

AUTHORITY PILLAR

THE CHALLENGE

Most founders struggle to establish commanding market leadership despite having superior expertise, being treated as one voice among many.

THE BREAKTHROUGH

Authority strategies transform expertise into undeniable market leadership, positioning you as the definitive standard others follow.

STRATEGIES IN THIS SECTION

- ☐ A1: Create New Realities - Engineer paradigm shifts
- ☐ A2: Develop Asymmetric Expertise - Build unassailable knowledge advantages
- ☐ A3: Create Exponential Proof - Demonstrate superiority systematically
- ☐ A4: Engineer Market Disruption - Transform entire industry approaches
- ☐ A5: Define Category Rules - Establish the terms of competition
- ☐ A6: Compress Claims-Actions Gap - Eliminate contradictions
- ☐ A7: Claim Strategic Intersections - Own convergence points
- ☐ A8: Transfer External Authority - Leverage credibility networks
- ☐ A9: Create Path of Least Resistance - Make your truth inevitable
- ☐ A10: Create Future States First - Pioneer tomorrow's reality
- ☐ A11: Develop Distinctive Voice - Create unmistakable communication
- ☐ A12: Build Anticipation Systems - Create expectation momentum

RECOMMENDED START HERE

- ➔ Begin with A2 if you have expertise but lack market recognition
- ➔ Begin with A5 if you're playing by others' rules instead of defining your own
- ➔ Begin with A10 if you want to lead rather than follow market evolution

INTEGRATION WITH OTHER PILLARS

- Works especially well with: Narrative & Beacon
- Natural progression to: Narrative (shaping market thinking)

A

A1: CREATE NEW REALITIES

Are you competing within existing market rules instead of creating entirely new ones where you naturally lead?

AUTHORITY STRATEGY

1: REALITY ANALYSIS

MAPPING CONSTRUCTED MARKET BELIEFS

1. Current Reality Inventory

List "realities" in your market that are actually constructed beliefs:

- _____
- _____
- _____
- _____
- _____

2. Reality Construction Analysis

For each "reality," explore:

- How did this belief become established?
- Who benefits most from this construction?
- What evidence supports/contradicts this reality?
- What would happen if this "reality" changed?

3. Constraint Identification

Identify how current realities limit your approach:

- Which "realities" disadvantage your natural strengths?
- Which ones force you to compete on unfavorable terms?
- Which ones prevent customers from fully valuing your approach?
- Which ones are most vulnerable to reconstruction?

PROFOUND THOUGHTS:

A1

A1: CREATE NEW REALITIES

Are you competing within existing market rules instead of creating entirely new ones where you naturally lead?

AUTHORITY STRATEGY

2: REALITY DESIGN STRATEGY

ENGINEERING YOUR NEW MARKET REALITY

1. Alternative Reality Framework

For your priority "reality" to change:

- What alternative belief system would you establish?
- What new expectations would it create?
- What new reference points would define success?
- What new norms would guide behavior?

2. Reality Advantage Mapping

Analyze how your new reality benefits you:

- How does it make your strengths more valuable?
- How does it neutralize competitor advantages?
- How does it change customer decision criteria?
- How does it create barriers to competitive response?

3. Proof Point Development

Create evidence that validates your new reality:

- What demonstration would make your reality tangible?
- What results would support your alternative framework?
- What experiences would make it believable?
- What contrasts would highlight its superiority?

INTEGRATION NOTES:

- Combine with N1 (Build Alternative Frameworks) to create the mental model for your new reality
- Use with D2 (Create Reality Shifts) to design customer experiences that install your new reality
- Connect with B8 (Challenge Fundamental Assumptions) to identify realities ready for reinvention

A1

A2: DEVELOP ASYMMETRIC EXPERTISE

Are you developing the same expertise as everyone else instead of mastering what they're overlooking?

AUTHORITY STRATEGY

1: EXPERTISE LANDSCAPE ANALYSIS

MAPPING THE KNOWLEDGE TERRAIN

1. Industry Expertise Inventory

List standard knowledge domains in your industry:

- _____
- _____
- _____
- _____
- _____

2. Current Expertise Assessment

For each domain, evaluate:

- Industry focus level (how much attention it receives)
- Your current mastery level (1-10)
- Competitor mastery level (1-10)
- Differentiation potential (how distinctive mastery would be)

3. Overlooked Domain Identification

Explore potential asymmetric opportunities:

- Knowledge areas your truth suggests are important
- Domains competitors consistently ignore
- Emerging fields not yet valued by the mainstream
- Intersection areas between established domains

PROFOUND THOUGHTS:

A2

A2: DEVELOP ASYMMETRIC EXPERTISE

Are you developing the same expertise as everyone else instead of mastering what they're overlooking?

AUTHORITY STRATEGY

2: ASYMMETRIC EXPERTISE STRATEGY

DEVELOPING DISPROPORTIONATE KNOWLEDGE

1. Target Domain Selection

For your most promising asymmetric opportunity:

- Why your truth reveals its importance
- How it connects to your natural strengths
- Why competitors are likely to continue overlooking it
- How mastery would create distinctive advantage

2. Knowledge Development Plan

Create a structured expertise building approach:

- Key knowledge areas to master
- Learning resources and approaches
- Practice and application methods
- Expertise demonstration opportunities

3. Insight Extraction Framework

Design a system to leverage your growing expertise:

- How to identify valuable insights
- How to translate insights to practical applications
- How to communicate expertise without revealing everything
- How to protect your knowledge advantage

INTEGRATION NOTES:

- Combine with B11 (Leverage Your Quirks) to find expertise areas aligned with your natural tendencies
- Use with A11 (Develop a Distinctive Voice) to communicate your unique expertise effectively
- Connect with B3 (Create Layered Differentiation) to integrate your expertise into your overall differentiation

A3: TRANSFORM CUSTOMERS INTO MOVEMENTS

Are your customers acting as individuals instead of a coordinated movement amplifying your impact?

AUTHORITY STRATEGY

1: MOVEMENT POTENTIAL ANALYSIS

EVALUATING YOUR MOVEMENT FOUNDATIONS

1. Purpose Exploration

Identify potential movement-worthy purposes:

- _____
- _____
- _____
- _____
- _____

2. Current Customer Analysis

Assess your movement readiness:

- Customer connection level (with you and each other)
- Shared values and aspirations
- Existing community behaviors
- Advocacy and engagement patterns

3. Movement Opportunity Identification

Explore specific movement potentials:

- Challenges your customers collectively face
- Changes they collectively desire
- Identities they aspire to embody
- Beliefs they wish were more widespread

PROFOUND THOUGHTS:

A3

A3: TRANSFORM CUSTOMERS INTO MOVEMENTS

Are your customers acting as individuals instead of a coordinated movement amplifying your impact?

AUTHORITY STRATEGY

2: MOVEMENT DESIGN STRATEGY

CREATING YOUR CUSTOMER MOVEMENT

1. Movement Framework Development

For your most promising purpose:

- Core movement identity statement
- Shared language and terminology
- Visible symbols and identifiers
- Clear objectives and victories

2. Participation Structure Design

Create specific involvement mechanisms:

- Entry-level participation opportunities
- Increasing commitment pathways
- Member-to-member connection systems
- Leadership development approaches

3. Amplification Strategy

Design methods to expand movement impact:

- Sharing and recruitment mechanisms
- Resource multiplication approaches
- Influence expansion strategies
- Victory celebration frameworks

INTEGRATION NOTES:

- Combine with E2 (Create Collective Identity) to build strong movement foundations
- Use with N5 (Make Your Story Identity-Forming) to create a narrative that drives the movement
- Connect with M3 (Build Self-Reinforcing Cycles) to make movement growth self-sustaining

A3

A4: RAPIDLY MANIFEST YOUR TRUTH

Is there a gap between what you say and what you deliver that undermines your credibility?

AUTHORITY STRATEGY

1: MANIFESTATION GAP ANALYSIS

IDENTIFYING YOUR CREDIBILITY LEAKS

1. Claims Inventory

List significant claims you've made:

- _____
- _____
- _____
- _____
- _____

2. Gap Assessment

For each claim, evaluate:

- Time between claim and demonstration
- Visibility of current evidence
- Stakeholder belief level (1-10)
- Perception impact of the gap

3. Manifestation Opportunity Identification

Prioritize claims needing rapid demonstration:

- Which have the largest current gaps?
- Which would create greatest credibility if manifested?
- Which could be demonstrated most quickly?
- Which would most strengthen your authority position?

PROFOUND THOUGHTS:

A4

A4: RAPIDLY MANIFEST YOUR TRUTH

Is there a gap between what you say and what you deliver that undermines your credibility?

AUTHORITY STRATEGY

2: RAPID MANIFESTATION STRATEGY

ACCELERATING TRUTH TO REALITY

1. Demonstration Design

For your priority manifestation opportunity:

- What's the smallest viable demonstration?
- How could you create evidence within days?
- What visible proof would be most convincing?
- How can you maximize visibility of this demonstration?

2. Acceleration Framework

Create a system to speed manifestation:

- Pre-building solutions before making claims
- Breaking big claims into quickly-demonstrable pieces
- Creating rapid prototype approaches
- Leveraging existing resources for faster results

3. Say-Do Tracking System

Design an accountability approach:

- Documentation of all claims made
- Target dates for manifestation
- Visibility planning for demonstrations
- Systematic compression of timeframes

INTEGRATION NOTES:

- Combine with A6 (Compress Claims-Actions Gap) for comprehensive credibility building
- Use with D3 (Eliminate Contradictions) to ensure consistent manifestation across touchpoints
- Connect with N7 (Build Narrative Immunity) to protect credibility during manifestation process

A4

A5: DEFINE CATEGORY RULES

Are you playing by someone else's category rules instead of defining the standards yourself?

AUTHORITY STRATEGY

1: CATEGORY RULE ANALYSIS

MAPPING THE CURRENT EVALUATION LANDSCAPE

1. Current Rule Inventory

List the established "rules" in your category:

- _____
- _____
- _____
- _____
- _____

2. Rule Impact Assessment

For each rule, evaluate:

- How it advantages/disadvantages your approach
- Who established and maintains this rule
- How deeply it's embedded in market expectations
- What it prevents customers from properly valuing

3. Alternative Rule Opportunity Identification

Explore potential new evaluation criteria:

- What metrics would better reflect true value?
- What standards would showcase your strengths?
- What approaches would reveal competitor weaknesses?
- What evaluation framework would educate customers better?

PROFOUND THOUGHTS:

A5

A5: DEFINE CATEGORY RULES

Are you playing by someone else's category rules instead of defining the standards yourself?

AUTHORITY STRATEGY

2: RULE DEFINITION STRATEGY

ESTABLISHING YOUR CATEGORY STANDARDS

1. Alternative Rule Framework

Design your category definition:

- Specific boundaries and inclusion criteria
- Core evaluation metrics and standards
- Key success indicators that favor your approach
- Essential vs. optional category elements

2. Authority Positioning Strategy

Create approaches to establish rule legitimacy:

- Credibility development for your standards
- Education framework for new criteria
- Demonstration of superior evaluation approach
- Proof points for rule validity

3. Competitor Reframing Plan

Design methods to position competitors within your rules:

- How they fail to meet your standards
- Where they misunderstand the true category
- Why their approach is outdated or limited
- How they compete on the wrong metrics

INTEGRATION NOTES:

- Combine with B6 (Create Your Own Category) to establish an entirely new market space
- Use with N10 (Offer Superior Explanatory Power) to make your rules the most compelling framework
- Connect with MA4 (Change the Competitive Dimension) to compete on terms that favor your approach

A6: COMPRESS CLAIMS-ACTIONS GAP

Do you accept delays between promises and delivery that drain your credibility?

AUTHORITY STRATEGY

1: GAP ANALYSIS

MEASURING YOUR CREDIBILITY LEAKAGE

1. Claims-Actions Inventory

Document your primary claims and fulfillment timing:

Claim: _____ Fulfillment Time: _____

Claim: _____ Fulfillment Time: _____

Claim: _____ Fulfillment Time: _____

Claim: _____ Fulfillment Time: _____

Claim: _____ Fulfillment Time: _____

2. Gap Impact Assessment

For each claim-action pair, evaluate:

- Credibility cost of the current gap
- Customer trust requirements during the gap
- Competitive vulnerability created by the gap
- Potential value of gap compression

3. Compression Opportunity Identification

Analyze potential approaches for each gap:

- Could you deliver partial evidence immediately?
- Could you break the claim into smaller, faster-fulfilled pieces?
- Could you create a more immediate demonstration?
- Could you pre-build solutions before making claims?

PROFOUND THOUGHTS:

A6

A6: COMPRESS CLAIMS-ACTIONS GAP

Do you accept delays between promises and delivery that drain your credibility?

AUTHORITY STRATEGY

2: COMPRESSION STRATEGY DEVELOPMENT

ELIMINATING CREDIBILITY GAPS

1. Simultaneous Delivery Design

For your priority compression opportunity:

- How could you provide proof at the moment of claim?
- What demonstration could accompany your promises?
- How could you restructure fulfillment for immediacy?
- What evidence could precede rather than follow claims?

2. System Redesign Framework

Create a comprehensive approach:

- Pre-building proof before making claims
- Restructuring promises to match immediate capabilities
- Creating demonstration mechanisms for rapid proof
- Establishing verification systems that eliminate gaps

3. Communication Integration Strategy

Design approaches to support compression:

- How to properly frame simultaneous delivery
- How to create visibility for compressed gaps
- How to establish new customer expectations
- How to contrast your approach with competitors

INTEGRATION NOTES:

- Combine with A4 (Rapidly Manifest Your Truth) for comprehensive credibility building
- Use with D3 (Eliminate Contradictions) to ensure consistency across all touchpoints
- Connect with MA6 (Create Experiences Not Arguments) to remove the need for persuasion entirely

A6

A7: CLAIM STRATEGIC INTERSECTIONS

Are you trying to be authoritative across broad areas instead of owning valuable knowledge intersections?

AUTHORITY STRATEGY

1: INTERSECTION OPPORTUNITY ANALYSIS

MAPPING YOUR KNOWLEDGE TERRAIN

1. Domain Expertise Inventory

List knowledge domains where you have meaningful expertise:

- _____
- _____
- _____
- _____
- _____

2. Intersection Exploration

Identify potential combinations of domains:

- Which domains could create valuable intersections?
- Which combinations are currently underexplored?
- Which intersections align with your unique perspective?
- Which would be difficult for others to replicate?

3. Strategic Value Assessment

For each potential intersection, evaluate:

- Market need for this combined perspective
- Current competition at this intersection
- Your credibility advantage potential
- Business application opportunities

PROFOUND THOUGHTS:

A7

A7: CLAIM STRATEGIC INTERSECTIONS

Are you trying to be authoritative across broad areas instead of owning valuable knowledge intersections?

AUTHORITY STRATEGY

2: INTERSECTION AUTHORITY STRATEGY

ESTABLISHING YOUR UNIQUE POSITION

1. Intersection Definition Development

For your most promising intersection:

- Precise definition of the intersection space
- Unique insights that emerge at this junction
- Problems it uniquely solves
- Why it creates value others can't easily replicate

2. Credibility Building Framework

Create a system to establish your authority:

- Demonstrable proof points of intersection mastery
- Content strategy to showcase unique perspective
- Credentials or experiences that validate your position
- Contrast positioning against single-domain experts

3. Value Creation Strategy

Design approaches to leverage your intersection:

- Products/services that embody intersectional insights
- Consulting or advisory opportunities
- Content or education offerings
- Collaborative partnership potential

INTEGRATION NOTES:

- Combine with A2 (Develop Asymmetric Expertise) to deepen your knowledge in key domains
- Use with N1 (Build Alternative Frameworks) to create powerful intersectional mental models
- Connect with MA4 (Change the Competitive Dimension) to compete on your intersectional terms

A7

A8: TRANSFER EXTERNAL AUTHORITY

Are you building credibility from scratch instead of systematically borrowing existing authority?

AUTHORITY STRATEGY

1: AUTHORITY SOURCE ANALYSIS

MAPPING THE CREDIBILITY LANDSCAPE

1. External Authority Inventory

List potential authority sources your audience trusts:

- _____
- _____
- _____
- _____
- _____

2. Authority Value Assessment

For each source, evaluate:

- Trust level with your target audience
- Relevance to your domain
- Accessibility for potential transfer
- Alignment with your approach

3. Transfer Opportunity Identification

Explore potential connection points:

- Direct endorsements or testimonials
- Research or data leveraging
- Methodologies or frameworks you can adopt
- Credentials or associations you can establish

PROFOUND THOUGHTS:

A8

A8: TRANSFER EXTERNAL AUTHORITY

Are you building credibility from scratch instead of systematically borrowing existing authority?

AUTHORITY STRATEGY

2: AUTHORITY TRANSFER STRATEGY

DESIGNING YOUR CREDIBILITY PATHWAYS

1. Transfer Mechanism Development

For your priority authority sources:

- Specific transfer approaches that connect you
- Ethical and appropriate connection methods
- Visibility strategies for the connection
- Value exchange to secure the transfer

2. Authority Integration Framework

Create a system to incorporate borrowed authority:

- How to properly reference external sources
- How to transition from borrowed to owned authority
- How to maintain credibility of the connection
- How to gradually reduce dependence on external validation

3. Audience Perception Strategy

Design approaches to maximize transfer impact:

- How to frame the connection for maximum effect
- How to address potential skepticism
- How to demonstrate worthiness of the association
- How to extend the credibility to your unique positions

INTEGRATION NOTES:

- Combine with N8 (Optimize for Cognitive Ease) to make authority transfer mentally effortless
- Use with D6 (Create Catalytic Moments) to create powerful transfer experiences
- Connect with A4 (Rapidly Manifest Your Truth) to quickly validate borrowed authority

A8

A9: CREATE PATH OF LEAST RESISTANCE

Are you trying to convince active resisters instead of designing environments where your truth is naturally accepted?

AUTHORITY STRATEGY

1: RESISTANCE ANALYSIS

MAPPING THE BARRIERS TO ACCEPTANCE

1. Current Resistance Inventory

List areas where you face unnecessary resistance:

- _____
- _____
- _____
- _____
- _____

2. Resistance Source Analysis

For each area, explore:

- What specific objections or concerns arise?
- What cognitive effort is required to accept your view?
- What emotional barriers exist to agreement?
- What makes resistance feel easier or safer?

3. Acceptance Path Opportunity Identification

Identify potential approaches to reduce resistance:

- How could you lower the cognitive effort required?
- How could you address emotional barriers?
- How could you make agreement feel safer?
- How could you make resistance require more effort?

PROFOUND THOUGHTS:

A9

A9: CREATE PATH OF LEAST RESISTANCE

Are you trying to convince active resisters instead of designing environments where your truth is naturally accepted?

AUTHORITY STRATEGY

2: PATH CREATION STRATEGY

DESIGNING YOUR RESISTANCE-FREE ROUTES

1. Cognitive Ease Framework

For your priority resistance area:

- How to simplify your perspective for easier processing
- How to connect to existing mental models
- How to reduce required thinking steps
- How to eliminate unnecessary complexity

2. Environmental Design Strategy

Create approaches to shape the agreement context:

- Physical or digital environments that support acceptance
- Social proof and normalization tactics
- Demonstration and evidence presentation methods
- Experience design that naturally leads to agreement

3. Resistance Inversion Plan

Design methods to make resistance more difficult:

- How to highlight contradictions in opposing views
- How to increase cognitive effort required for resistance
- How to make disagreement feel increasingly isolated
- How to make alternatives appear unnecessarily complex

INTEGRATION NOTES:

- Combine with D5 (Align for Natural Excellence) to create operations that naturally produce agreement
- Use with N8 (Optimize for Cognitive Ease) to make your perspective cognitively simpler
- Connect with MA6 (Create Experiences Not Arguments) to eliminate the need for persuasion

A9: CREATE PATH OF LEAST RESISTANCE

Are you trying to convince active resisters instead of designing environments where your truth is naturally accepted?

AUTHORITY STRATEGY

3: IMPLEMENTATION PLANNING

90-DAY RESISTANCE REDUCTION

1. Path Creation Roadmap

Create a phased approach:

- Phase 1: Resistance analysis and understanding (Weeks 1-3)
- Phase 2: Path design and development (Weeks 4-6)
- Phase 3: Initial implementation and testing (Weeks 7-9)
- Phase 4: Refinement and expansion (Weeks 10-12)

2. Communication Integration Strategy

Design approaches to support resistance-free paths:

- Message simplification and clarity enhancement
- Evidence presentation optimization
- Objection pre-emption tactics
- Progressive exposure methodology

3. Measurement Framework

Create systems to track resistance reduction:

- Agreement speed and effort metrics
- Cognitive ease assessment
- Resistance pattern monitoring
- Conversion rate improvement

PROFOUND THOUGHTS:

A10

A10: CREATE FUTURE STATES FIRST

Are you reacting to the future instead of creating it ahead of market expectations?

AUTHORITY STRATEGY

2: FUTURE MANIFESTATION STRATEGY

CREATING TOMORROW'S REALITY TODAY

1. Minimum Viable Future Design

For your priority future state:

- What core elements must be demonstrated?
- What simplified version would still be convincing?
- What scope reduction would enable faster manifestation?
- What resources are essential vs. optional?

2. Acceleration Framework

Create a system to manifest ahead of expectations:

- Technical shortcuts that maintain core functionality
- Resource concentration approaches
- Parallel development methodologies
- Risk management strategies for accelerated timelines

3. Authority Positioning Strategy

Design approaches to leverage early manifestation:

- How to showcase the future state effectively
- How to highlight the timeline acceleration
- How to contrast with competitor trajectories
- How to establish a pattern of future leadership

INTEGRATION NOTES:

- Combine with M9 (Anticipate Market Shifts) to identify valuable future states to manifest
- Use with A4 (Rapidly Manifest Your Truth) to quickly bring future states into reality
- Connect with N10 (Offer Superior Explanatory Power) to help others understand your future vision

A10

A11: DEVELOP A DISTINCTIVE VOICE

Do you follow industry communication styles instead of creating a voice that's unmistakably yours?

AUTHORITY STRATEGY

1: VOICE DISTINCTIVENESS ANALYSIS

EVALUATING YOUR COMMUNICATION PATTERNS

1. Current Voice Assessment

Document your communication characteristics:

- Vocabulary patterns: _____
- Sentence structure: _____
- Metaphors and analogies: _____
- Expression style: _____
- Content organization: _____

2. Industry Norm Comparison

Analyze how your voice compares to industry standards:

- Where do you conform to expected patterns?
- Where do you naturally deviate?
- What makes your industry's communication generic?
- What would feel too different in your context?

3. Natural Uniqueness Identification

Identify your existing distinctive elements:

- What phrases or expressions are uniquely yours?
- What perspective consistently influences your communication?
- What personal experiences shape your language choices?
- What quirks already exist in your communication style?

PROFOUND THOUGHTS:

A11

A11: DEVELOP A DISTINCTIVE VOICE

Do you follow industry communication styles instead of creating a voice that's unmistakably yours?

AUTHORITY STRATEGY

2: DISTINCTIVE VOICE DEVELOPMENT

CREATING YOUR UNMISTAKABLE COMMUNICATION

1. Voice Architecture Design

Build your distinctive voice framework:

- Signature vocabulary and terminology
- Distinctive sentence and paragraph structures
- Unique metaphors and analogies
- Characteristic expressions and phrases
- Recognizable content organization

2. Amplification Strategy

Create approaches to enhance distinctiveness:

- Which elements should be most exaggerated?
- What contrasts should be emphasized?
- How to maintain authenticity while increasing uniqueness?
- What boundaries ensure effectiveness without alienation?

3. Application Framework

Design a system for consistent voice implementation:

- Content types for voice application
- Adaptation guidelines for different contexts
- Team training for voice consistency
- Quality control mechanisms

INTEGRATION NOTES:

- Combine with N11 (Break Industry Narrative Structure) to create pattern interrupts in your communication
- Use with B11 (Leverage Your Quirks) to enhance your natural communication traits
- Connect with D12 (Create Signature Elements) for consistent distinctiveness across touchpoints

A12: CREATE ALTERNATIVE CREDIBILITY SYSTEMS

Are you trying to build credibility through conventional means instead of creating your own metrics?

AUTHORITY STRATEGY

1: CREDIBILITY SYSTEM ANALYSIS

EVALUATING AUTHORITY MEASUREMENT

1. Current Credibility Marker Inventory

List conventional credibility indicators in your field:

- _____
- _____
- _____
- _____
- _____

2. Limitation Assessment

For each conventional marker, evaluate:

- How it advantages/disadvantages your approach
- What aspects of value it fails to capture
- Who established and maintains this standard
- What it prevents customers from properly valuing

3. Alternative Indicator Opportunity Identification

Explore potential new credibility markers:

- What would better indicate true capability?
- What metrics would showcase your strengths?
- What proof points are more relevant to actual results?
- What measurement approach would better serve customers?

PROFOUND THOUGHTS:

A12

A12: CREATE ALTERNATIVE CREDIBILITY SYSTEMS

Are you trying to build credibility through conventional means instead of creating your own metrics?

AUTHORITY STRATEGY

2: ALTERNATIVE SYSTEM DESIGN

CREATING YOUR CREDIBILITY FRAMEWORK

1. New Standard Development

Design your alternative credibility system:

- Specific metrics and measurements
- Evaluation criteria and processes
- Validation methodologies
- Specific indicators and proof points

2. Superiority Demonstration Strategy

Create approaches to establish system legitimacy:

- How to prove your system better reflects true value
- How to showcase limitations of conventional standards
- How to demonstrate correlation with actual results
- How to make your system increasingly credible over time

3. Authority Position Framework

Design methods to secure your leadership:

- How to naturally excel in your new system
- How to become the standard-bearer and judge
- How to create barriers to competitive imitation
- How to build growing acceptance of your standards

INTEGRATION NOTES:

- Combine with B6 (Create Your Own Category) to establish a new market space with new rules
- Use with N1 (Build Alternative Frameworks) to create the mental model for your credibility system
- Connect with MA4 (Change the Competitive Dimension) to compete on your terms

A12