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**THE BUSINESS OF YOU**

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**HERE'S TO YOU!**





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**EXPECT RESISTANCE**



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**CONFIDENTIALITY**



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**QUESTIONS**

# WHAT YOU WILL LEARN

- 
1. YOUR BUSINESS ARCHITECTURE
  2. REDEFINE CEO
  3. YOUR EXPANDED VISION
  4. YOUR IDENTITY | YOU 2.0
  5. YOUR GAME CHANGING QUESTION
  6. YOUR GREATEST IMPACT GOALS
  7. YOUR CEO SCHEDULE



DEFINE DESIGN ALIGN



A close-up photograph of a woman's eye, looking directly at the camera. The eye is light-colored with dark eyeliner and mascara. A white, fluffy object, possibly a pom-pom or a piece of fabric, is positioned near the eye, partially obscuring the upper eyelid. The background is dark and out of focus.

**YOU ARE THE DRIVING FORCE  
BEHIND YOUR BUSINESS & LIFE**

You are **NOT** your business.  
Your business is the vehicle that you  
use to share your gifts with the world



# REDEFINE CEO

**C**ENTERED

**E**MPOWERED

**O**PEN



**EXPANDING POSSIBILITY**

# YOUR EXPANDED VISION

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## As of December 31, 2024...

- I have generated \$200,000 in my business
- I deeply appreciate my new admin assistant and bookkeeper
- My program is thriving with 40 active clients
- I spend 80% of my time working with clients and developing new content
- I work 4 days a week with ample time with my children
- I love my new studio space
- I am grateful for my two annual vacations

**GIRLS  
RULE**

**GIRLS  
RULE**

**YOUR IDENTITY:  
YOU 2.0**

# YOU 2.0

1. How does this person feel?
2. What do they believe?
3. How do they value their time?
4. What do they do in their day?
5. What are their daily CEO habits?
6. What are their boundaries like?
7. How do they make decisions?
8. What have they let go of?
9. What have they stopped doing?
10. How do they spend their money?
11. How do they manage their team?
12. What parts of their life are organized?
13. What do they do on the weekends?
14. What do you respect about them?
15. What shoes do they wear?

The fastest, most powerful route  
to building that business and life  
of your dreams is to **BE**come  
that elevated person and take action  
AS IF your vision has already come to fruition.



If you want to run a million dollar business  
then you would show up,  
manage, make decisions and take actions  
like a million dollar business owner.

If you want to experience your body like an athlete or yogi then you start taking action AS IF you are one.

If you want to be a published author  
then you would spend your time  
writing that book.





**YOUR PERSONAL  
GAME-CHANGING QUESTION**

# YOUR GAME-CHANGING QUESTION

What would **the elevated version of myself** do?

What decision and action would **Leah 2.0/5.0** make?

What would **a centered, empowered and open million - dollar business owner** do?

Avatar: How would "**Andy**" feel, what decision would he make and what actions would he take?

# EXAMPLES

Would *Andy* make this decision?

How would *Sandy 5.0* respond to this?

Is this a story that *Andy* would believe about money?

Would *Sandy 5.0* be scrolling on social media at midnight?

Is *Andy* ready to hire an assistant?

Would *Sandy 5.0* be spending her time on this?

What goals would *Andy* set and believe are possible?

Would *Sandy 5.0* say YES to that interview?

# YOUR GAME-CHANGING QUESTION

What would **the elevated version of myself** do?

What decision and action would **Leah 2.0/5.0** make?

What would **a centered, empowered and open million - dollar business owner** do?

Avatar: How would "**Andy**" feel, what decision would he make and what actions would he take?



A person is seen from behind, walking through a field of dry, golden-brown corn stalks. They are wearing a grey knit beanie and a long-sleeved sweater with horizontal stripes in yellow and light grey. The ground is a dirt path between the rows of corn. The word "PRACTICE" is overlaid in white, bold, sans-serif capital letters across the center of the person's back.

**PRACTICE**



**GOALS**

A pair of red roller skates with yellow laces is positioned on a wooden deck. The skates are the central focus, with their four wheels visible. The background is a blurred wooden structure, possibly a railing or part of a building. The overall scene is in black and white, except for the red of the skates and the yellow of the laces.

**GREATEST IMPACT GOALS**

Great success comes when we  
do a few things really well!

Get clear on the “WHAT” and  
KNOW YOU WILL FIGURE OUT THE “HOW”!  
(and sometimes it figures itself out)



**YOUR CEO SCHEDULE**

“Take care of the minutes and the hours  
will take care of themselves.”

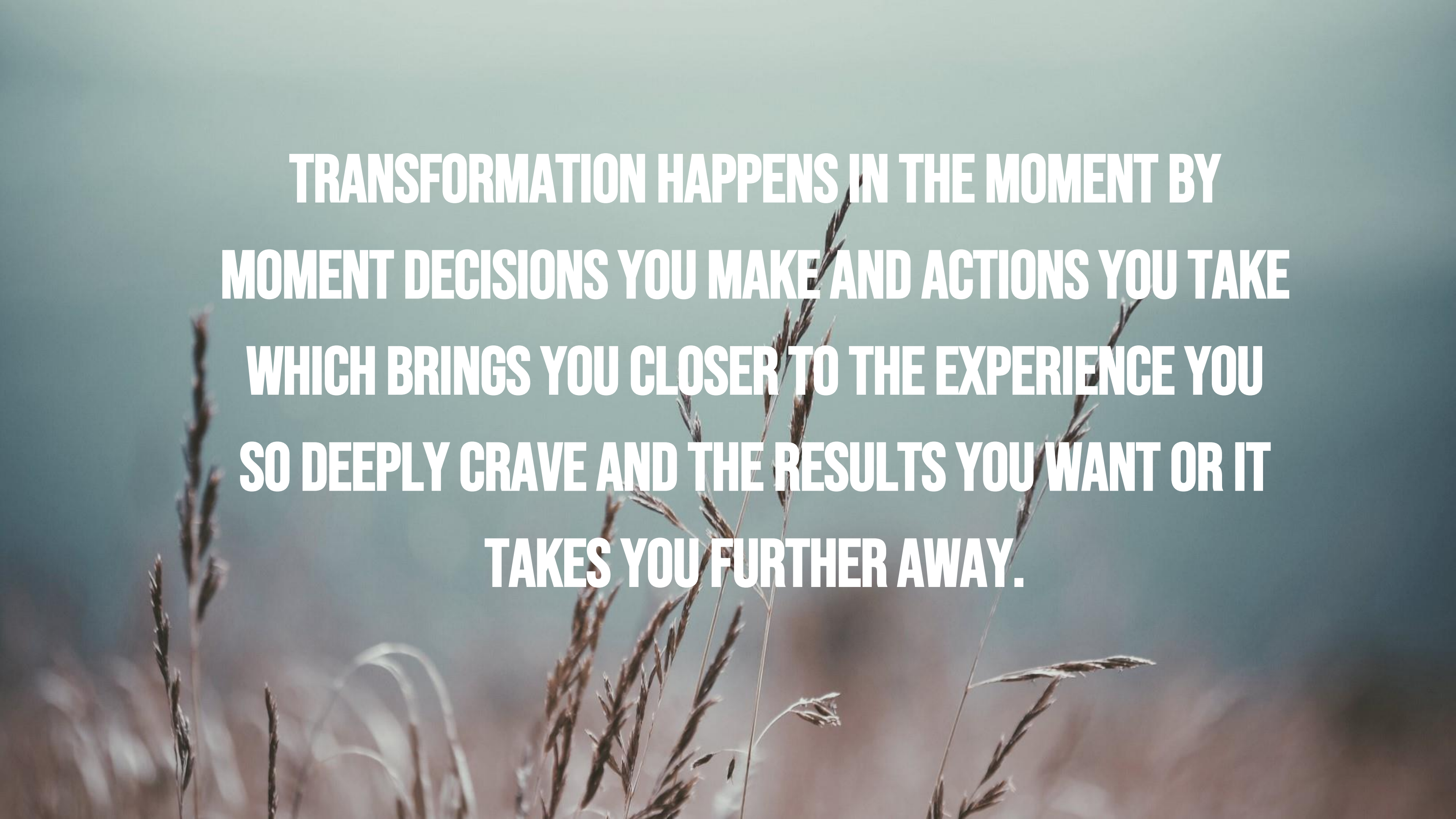
– Lord Chesterfield





# YOUR CEO SCHEDULE

- 
1. What are YOU 2.0 **going to stop doing?**
  2. What are YOU 2.0 going to **let go of?**
  3. What are YOU 2.0 **daily non-negotiable priorities?**
  4. How does YOU 2.0 **start their day?**
  5. How does YOU 2.0 **end their day?**
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The background features a soft-focus landscape with tall, thin grasses in the foreground. The sky is a pale, hazy blue, and the overall lighting is gentle and natural. The text is overlaid in a clean, white, sans-serif font, centered horizontally and vertically.

**TRANSFORMATION HAPPENS IN THE MOMENT BY  
MOMENT DECISIONS YOU MAKE AND ACTIONS YOU TAKE  
WHICH BRINGS YOU CLOSER TO THE EXPERIENCE YOU  
SO DEEPLY CRAVE AND THE RESULTS YOU WANT OR IT  
TAKES YOU FURTHER AWAY.**

# INTEGRATION & YOUR NEXT STEPS

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1. Revisit your expanded vision
  2. Revisit / reread your description of YOU 2.0 on a daily or weekly basis.
  3. Post your Game Changing Question where you can see it all the time **and use it.**
  4. Prioritize your Greatest Impact Goals
  5. Craft you CEO Schedule through the lens of YOU 2.0 .
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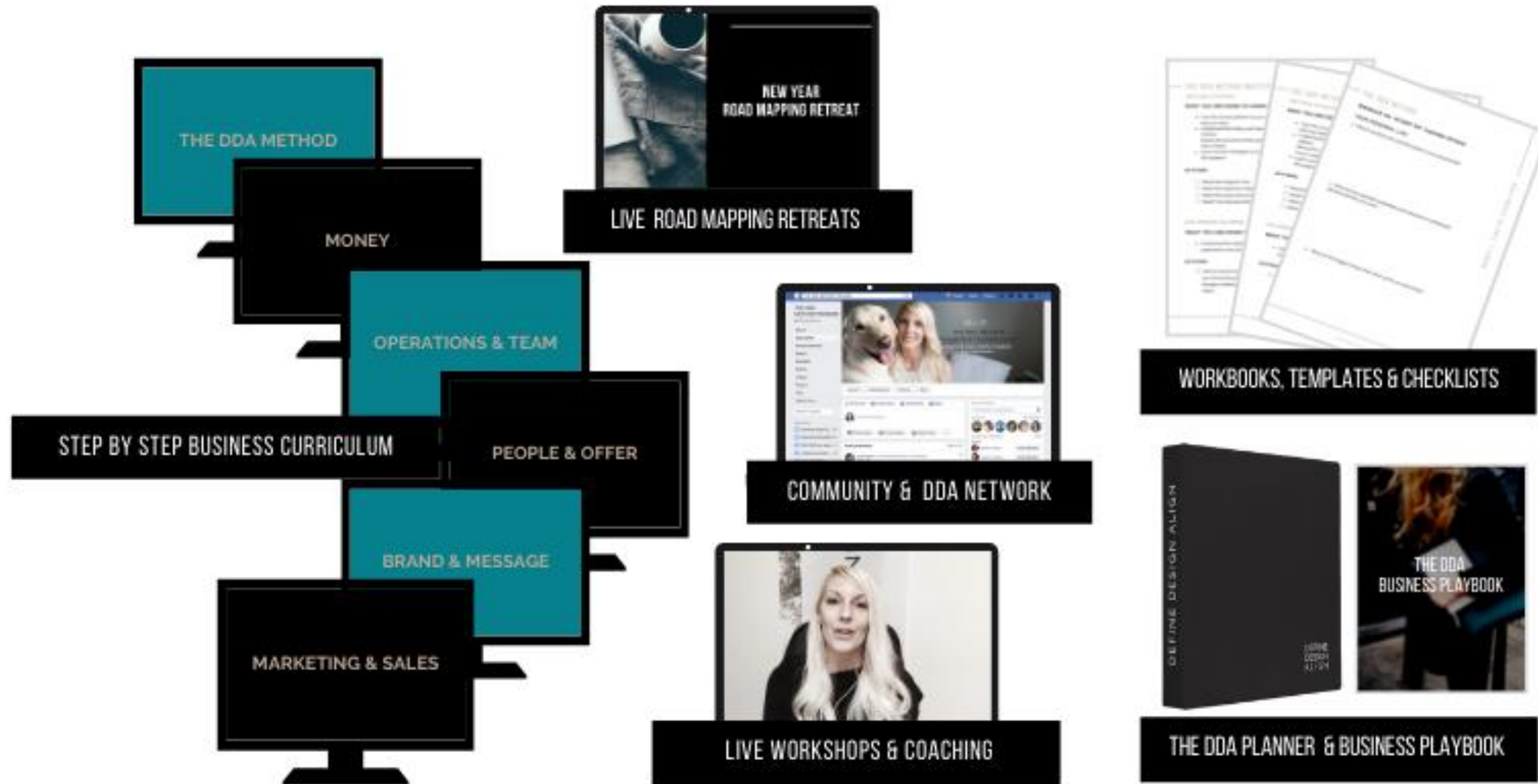


DEFINE DESIGN ALIGN



[www.leahgoard.com/](http://www.leahgoard.com/)  
free-training

# THE DDA BUSINESS ACADEMY



DEFINE DESIGN ALIGN

# THE EXPERIENCE

- 
- The Architecture of your Business Core Training
  - Live Workshops, Coaching Calls & Implementation Sessions
  - Road Mapping Sessions & Planning Retreats
  - Personalized Feedback / Direct access to Leah
  - Private Community & Network
  - Bonus: Strategic Launch Call
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## WHAT MAKES THE DDA BUSINESS ACADEMY *DIFFERENT*

**First, you're going to learn to become the CEO**  
who is living that expanded vision.

**Next, you're going to receive the blueprint**  
to strategically design the ecosystem of your thriving business.

**Finally, you're going to be part of a powerful container** with a  
massive amount of support so you keep showing up  
and transform the way you work and live.



***Joining The DDA Business Academy is the best decision I have made and I would not be where I am today without it. – Donna Hall, Executive Career Coach***

***The DDA Business Academy has transformed how I work in the world. This is the game-changer you are looking for. – Cindy Stockdale***

***I'm exceeding my financial goals and I am excited every day to go to work. The DDA Business Academy shifts you to a place of success. – Lorraine Caple, CEO Tapestry Gardens***

***The DDA Business Academy is a life changing curriculum. – Krystin Clark, Best Selling Author***

***The DDA Business Academy has been a game-changer. In less than a year, I re-branded and launched my new website online program with huge success. - Stephanie Wood EFT Specialist and Master Trainer***

***After only six months working with Leah – the results are significant. My business almost doubled! - Tanya Droege, CEO, Sealuxe***

***This year I am on track to earning triple my revenue from previous years. The best part – I have not sacrificed my health, time with family or for myself. – Lisa Cytrynbaum, Speech-Language Therapist***

***After years of waiting, I successfully launched and filled my online program and reached my revenue goals! - Terri Cramb, T Fit***



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# QUESTIONS & FEEDBACK

[leah@leahgoard.com](mailto:leah@leahgoard.com)

A close-up photograph of a woman with long, dark, wavy hair, wearing a blue and white patterned sweater. She is holding a lit sparkler in her hands, which are positioned in the lower center of the frame. The sparkler is emitting bright orange and yellow sparks. The background is a soft, out-of-focus light blue. The text "THANK YOU!" is overlaid in the center of the image in a bold, white, sans-serif font.

**THANK YOU!**