



A Community/Business Partnership

Executive Summary

Waite Phillips, of the Phillips Oil fame was a great philanthropist. He loved pithy epigrams, with his most famous and quoted summing up his life: “The only things we keep permanently are those we give away.” He gave time and resources to organizations promoting good for young men and women. His gifts touch over 20,000 youth annually. These youth have experiences which prepare them for the life they have before them. His gift also touches every adult that participates in these experiences.

During the “Let’s Do Holiday Lunch” event in Ogden, UT, Richard Paul Evans encouraged those attending to ask again, and maybe even the first time: “What if...?” So, what if every business owner was blessed with the means to give generously as did Waite Phillips? What would that look like? What means would bring that about?

The concept of a community/business partnership is a reputable charitable organization partnering with businesses in a win/win collaborative effort. The partnership would have a mission in and of itself, to promote the good will of the partnership and its members, increase the donations to the charitable organization, and to increase the revenues of the participating business.

When a charity organizes an event, the organizers hope those attending come with sharing in their heart. The event is organized to reach out for donations, in time and resources. Most charities cannot survive without them. The charity receives a donation, the participant walks away having felt they have done some worthwhile.

What if that business model is fundamentally changed? What if all the participants of an event walked away with having received value in return for participating? Value here is not defined as a good feeling, but something tangible. New resources, revenue, knowledge, and possibly even time!

The Look: Monthly events named Mastermind Seminars. The name should include an identifier as to either a location or a business focus. Example: Salt Lake Mastermind Seminar. The seminar could occur during the lunch period. It is anticipated that each would last about 1½ hours.

The seminar is a series of discussions and the discussion at its core is the Value of Installing Systems. Each participant would receive instruction on a Business Operating System, BOS. The seminar would teach the basic tenants of the 3 areas of a BOS: DNA for People (Personality Profiles), DNA for Business (5/30 Grid), and DNA for Life (Natural Laws). As an added bonus, basic discussions in Leadership Principles and Profitable Partnerships.

The seminar also would have time set aside for business networking, and a most important aspect; capture successes.

Each Mastermind group would have organizing members, with the charity as one of those. Multiple mastermind groups may exist at anyone point in time, meaning one group could be in month 5 while another could be just launching.

The Means:

- The curriculum for the mastermind seminar is at no charge. A facilitator(s) is all that is needed.
- At least 7 organizing members so that not one person is over whelmed. The size of the group is totally a function of the group itself. Big is better, but not always. Each participant needs to feel a part.
- A participant should commit to the 12 monthly events
- The group should have its own goals, with revenue goals from a business standpoint and a donation goal from a charity standpoint. It is suggested that the group donate to the charity, 1/10 of any increase due to the group's effort. If the goal is \$100,000 new revenue either from implementation of a simple BOS or networking, \$10,000 would go to the charity.
- Members may contribute to the charity the value of the education they may receive from the monthly mastermind seminar.
- Members of the partnership may use the charity and its logo in any marketing they may do, and the charity may do the same with those partners from the business sector.

Members of the partnership will mutually benefit from this arrangement. No one partner should feel they are giving without receiving something in return. At no time should a partner feel compelled to give away something they aren't inclined to depart with. It is the mission of the mastermind seminar to educate and inspire the same kind of spirit Waite Phillips exemplified during his life. Once inspired, to go out and invite others to do the same.

If partners from the business sector want to learn more about the BOS and implement it in an organized and formal way, they will have the option to move onto Mastermind Partnerships or One on One coaching.

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