



The EMyth Library

This list of lessons from the EMyth Library illustrates the depth and scope of work you will be doing in EMyth Coaching. Your EMyth Coach will introduce information to you in an order and on a timeline that will allow you to fully utilize them to bring about the total reinvention of your business.

The Foundational Lessons

Values, Passion and Purpose	Building a Budget With Vision	An Experience Worth Talking About
Your Business Reimagined	Creating a Cash Plan	Your Unique Sales Process
Tracking Your Progress	Your Organizational Roadmap	Connecting With Your Customers
The Brand Commitment	Brand Based Recruiting	Selling With Integrity
Finding Your Voice	Developing Great People	Reaching the Right Customers
Designing Your Look and Feel	Your Product Reimagined	Understanding Why They Buy
Financial Intelligence You Can Use	Systematizing Excellence	Developing Your Channels

The Supplemental Lessons

EMyth Perspectives in Action	Your Strategic Management Team	Responsive Customer Service
Self-Organization	Trading Area	Customers for Life
Managing Your Time	Your Brand Agenda	Amplifying Your Message
Solving Key Frustrations	Market Research	The Future and You
Characteristics of an EMyth Manager	Growth Strategies and Your Evolving	Strategic Focus & Continuing Application
Path to Self-Knowledge	Marketing Process	The Power of Strategic Marketing
Your Strategic Purpose	Segmenting Your Market	The Power of Turn-Key Marketing
Essential Leadership Skills	Expanding Your Reach	External Sources of Funds
Your Company Story	Ratio Analysis	Company Valuation
The Business Plan That Always Works	Key Financial Indicators	Front Line Finance
The Leadership Cycle	Business Control Systems	Your Delivery Baseline
Strategic Systemization	Financial Strategies to Set You on the	Your Production Process
The Transparent Quarterly	Right Path	Seamless Delivery
Managing by Agreement	Using the Bottom Line Pricing Grid	Business Integration
Creating a Culture of Ownership	Your Financial Dashboard	Optimizing Your Resources
A Story That Sells	Setting Up Your Purchasing System	Principles of Marketing Communications
Creating Brand Evangelists	Setting Up Your Inventory Control System	Application of Marketing Principles
Talking About Your Brand	Setting Up Your Accounts Payable System	Maximum Cash
Amplifying Your Message	Financial Statements in Detail	Systems Evaluation
Being in the Conversation	Financial Statements in Action	Systems Innovation
Controlling Calendar System	The Truth About Receivables	Business Capacity
Project Planning and Management	Your Collection System	Designing Systems
Business Quantification	Developing and Implementing Your	Operations Manuals
The Remote Control Information System	Collection System	Your Business System Strategy

To learn more about EMyth call:
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