

## Jessica Calderón's OPUS



### Over-Arching Vision: My big dream

- I'm a professional international speaker and writer, inspiring thousands of young adults and adults to be and become what they were born to be, help them be aware of their talents and to open their minds to a new world of possibilities based on their potential.
- I inspire people to work in what they love and have a fulfilled life.
- My company makes inspirational/artistic products such as books, videos, t shirts.
- I'm fearless and exploit my uniqueness.
- I travel around the world with my husband and kids and I take good care of my mother and father.

### Tribe/ Cause/Space

**Someone (Tribe):** Young adults, professionals or business people who aspire to be more. People who have high expectations for their lives and have lose sight of their why, don't know how to achieve it or are afraid. People who has a dream and don't know how to make it a reality.

**Something (Cause):** My message is: You are unique, talented, and smart in your own unique way. Don't be afraid to go out and be who you are, be the best you can be. Develop your talents, skills and intelligence to reach excellence. Don't settle for less than you can be, reach out your greatness and be who you were born to be.

Be surprised and amazed by you uniqueness.

**Somewhere (Space):** During the seminar you will have wonderful time learning, reflecting, thinking, and having fun. Jessica's programs are energizing, inspiring, innovative and fun. You will be surprised every five minutes by stories, jokes, or mind blowing activities.

Music, videos, images, surprises and fun will make this a remarkable experience that will mark a before and after in your life.

After coming to a seminar you will feel:

- Encouraged
- Important
- Moved to action

## **Purpose: The defining Statement of my Work**

Inspire people to Action (It works better in Spanish Inspiración a la Acción): Open your mind, discover your strengths, be who you are.

## **Unifying Strategies:**

1. **Personal Growth:** You cannot give what you don't have. I need to be in good physical, spiritual and personal condition in order to be able to serve my clients.
2. **Creating valuable experiences:** Impact the lives of my clients by designing programs that will help them open their minds, discover their strengths and gain the confidence they need to move forward.
3. **Building business systems:** Creating a solid business platform that allows me to give quality services to my clients.

## **Scorecard for Significance: How do I know I'm hitting my target?**

1. **Personal Growth:** You cannot give what you don't have. I need to be in good physical, spiritual and personal condition in order to be able to serve my clients.
  - a. **Spirit:** Every day I read the bible, pray and meditate, in addition to reading and listening to inspiring material.
  - b. **Physical:** Every day I take care of what I eat and I take care of my body by doing exercise.
  - c. **Personal Growth:** Every day I read books related to business, human potential, entrepreneurship, leadership, creativity and innovation.
  - d. **Recruit a board including these members:** I have a board that includes members in key areas: Finances, Marketing, Business strategy, Cheerleader and Spiritual.
4. **Creating valuable experiences:** Impact the lives of my clients by designing programs that will help them open their minds, discover their strengths and gain the confidence they need to move forward.

- e. Local Conferences: Develop my speaking business in the human potential area by organizing or participating in conferences.
  - f. Training Programs: Develop my training business in the human potential area by organizing training programs.
  - g. International Conferences: Develop an international presence as a speaker and trainer.
5. **Building business systems:** Creating a solid business platform that allows me to give quality services to my clients.
- i. Developing new products: I write and design compelling material to help people grow.
  - ii. Building client relationships: I contact 4 clients every day, new or old, to build strong business relationships.
  - iii. Developing new business strategies: I mastermind with my mentors to understand and develop public relationships, business, marketing, networking and internet strategies.

## Six Pack

### 1. Worldview—What I Believe

- a. I believe...
  - i. God: He is our creator, lord and savior. We live for him and through him. We are here for his mercy.
  - ii. God Given purpose: He gave everyone a special and unique purpose, which is to serve him and others with our talents and gifts. The most important thing in our life is to discover and follow our purpose.
  - iii. Family: Family is the second priority after God. We live for our family.
  - iv. Abundance: God created everything perfect and in abundance, we need to live with an abundant mentality in order to serve others. Be rivers not reservoirs.
  - v. Love: Love must be our guide. If you have something else than love as your motive, you should examine your intentions, as you can be stepping into dangerous zones.
  - vi. Discipline: We have to be discipline in our work in order to grow.
  - vii. Creativity: God gave us a fantastic brain to create.
  - viii. Uniqueness: Be what you are; never try to be someone else.
  - ix. Personal growth: By investing in you, you will grow to a new level. You cannot give what you don't have.
  - x. Service: By serving others is how we grow and have a fulfilled life. One must serve in our areas of strengths.

### 2. Identity—Who I Am

- a. I am...
  - i. Creative

- ii. Passionate
- iii. Rebel
- iv. Loving
- v. Talented
- vi. Smart
- vii. Funny
- viii. Happy
- ix. Goal oriented
- x. Intellectual
- xi. Beautiful
- xii. Christian Believer
- xiii. Visionary
- xiv. Big Picture minded
- xv. Naïve
- xvi. Stubborn in a good way 😊
- xvii. Tenacious
- xviii. Family oriented
- xix. Supporter
- xx. Voracious Reader
- xxi. Crafty.
- xxii. Skilled.
- xxiii. Curious.
- xxiv. Researcher.

### **3. Principles—What I Value**

- a. I value...
  - i. Love
  - ii. Honesty
  - iii. Discipline
  - iv. Work ethic
  - v. Integrity
  - vi. Innovation
  - vii. Creativity
  - viii. Personal growth
  - ix. Family
  - x. Faith
  - xi. Respect
  - xii. Justice
  - xiii. Service

### **4. Passion—What I Love**

- a. I love
  - i. My Husband: Gustavo
  - ii. My kids: Andres and Adrian
  - iii. My Mother: Andrea
  - iv. Having a big family: Brothers, sisters in law, nephews.
  - v. My friend Heidi

- vi. Having a lot of friends
- vii. Being able to work on what I love.
- viii. To travel with my family
- ix. To travel to conferences
- x. To read
- xi. To grow
- xii. Speaking
- xiii. Communicating
- xiv. Making things happen.
- xv. Helping people grow and discover their strengths.
- xvi. My beautiful house.
- xvii. Crafts.
- xviii. Creating.
- xix. Innovation
- xx. Confront the status quo
- xxi. Have a family life.
- xxii. Lead groups.

**5. Purpose—Why I Live and Work**

- a. I live to...
  - i. Serve others by helping them discover their value.
  - ii. Serve others by helping them discover their strengths.
  - iii. Take care of my family.
  - iv. Serve God
  - v. Speak.
  - vi. Communicate.

**6. Process—How I Will Do It (Covered in Session Nine)**