

**Dr. Niki Shuhada Shukor**  
**New You In Business Seminar**



# **Building an XO Business**

**NSG Business Development  
Workbook**

Name: .....

Team Name: .....

Date: .....

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## Foreword from the speaker

Hi, I am Dr. Niki Shuhada Shukor, founder and CEO of NSG Premier Consultants, the No.1 ranking and authorized sales office of CIMB Wealth Advisors Berhad.

In the next 2 years, by following my easy system, you can earn a **5-figure income and more monthly**. We will train you how to build, maintain and grow your fantastic career in the financial line. After the 2 years, **you will be promoted** and you can enjoy heading your own independent team! If you're like most successful people, we've discovered that you've always wanted something better for your life - it's really how we are designed - we're supposed to want improvement, and we're designed to climb upward.

Let me share my experience and skills with you on how to build your career so that you can enjoy:

- ┆ **Fantastic 5-figure income and more every month.**
- ┆ **Regular holidays abroad.**
- ┆ **Winning awards and recognition.**
- ┆ **Living a financially free lifestyle.**

Let's begin by completing this very important workbook.

Wishing you continued success,

Dr. Niki Shuhada Shukor.

# Your Goals

*Questions to stimulate thinking about what you want in life:*

- 1 What do you want your life to look and feel like?  
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- 2 What do you value most? What is most important to you?  
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- 3 What matters most at this point in your life?  
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- 4 What do you want people to say about you after you're gone?  
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- 5 How do you want your life to feel on a day to day basis?  
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- 6 What would you like people's perceptions of you to be?  
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- 7 What are your daydreams about?  
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- 8 Of all the things you've done in your life, what has given you the most satisfaction or pleasure?  
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9 Of all the things you've done in your life, what has given you the least satisfaction or pleasure?

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10 Who are you caring for now? Write their names.

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11 What motivates you to perform above and beyond the call of duty?

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12 What are your greatest strengths?

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13 What are your greatest weaknesses?

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*Now, work out what you DON'T want in your life:*

List everything you can think of that causes you anger, stress, frustration, fear, hatred, embarrassment, dissatisfaction, etc. Write whatever comes into your head.

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*Now work out what you DO want in your life:*

Make a list of the things you DO want in your life. Focus on what makes you happy, fulfilled, satisfied, and what gets you energized, motivated, and purposeful. Go for the deeply satisfying, profoundly rewarding life experiences. Again, try not to think too much about it, just write as many as you can.

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*Now to work out what your priorities are and what's in your way:*

Now write down the most important items from the previous list of what you DO want in your life. Write them in order of importance. Write down what, if anything, is keeping you from having them. Think especially hard about self-imposed limitations.

**Important things you want in life**

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**Barriers and Limitations**

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# Your Strategic Objective

Use the following questions to stimulate your thinking about your Strategic Objective. Jot down some thoughts and when you've finished, expand them into a really valuable written statement that effectively communicates your vision.

## **Your company/agency size and growth objectives**

Annual personal and total group sales, profitability, numbers of employees, numbers of outlets, recruitment growth rates, etc

## **Geographic Scope**

Market areas covered, business locations established, headquarters location, local, statewide, nationwide, global

## **Target markets, market positioning**

Types of customers sought (individuals, businesses, government entities)

General description of targeted customer types (age, income, family status, occupation, education, net worth, attitudes, key behaviours, etc)

Psychographic description of targeted customers (attitudes, decision making process, perceptions, etc)

## **Timing**

When will the Strategic Objective be achieved?

## **Basis of Competition / What makes you different/better?**

What will be your competitive advantage (price, quality, convenience, customer service, advertising, product features, responsiveness, fast delivery, appearance, market coverage, simplicity, reliability, durability, etc)

Distinctive elements of your product or service.

Product/service enhancements (guarantees, service contracts, leases, community benefits, ecological benefits, ethnic appeals, unit sizes, enhanced product performance).

Distinctive marketing methods.

Distinctive behaviour/dress/qualifications of employees.

Distinctive presence (appearance, size, sound, texture, smell, colours, shapes, designs, etc. Think in terms of (a) the senses – visual, tactile, scent, sound, and taste, and (b) intangible impressions – trustworthiness, reliability, honesty, novelty, etc)

Distinctive operations (superior efficiency, quality control, innovative methods or technology, special organizational approaches, etc)

Now, once you've finished jotting down your thoughts in relation to the above, it's time to formulate it into a clear, written statement. Use the example below as a starting point:

*Niki Shuhada Group of Premier Consultants is Malaysia's largest and most successful professional Wealth Advisors extending their financial services all around Malaysia and the region. Consultants trained by Niki Shuhada Group are widely recognised and accredited by the financial industry.*

*Consultants can contact the Niki Shuhada Group Support Centres in Kuala Lumpur or other major cities and receive exactly the same experience every time from all centres – a high level of training and administrative support and encouragement, and a friendly and professional service at all times.*

*The Niki Shuhada Group of Premier Consultants will be regarded as Malaysia's best training and development provider both nationally and overseas. It will primarily appeal to people seeking business success and to those people wanting an extraordinary lifestyle while helping the nation grow. We expect to see our consultants excel both in business and in self-development.*

*Every aspect of the business will be standardised and tightly controlled. The service at Kuala Lumpur and major cities Support Centres will be predictable and consistently high. The layout of the centres will be open plan and conducive to effective and efficient teamwork. Consultants will follow the same systems at all Support Centres and will demonstrate a commitment to service, professionalism, friendliness and above all, customer satisfaction.*



# Your Company Story

Look back at the history of your business. What incident(s) make you proud? What funny or poignant or even tragic incidents express the 'spirit' of your business?

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Where were you the day you decided to start full-time in this business? What was your state of mind? Your state of life?

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Think about the best/worst experience you ever had as a consultant. What was it that set the "supplier" of that experience apart? (Remember to keep doing what you did to get the best experience.)

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What is it about your industry that seems to satisfy your customer?

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Which other consultants exemplified the spirit of what you are striving to replicate and grow? Write their names and why?

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Think of an experience that one of your customers had that represents the best your business has to offer.

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# Managing Your Time

Draw out your champion box. During championship and during OYO (On Your Own without championship). Be as detailed as possible.

# Summary

Write as many learnings about yourself and what you should be as a business person in New You in Business.