

Exercises Used in Developing a Business Plan for Ultimate Destiny

Vision

The company is in the dream fulfillment business, helping individuals, organizations and communities see, believe and achieve all they can be, do and have stewardship over.

Ultimate Destiny helps people awaken to their Spiritual identity, realize more of their potential and know how to fulfill their ultimate destiny. The Company helps individuals, organizations and communities see, believe and achieve all they can be, do and have stewardship over by producing, marketing and distributing publications, interactive multimedia programs, seminars and workshops, membership services, affiliate programs, On Line Training, coaching and mentoring, speakers' bureau services and an international network of Empowerment Resource Centers™ staffed by certified Successful Living Coaches™.

Ultimate Destiny Core Values

Empowerment	Enlightenment	Expanding the Circle of Success
Strategic Alliances	Multi-sector Partnerships	Stewardship
Service	Spiritual Foundation	Transformation
Consciousness	Sustainability	Interdependence/Oneness

Statements and Quotes that Encompass These Core Values

Ultimate Destiny and our like hearted, spiritually oriented strategic alliance partners are co-creating a global infrastructure that provides enhanced and expanded access to innovative educational, empowering, enlightening, resources that foster personal, social and global transformation, service, stewardship, and the realization of human potential, thereby producing greater capacity by individuals and organizations and communities to address and resolve problems.

“All that is valuable in human society depends upon the opportunity for development accorded the individual.” Albert Einstein

”Inherently, each one of us has the substance within to achieve whatever our goals and dreams define. What is missing from each of us is the training, education, knowledge and insight to utilize what we already have.” - Mark Twain

“To make the world work for 100% of humanity in the shortest possible time through spontaneous cooperation without ecological offense or the disadvantage of anyone.” - Buckminster Fuller

The company's core philosophy encompasses these quotes by Albert Einstein, Mark Twain and Bucky Fuller. We therefore seek to help "Expand the Circle of Success" by providing greater access to resources that will provide successful living skills training for millions of unserved or underserved people all over the planet we all call Spaceship Earth as did Bucky Fuller.

Mission Statement

Ultimate Destiny helps people awaken to their spiritual identity, realize more of their potential and know how to fulfill their ultimate destiny. The Company helps individuals, organizations and communities see, believe and achieve all they can be, do and have stewardship over by producing, marketing and distributing publications, interactive multimedia programs, seminars and workshops, membership services, affiliate programs, On Line Training, coaching and mentoring, speakers' bureau services and an international network of Empowerment Resource Centers™ staffed by certified Successful Living Coaches™.

The Company will foster and facilitate the establishment of 10,000 profitable non-profit local resource centers around the planet staffed with 20,000 Certified Successful Living Coaches that serve many of the millions of members, affiliates, students and clients who look to our company as the world's leading resource for programs, products, and services (including publications, audio video programs, on line training, seminars and workshops and consulting services) that help individuals, organizations and communities actualize more of their inherent potential, thereby increasing their capacity to address personal, social and planetary problems. The ultimate vision is to foster the establishment of over 100,000 of these Centers by 2050.

Goal Statements

To foster personal, social, community and planetary transformation by helping individuals, organizations and communities realize and apply more of their inherent creative power.

To become the world's leading provider of products and services for personal and professional growth and development, organizational and community development and spiritual enlightenment.

To provide extraordinary returns on investment to our shareholders by co-creating with their input an innovative global infrastructure of companies and affiliated nonprofit organizations that together generate synergy and leverage that adds shareholder value.

To tithe 10% of net income and donate 10% to 20% of shares in the company to support affiliated nonprofit organizations who share our vision.

To demonstrate the positive global impact of the quadruple bottom line of People, Profits, Purpose and Planet.

Long Term Goals

1. To foster the establishment and successful operation of thousands of locally initiated Empowering Resource Centers providing selected programs, products and services tailored to the local community and or sponsoring organization's needs (as determined by them) and delivered in the manner and methodology selected by them as the most appropriate for their client's needs and preferences.
2. To train thousands of Successful Living Coaches, most of whom will already be employed in local sponsor agencies such as United Way's Public Housing Authorities, Community Development Corporations, Chambers of Commerce, Churches and Social Service Agencies and Units of Government at the local, state and national levels.
3. To become the world's leading publisher and producer of books, magazines, newsletters, and multi-media programs that foster personal growth, professional development, spiritual enlightenment, organizational development, community development, cooperative principles and sustainable practices.
4. To co-create with our strategic alliance partners and resource providers the leading web portal for successful living, empowerment and enlightenment, serving millions of people and manifesting stewardship of billions of dollars for and through transformational programs.
5. Through strategic alliances, design and deliver the world's most comprehensive membership and affiliate programs serving millions of members and hundreds of thousands of affiliates.
6. Through strategic alliances, design and deliver the world's most comprehensive schedule of seminars, workshops, conferences, retreat center programs and speakers bureau services on empowerment and enlightenment
7. To serve as a primary international resource provider of natural wellness and healing techniques and products, including owning the heart mart market, capturing a set percentage of the trillion dollar wellness industry by 2050.
8. Acquire, co-found and help ensure the success of affiliated and subsidiary companies and Benefit Corporations.
9. To become one of the world's largest philanthropic organizations, partly through the establishment and support of aligned nonprofit organizations such as CENTER SPACE, the University for Successful Living, New Thought Spirit In Business Network, etc.
10. To ensure the successful development of a global infrastructure for scaling the vision including international licensing and franchising operations.

Short Term Goals

Establish, operate and prove the viability of the Resource Center model.

Launch the training of training for Successful Living Coaches in 2016.

Publish examples of proprietary empowering resources including the Ultimate Destiny Monthly Newsletter (hard copy and electronic versions) in conjunction with Rutherford Publishing, introductory audio video cassettes, CD's and DVD's

Identify and implement “quantum leap” web development and Internet marketing priorities, fully engage our team to effectively demonstrate the depth and breath of the resources we will provide online along with demonstrable evidence of our tested and proven abilities to: (1) achieve predominate placement in all major search engines and (2) to attract millions of web site visitors and convert a significant percentage of those visitors into customers.

Design and launch membership and affiliate programs in 2015.

Develop an annual calendar of major quarterly events featuring world-class speakers and trainers, especially programs with Ultimate Destiny Hall of Fame Award recipients.

Develop an Investment Marketing Memorandum and business plan for Universal StewardHeirShip to generate 5 million and build the prototype Empowerment Resource Center.

Develop business plans for StewardHeirShip Benefit Corporation including the Use Of Proceeds, marketing and promotion campaign and raise over one million dollars.

Develop and implement licensing and franchise agreements and execute contracts for at least 7 countries by 2020 beginning with Switzerland (Heinz), Canada, the Bahamas, Australia, the Netherlands, Japan and England.