

Define Your Tribe

This worksheet is part of Session 4 homework assignment for **PQ Coach Business Development** and will bring further clarity to the business end of your training and coaching business. Enjoy this incredible opportunity to bring clarity to the people you choose to serve and how best you can serve them.

Step 1: Define Your Tribes. List 5 possible groups of people you know well or are passionately curious about. Challenge and stretch yourself to go beyond the obvious groups and see the many diverse sets of people that you know well. That way, you can explore the different ways you can help these different groups.

1. _____
2. _____
3. _____
4. _____
5. _____

Step 2: Define the Challenges of Your Tribes. List 5 different problems, fears & desires that each tribe shares. Do this for each of the 5 tribes you've listed above.

For Tribe #1 listed above, this tribe's biggest problems, fears and desires include:

1. _____
2. _____
3. _____
4. _____
5. _____

For Tribe #2 listed above, this tribe's biggest problems, fears and desires include:

1. _____
2. _____

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3. _____

4. _____

5. _____

For Tribe #3 listed above, this tribe's biggest problems, fears and desires include:

1. _____

2. _____

3. _____

4. _____

5. _____

For Tribe #4 listed above, this tribe's biggest problems, fears and desires include:

1. _____

2. _____

3. _____

4. _____

5. _____

For Tribe #5 listed above, this tribe's biggest problems, fears and desires include:

1. _____

2. _____

3. _____

4. _____

5. _____

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Step 3: Explore the Different Kinds of Value You Deliver. List at least 5 different ways you serve your tribe's wants and needs (such as your personal and professional knowledge, experience, unique skills, natural gifts & talents as well as your ever growing expertise):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Step 4: Get Clear on Outcomes. What is your tribe's current situation and what is their desired outcome?

Current Situation:

Desired Outcome:

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Step 5: Self-Assessment. Do I have the necessary skills, knowledge and internal belief in myself to deliver the kind of powerful transformation my tribe needs?

Yes, because ...

I will when I ...

Any additional clarity from this exercise that will further support the development of my training or coaching business:
