



THE HANHAUSEN GROUP LLC

Dear Participants, Alumni and Guests,

We invite you to attend

***The Aji Source Fundamental Strategy Workshop #1***

**For**

**Designing Top 1% Projects**

**“Constituting Ambitions, Missions and Enterprises”**

This is the 2nd in the series of 13 workshops that help participants use *The Aji Source Fundamental Strategy* (The ASFS) to design *strategic* 90-day projects to produce competitive advantage and *superior* value necessary to generate top 1% annual incomes and enterprise values.

The projects that participants design increase their capacity to think and act *strategically* to fulfill their lifestyle, financial and business ambitions.

Skill designing *superior* or *uncommonly* powerful projects taught in the workshop is essential for performing in the top 1% of the marketplace.

*Common* projects businesspeople produce everyday, and that appear “obvious” when using their *common* sense, determine current “Standards of Mediocrity”, which generate equally *common* annual incomes in the bottom 99%.

These workshops address *strategic* concerns for producing top 1% annual incomes and enterprise values of business owners, executives, managers and salespeople who are new to *The Aji Source Fundamental Strategy*, as well as current participants in our courses.

If you are just beginning to participate with the strategy or have not yet begun, see the reports from our students at the end of the invitation.

### ***The ASFS Workshop #1***

Participants who attend this workshop, “***The ASFS Workshop #1***”, work with Part #1 of The ASFS, *Constituting Personal Ambitions and Business Missions*, to design *strategic* 90-day projects.

In this workshop you will be introduced to the fundamental commitments, direction and focus ambitious businesspeople require to think and act *strategically* at every moment in their career, and to perform in the top 1% of the marketplace. These are personal ambitions and business missions.

When people lack the commitments, direction and focus that personal ambitions and business missions generate, they drift aimlessly in the marketplace no matter how educated they are, or how hard they work.

They are manipulated effortlessly by marketplace forces that continually alter threats, obligations and opportunities, such as customer requests, competition, technology, economics, politics and demographics.

They rely upon *common* sense and *common* knowledge trumpeted in popular business books, business entertainment magazines, newspaper articles and television, which economic principles *guarantee* will produce indifference to their value and cause failure to perform in the top 1%.

They are easily distracted by their own psychological wants, wishes, fears, desires and preferences.

Their focus is task-oriented to “get the job done”, which means their efforts are short-sighted and disjointed, rather than strategically-oriented and coherent as they need to be to accumulate power throughout a top 1% career.

Therefore, they cannot produce and maintain competitive advantages or superior value, and can only earn bottom 99% annual incomes.

## ***Before, During and After the Workshop***

### ***Before the workshop – orientation video, essay and assignment***

When you register you will receive a User Name and Password to *The Aji Network Website* to do the assignment, watch the talk and read the paper.

Sometimes participants attending their first three workshops will receive slightly different assignments, talks and papers than those who have attended more.

The purpose of the assignments, essays and talks is to enable participants to accumulate knowledge and power -- *superior* capacity to think and act with offers and practices -- before the workshop so that the projects they design during the workshop are as valuable (important, useful and worthwhile) as possible and so that participants can begin working together with some *uncommon* knowledge as a shared background.

### ***During the workshop...***

Mr. Hanhausen will first orient the group to a forward-looking perspective of the global marketplace.

The use of computer driven tools has produced new “threats” ambitious businesspeople must avoid, new “obligations” they must fulfill and new “opportunities” they must exploit *strategically* to fulfill their ambitions and perform in the top 1%.

Simply put, businesspeople who cannot observe and cope *strategically* with the new threats, obligations and opportunities of the global marketplace, “Business Laborers”, cannot compete successfully in the top 1% of the marketplace.

To compete in the top 1%, ambitious businesspeople need to think and act *strategically* with *uncommon* sense and *superior* knowledge to produce new offers and practices, networks, identities, leadership roles and business organizations.

They need to produce important, practical new offers and practices that are *strategic* and knowledge-based, rather than labor-based, that help customers, employers, employees and colleagues take care of their human and business concerns.

They need to make practical, powerful observations and assessments about the global marketplace and reject the *common* sense and *common* knowledge used by the bottom 99% that traps them in the past.

After the orientation Mr. Hanhausen will present an overview of the distinctions and practices used to constitute ambitions, missions and enterprises. This includes the description, meanings, relevance, value and purposes of Part 1 of *The Aji Source Fundamental Strategy*.

Before, during and after lunch he will engage the group in conversations and exercises to help participants think about how to design *strategic* projects, rather than tactical ones, that are *coherent* with fundamental philosophies, principles, laws and mechanisms, and *superior* to *common* sense and *common* knowledge.

Only plans for action that are *coherent* and *superior* can accumulate knowledge and power for top 1% performance in the global marketplace.

“Action” is a narrative of commitment to take care of concerns, produce situations or increase capacities to think and act effectively.

“*Strategic* action” is commitment to a plan or sequence of actions (tactics) necessary to produce an ultimate outcome.

“Tactics” are actions used to fulfill a strategy by taking care of a concern, producing a situation or increasing a capacity to think and act effectively.

The strategic need for commitments, direction and focus that are *coherent* with fundamentals and *superior to common* sense is why this workshop’s projects focus on superior and coherent constitutions of ambitions, missions and enterprises.

***After the workshop – forums and exercises***

Participants will have access for 30 days to special forums on our website where you can:

Discuss what you are doing with the thinking, distinctions and practices you have learned about Constituting Ambitions, Missions and Enterprises

Work further on the *strategic* exercises that were introduced

Think and design your strategies together to produce powerful projects, ethics, offers, networks, autonomies, accomplishments, identities of trust and value, leadership roles and business organizations

Build your relationships and networks

*Logistics for the Workshop*

- Date:** Tuesday, January 26<sup>th</sup>, 2010
- Location:** The Radnor Hotel  
591 East Lancaster Avenue  
St. Davids, PA 19087  
  
(610) 341-3500  
www.radnorhotel.com
- Times:** 9:00 a.m. until approximately 5:00 p.m.
- Event Leader:** Jeffrey Hanhausen, Founder and CEO of *The Hanhausen Group*, will lead the event.
- Meals:** A light continental breakfast will be served at 8:30 a.m.  
Lunch is provided.

### *Workshop Registration*

**Tuition:** \$1,200

**Refund policy:** #1 – Before January 19<sup>th</sup>, \$400 of your tuition is a non-refundable deposit.

#2 – On or after January 19<sup>th</sup>, there will be no refunds.

**Registration:** Please RSVP by January 12<sup>th</sup>, 2009.

To RSVP, have your questions answered or find out more information about [\*The Hanhausen Group\*](#) and our offers

Please call our office at (610) 688-3900 to speak with one of our staff

or e-mail us at [info@hanhausengroup.com](mailto:info@hanhausengroup.com) and we will contact you.

## ***Reports about Aji Source and Aji Source Practices***

Over 90 of our most successful students (*The LEIP Program*) have now completed a year of study with *The Aji Source Fundamental Strategy*. Each enthusiastically requested to work on the strategy for another year in “Synthesis”, which is the name for the practices that unite the parts into a single strategy in the second year. Another 70 students are working in different intermediate stages of the first year. LEIP is an acronym for leadership, entrepreneurship, innovation and the accumulation of power.

LEIP students who completed the first year were overwhelmed by the enormous value of the *strategic* distinctions and practices for accumulating knowledge and power to produce marginal utilities with their offers and practices, networks, identities of trust and value, leadership roles and business organizations. They just did not anticipate the enormous power -- *superior* capacity to think and act effectively -- offered by *The Aji Source Fundamental Strategy* for building their careers, incomes and businesses. They report that their knowledge and intuition for thinking and acting strategically to produce competitive advantage and *superior* value has grown more and faster than they thought possible.

In *The LEIP Program* I have been introducing exercises and practices during the morning sessions of each conference. Students report that their capacity to articulate, diagnose and design increases rapidly when they perform them. They report that the exercises are pragmatic and very helpful making *Aji Source* meaningful, relevant, valuable and purposeful. We will practice with some of them at the workshop and offer some more in the forums afterwards.

For your convenience, we have 3 short essays available and to help you understand The ASFS Workshops' strategic importance, purpose, utility and structure:

#1 - About *The Aji Source Fundamental Strategy*

This essay introduces explanations about the strategic importance, meaning, relevance, value and purpose of using the fundamental strategy as a basis for designing specific strategies to produce competitive advantages, *superior* value and top 1% annual income, enterprise value and capital-at-work for ambitious businesspeople.

More about *The Aji Source Fundamental Strategy* is easy to find on the Visitor's page of our website,

[www.theajinetwork.com/moreAboutAjiSource.php](http://www.theajinetwork.com/moreAboutAjiSource.php)

#2 - About *The ASFS Workshops*

This essay goes into depth describing the strategic importance of the workshops. It explains who they are for; what they enable ambitious businesspeople to accomplish; what a project is and why projects are strategically valuable; how to assess the value of a project; and why projects need to be both strategic and superior to be competitive enough to fulfill top 1% ambitions.

More about *The Aji Source Fundamental Strategy Workshops* is easy to find on the Visitor's page of our website,

[www.theajinetwork.com/aboutTheASFSWorkshops.php](http://www.theajinetwork.com/aboutTheASFSWorkshops.php)

#3 - *The Importance of Earning Top 1% Incomes, Saving and Investing*

*for*

*Survival, Freedom and Living a Good Life*

This essay addresses the strategic importance of earning top 1% annual income, or its consequences on action to take care of *both* immediate (adulthood) and future (future) financial concerns. It explains the importance of earning, saving and investing enough throughout a person's 40 year career to survive, be free and live a good life, including 25-30 years of old age.

More about *The Importance of Earning Top 1% Incomes, Saving and Investing for Survival, Freedom and Living a Good Life* is easy to find on the Visitor's page of our website,

[www.theajinetwork.com/theImportanceOfEarningTop1Percent.php](http://www.theajinetwork.com/theImportanceOfEarningTop1Percent.php)