etc.) is much \_\_\_\_\_

It is hard to even imagine waking up and doing anything else with my days other than: \_\_\_\_\_

**What I am doing now** \_\_\_\_\_

\_\_\_\_\_ **is fully consistent with the impact I want to make in the world which is** \_\_\_\_\_

\_\_\_\_\_



Childhood Dreams:

- 1.
- 2.
- 3.
- 4.
- 5.

Adulthood Dreams:

- 1.
- 2.
- 3.
- 4.
- 5.

Observations about Childhood Dreams:

Observations about Adulthood Dreams:

Observations about entrepreneurial inclinations from Childhood and Adulthood Dreams:

DREAM [HOW IMPORTANT WAS THE DREAM?] 1 = TRIVIAL 10 = IMPORTANT	REALIZATION [WHAT HAPPENED WITH DREAM?] 1 = NOTHING 10 = REALIZED	HINDERANCES [IF NOT A 10, WHY? WHAT STOPPED THE DREAM FROM BEING REALIZED?]	HOPES [WHAT DID YOU HOPE TO HAPPEN IF YOU REALIZED THE DREAM?]	DISSAPPOINTMENT [WHAT DISSAPPOINTMENT IF NOT REALIZING THE DREAM?]

1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.
1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.

Max's Disruption:

Your Disruption:

Updated Vision:  
Version 1 ( \_\_\_\_\_ # of words)

Version 2 ( \_\_\_\_\_ # of words)

Version 3 ( \_\_\_\_\_ # of words)

Guiding Principles (Long List):

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Combined Principals (Final List):

- 1.
- 2.
- 3.
- 4.
- 5.

Your Promise to Others:

“

”

Next Level Description:

Characteristics of the Next Level:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Purpose, Motive, Intent:

Next Level Markers:

- 1.
- 2.
- 3.
- 4.

Next Level Sentence (25 words or less):

Barriers	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Barriers with strategies:	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Strategies	
1.	
1.1	
1.2	
1.3	
1.4	
2.	
2.1	
2.2	
2.3	
2.4	
3.	
3.1	
3.2	
3.3	
3.4	
4.	
4.1	
4.2	
4.3	
4.4	
5.	
5.1	
5.2	
5.3	
5.4	
5.5	

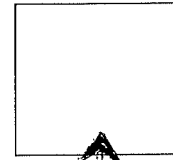


begin  
//

The Next Level Navigator™ for \_\_\_\_\_

complete  
//

Next Level sentence: (3 to 5 years)



Purpose:

Key Markers:

Characteristics:

- 
- 
- 
- 
- 

Success Barriers to break through

Next Strategic Steps: (in 1 year)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Strengths to build on:

Envision Sentence:

Guiding Principles:

- 
- 
- 
- 
- 

Company promise:

Strengths:

- 
- 
- 
- 

Culture:

