



Ideas You Can Execute - Work Book

BUSINESS NAME

COMPLETED BY

Feel free to fill this in as you go along to track your own progress through the programme.

- I know my own strengths and passions
- I now know my mission, vision, story and unique philosophy
- I can communicate my idea effectively
- I have completed 15-30 customer interviews
- I know what problem I'm solving and who my target market is
- I have the idea to execute
- I have, or I'm about to launch my MVP

HOW TO USE THIS WORKBOOK

To complete the programme you'll need to download both this workbook and the associated help book. The help book will have further information to help you fill in the sections referred to in this booklet that the video content will point you towards. At the end of the programme, you'll be able to use this workbook and build on it to take your business to the next level. At the back of this work book you'll find a couple of note pages - feel free to use these to jot down random ideas, workings, or quick notes to self.



MODULE 1 - IDEAS YOU CAN EXECUTE

1.1 NOT ALL IDEAS ARE CREATED EQUAL

EXERCISE 1 - What do I want to achieve?

REFERENCE GUIDE

Video:
1.1 Not All Ideas Are Equal

Time stamp:
06:23

Help book page(s):
9

When you are ready, resume the video.

REFERENCE GUIDE

Video:
1.1 Not All Ideas Are Equal

Time stamp:
07:49

Help book page(s):
9

EXERCISE 2 - What are the experiences, insights or passions that you can identify, that have lead to you wanting to work on this idea?

When you are ready, resume the video.



MODULE 1 - IDEAS YOU CAN EXECUTE

1.1 NOT ALL IDEAS ARE CREATED EQUAL

EXERCISE 3- If it helps, list some of the groups that you might like to get involved with:

REFERENCE GUIDE

Video:

Once completed video 1.1

Time stamp:

N/A

Help book page(s):

10

You've now completed all tasks for video 1.1.

Continue to video 1.2.



MODULE 1 - IDEAS YOU CAN EXECUTE

1.2 PROBLEMS & FUNDAMENTAL TRUTHS

REFERENCE GUIDE

Video:

Module 1, 1.2 Problems & Fundamental Truths

Time stamp:

02:14

Help book page(s):

11

EXERCISE 1 - Write down 5 problems you've experienced in the last 24 hours

When you are ready, resume the video.

EXERCISE 2 - List the fundamental truths behind your idea

REFERENCE GUIDE

Video:

1.2 Problems & Fundamental Truths

Time stamp:

04:56

Help book page(s):

12

When you are ready, resume the video and continue watching until the end. You have now completed all tasks for video 1.2. Continue to video 1.3.



MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

REFERENCE GUIDE

Video:

1.3 Finding Your Playground

Time stamp:

01:48

Help book page(s):

14

EXERCISE 1 - List a minimum of 3, maximum of 10 passions / pursuits / things you really enjoy

When you are ready, resume the video.



MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

EXERCISE 2 - For each passion, identify the intrinsic drivers of that passion

REFERENCE GUIDE

Video:

1.3 Finding Your Playground

Time stamp:

02:30

Help book page(s):

14

When you are ready, resume the video.



MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

REFERENCE GUIDE

Video:

1.3 Finding Your Playground

Time stamp:

02:42

Help book page(s):

15

EXERCISE 3 - Consolidate all your your intrinsic drivers into a single list (removing any double ups)

When you are ready, resume the video.

EXERCISE 4 - What are you really good at? Focus on “soft skills” (the subjective skills that are much harder to quantify) over “hard skills” (teachable abilities or skill sets).

REFERENCE GUIDE

Video:

1.3 Finding Your Playground

Time stamp:

03:59

Help book page(s):

16

When you are ready, resume the video.



MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

REFERENCE GUIDE

Video:
1.3 Finding Your Playground

Time stamp:
04:24

Help book page(s):
16

EXERCISE 5 - List the problems you care about solving and/or the things that frustrate you about the world

When you are ready, resume the video.

EXERCISE 6 - What is your idea or vision?

REFERENCE GUIDE

Video:
1.3 Finding Your Playground

Time stamp:
04:47

Help book page(s):
17

When you are ready, resume the video.



MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

REFERENCE GUIDE

Video:
1.3 Finding Your Playground

Time stamp:
05:19

Help book page(s):
18

EXERCISE 7 - Describe what makes you passionate about this

When you are ready, resume the video.

EXERCISE 8 - What are your core strengths that will help you to execute on this idea

REFERENCE GUIDE

Video:
1.3 Finding Your Playgrounds

Time stamp:
05:42

Help book page(s):
17

When you are ready, resume the video.



MODULE 1 - IDEAS YOU CAN EXECUTE

1.3 FINDING YOUR PLAYGROUND

REFERENCE GUIDE

Video:

1.3 Finding Your Playground

Time stamp:

06:10

Help book page(s):

19

EXERCISE 9 - What is the fundamental problem that exists for enough people that will make the concept behind this idea viable?

When you are ready, resume the video.

EXERCISE 10 - What experience or insight do you have which puts you in a good position to execute on the idea

REFERENCE GUIDE

Video:

1.3 Finding Your Playground

Time stamp:

06:36

Help book page(s):

19

When you are ready, resume the video and continue watching until the end. You have now completed all tasks for video 1.3, and therefore all of Module 1 - congratulations!



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

PLEASE NOTE: THERE ARE NO ACTIVITIES FOR MODULE 2, VIDEO 2.1 WHICH IS WHY IT STARTS AT 2.2.

EXERCISE 1 - When it comes to your idea, what do you feel deeply passionate about, or driven by?

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
02:11

Help book page(s):
23

When you are ready, resume the video.

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
02:19

Help book page(s):
24

EXERCISE 2 - What change do you want to see in the world, or in your industry/area you're interested in?

When you are ready, resume the video.



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

EXERCISE 3 - What experience have you had that makes you really want to start this business?

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
02:23

Help book page(s):
24

When you are ready, resume the video.

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
02:32

Help book page(s):
25

EXERCISE 4 - What are you trying to create or provide with this business?

When you are ready, resume the video.



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

EXERCISE 5 - Let's set some dates on this outcome. When are you going to achieve your above goal?

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
02:43

Help book page(s):
25

When you are ready, resume the video.

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
03:18

Help book page(s):
27

EXERCISE 6 - My vision for my business is...

Before you resume the video, complete the next exercise.



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

EXERCISE 7 - My mission for my business is...

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
03:18

Help book page(s):
27

When you are ready, resume the video.

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
03:51

Help book page(s):
27

EXERCISE 8- What is the status quo when it comes to the industry or area that you're building a business in?

When you are ready, resume the video.



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

EXERCISE 9 - What do you do, or think, that is different from everyone else? E.g your competitors or existing solutions?

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
03:59

Help book page(s):
28

When you are ready, resume the video.

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
04:03

Help book page(s):
29

EXERCISE 10- What is different about the experience you'll provide for your customers?

When you are ready, resume the video.



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

EXERCISE 11 - How do you look or feel different from everyone else? e.g. team, brand, product.

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
04:07

Help book page(s):
29

When you are ready, resume the video.

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
04:12

Help book page(s):
30

EXERCISE 12- How can you make this more apparent?

When you are ready, resume the video.



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

EXERCISE 13 - Who is your initial target market or niche? The more specific you can be, the better.

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
06:24

Help book page(s):
31

When you are ready, resume the video.

REFERENCE GUIDE

Video:
2.2 Communicating your idea

Time stamp:
04:12

Help book page(s):
31

EXERCISE 14- Why do you think this group will be most likely to buy your product or service?

When you are ready, resume the video.



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

EXERCISE 15 - What are the top 1-3 most painful problems you think your target market has when it comes to the particular role or area?

REFERENCE GUIDE

Video:

2.2 Communicating your idea

Time stamp:

07:47

Help book page(s):

32

When you are ready, resume the video.



MODULE 2 - IDEA TO REALITY

2.2 COMMUNICATING YOUR IDEA

REFERENCE GUIDE

Video:

2.2 Communicating your idea

Time stamp:

10:30

Help book page(s):

32

EXERCISE 16 - Tell the story behind your idea, in the format suggested in the workbook?

When you are ready, resume the video and continue watching until the end. You have now completed all tasks for video 2.2. Tell your story to five people and let the other IYCE participants know how you got in the Mighty Networks group.

Continue to video 2.3.



MODULE 2 - IDEA TO REALITY

2.3 INTRODUCTION TO MARKET VALIDATION

EXERCISE 1 - What evidence do you have to suggest that your target market has a problem that you can solve?

REFERENCE GUIDE

Video:
2.3 Intro to Market Validation

Time stamp:
03:43

Help book page(s):
35

When you are ready, resume the video.

REFERENCE GUIDE

Video:
2.3 Intro to Market Validation

Time stamp:
05:39

Help book page(s):
36

EXERCISE 2 - What is your strategy for finding the first 5 people to validate your idea with?

When you are ready, resume the video.



MODULE 2 - IDEA TO REALITY

2.3 INTRODUCTION TO MARKET VALIDATION

EXERCISE 3 - What's a simple way you could validate your idea online?

REFERENCE GUIDE

Video:
2.3 Intro to Market Validation

Time stamp:
06:01

Help book page(s):
37

When you are ready, resume the video.

REFERENCE GUIDE

Video:
2.3 Intro to Market Validation

Time stamp:
06:31

Help book page(s):
37

EXERCISE 4 - How could you pre-sell your idea (get people to pay and then deliver the solution)?

When you are ready, resume the video and continue watching until the end. You have now completed all tasks for video 2.3, and therefore all of Module 2 - congratulations!



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.1 'NATURAL ABILITY'

EXERCISE 1 - Who do you admire or look up to, and what's their story?

REFERENCE GUIDE

Video:
3.1 Mindset

Time stamp:
02:31

Help book page(s):
39

When you are ready, resume the video.

REFERENCE GUIDE

Video:
3.1 Mindset

Time stamp:
05:21

Help book page(s):
40

EXERCISE 2 - What are you good at and why?

Before you resume the video, complete the next exercise.



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.1 'NATURAL ABILITY'

EXERCISE 3 - What are you not so good at yet and why?

REFERENCE GUIDE

Video:

3.1 Mindset

Time stamp:

05:21

Help book page(s):

41

When you are ready, resume the video and continue watching until the end. You have now completed all tasks for video 3.1. Continue to video 3.2.



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.2 BELIEFS AND REINVENTION

EXERCISE 1 - What tasks are you putting off, why are you putting the off, and what's your strategy for up-skilling fast?

REFERENCE GUIDE

Video:

3.2 Beliefs and Reinvention

Time stamp:

07:53

Help book page(s):

44

When you are ready, resume the video and continue watching until the end. If you'd like, share with the other IYCE participants the task you're going to take action on. You have now completed all tasks for video 3.2. Continue to video 3.3.



MODULE 3 - MINDSET (YOUR REALITY AND HOW TO CHANGE IT)

3.3 HIGH PERFORMANCE

EXERCISE 1 - Write down activities that you could do each day to build your energy levels in each of the four dimensions.

REFERENCE GUIDE

Video:
3.3 High Performance

Time stamp:
02:50

Help book page(s):
47

When you are ready, resume the video,

REFERENCE GUIDE

Video:
3.3 High Performance

Time stamp:
00:00

Help book page(s):
48

EXERCISE 2 - What is your ideal work day and what are the first habits that you need to create/change to start creating that reality?

Pick one new habit to change tomorrow.

When you are ready, resume the video and continue watching until the end. You have now completed all tasks for video 3.3, and therefore all of Module 3 - congratulations!



MODULE 4 - THE COMMITMENT

4.1 THE PROCESS

EXERCISE 1 - Where do you currently fit in the startup development process and what's the focus for you right now?

REFERENCE GUIDE

Video:
4.1 The Process

Time stamp:
04:30

Help book page(s):
51

When you are ready, resume the video.

REFERENCE GUIDE

Video:
4.1 The Process

Time stamp:
07:11

Help book page(s):
53

EXERCISE 2 - What are the primary skills (1-3) that you're working on at the moment and what stage are you at with them?

When you are ready, resume the video.



MODULE 4 - THE COMMITMENT

4.1 THE PROCESS

****OPTIONAL EXERCISE****

EXERCISE 3 - Are you going to commit to getting over the fear of rejection by committing to the rejection challenge? If yes, write down 5 ideas for how you could get rejected, and pick one to do today.

REFERENCE GUIDE

Video:

4.1 The Process

Time stamp:

10:48

Help book page(s):

54

When you are ready, resume the video and continue watching until the end. You have now completed all tasks for video 4.1.

If you choose to do exercise 3 (The Rejection Challenge), share your experiences in the Mighty Networks 'Ideas You Can Execute' group so we can collectively support each other.

Continue to video 4.2.



MODULE 4 - THE COMMITMENT

4.2 THE DECISIONS

EXERCISE 1 - Do you have a problem that you want to work on solving, or a specific area that excites you that you want to build a business in? If so, please write it down.

REFERENCE GUIDE

Video:
4.2 The Decisions

Time stamp:
06:32

Help book page(s):
56

When you are ready, resume the video.

REFERENCE GUIDE

Video:
4.2 The Decisions

Time stamp:
06:43

Help book page(s):
57

EXERCISE 2 - Do you want to start your own business, or join someone else who is building something in an area that interests you?

When you are ready, resume the video.



MODULE 4 - THE COMMITMENT

4.2 THE DECISIONS

EXERCISE 3 - Are you ready to commit now, or do you need to keep exploring?

REFERENCE GUIDE

Video:
4.2 The Decisions

Time stamp:
07:02

Help book page(s):
57

When you are ready, resume the video.

REFERENCE GUIDE

Video:
4.2 The Decisions

Time stamp:
07:13

Help book page(s):
58

EXERCISE 4 - Do you know the next steps you need to take? If your answer is yes, what are they? If your answer is no, what do you need to find out?

When you are ready, resume the video.



MODULE 4 - THE COMMITMENT

4.2 THE DECISIONS

EXERCISE 5 - Considering your answers to the questions above, what is the new reality that you're committing to?

REFERENCE GUIDE

Video:
4.2 The Decisions

Time stamp:
07:26

Help book page(s):
58

When you are ready, resume the video and continue watching until the end. For this next exercise, you'll need to download the '*Personal Financial Considerations sheet*' which you'll find in the toolbox.

REFERENCE GUIDE

Video:
Once completed video 4.2

Time stamp:
N/A

Help book page(s):
59

EXERCISE 6 - Complete the 'Personal Financial Considerations' spreadsheet (please refer to the help book for assistance)

Personal burn rate =

Personal runway =

You have now completed all tasks for video 4.2. Continue to video 4.3.



MODULE 4 - THE COMMITMENT

4.3 SETTING YOURSELF UP FOR SUCCESS

EXERCISE 1 - Who do you need to connect with to start building your support network?

REFERENCE GUIDE

Video:
4.3 Setting Yourself up for Success

Time stamp:
05:01

Help book page(s):
62

When you are ready, resume the video.

REFERENCE GUIDE

Video:
4.3 Setting Yourself up for Success

Time stamp:
08:51

Help book page(s):
63

EXERCISE 2 - What are you committing to accomplishing before the end of the program?

Before you resume the video, please continue to the next exercise.



MODULE 4 - THE COMMITMENT

4.3 SETTING YOURSELF UP FOR SUCCESS

EXERCISE 3 - What actions do you need to take to accomplish your goal by the end of this program?

REFERENCE GUIDE

Video:
4.3 Setting Yourself up for Success

Time stamp:
08:51

Help book page(s):
63

Before you resume the video, please continue to the next exercise.

REFERENCE GUIDE

Video:
4.3 Setting Yourself up for Success

Time stamp:
08:51

Help book page(s):
63

EXERCISE 4 - What are potential roadblocks and how can you solve them?

When you are ready, resume the video and continue watching until the end. You have now completed all tasks for video 4.3, and therefore all of Module 4 - congratulations!



CONGRATULATIONS!!
YOU DID IT



NOTES



NOTES
