



FOCUS FRAMEWORK Masterclass Series

Business Strategy & Process Optimization with oJoy.ai

10/08



Your 4-Session Transformation Journey



THE FOCUS FRAMEWORK

A systematic approach to business clarity and optimization:

- F** - **Facts First (Session 1)** Data gathering and business audit
- O** - **Objectives Alignment (Session 2)** Mission analysis and priority identification
- C** - **Critical Path Identification (Session 3)** Delegation strategy & bottleneck elimination
- U** - **Unified Action Plan (Session 4)** 90-day implementation roadmap
- S** - **Systems Setup (Session 4)** oJoy.ai tools and automation



WELCOME TO SESSION 2

FACTS FIRST Business Optimization Program

Objectives Alignment - Mission Analysis & Priority Setting

*"Connecting **your** Data to your Deeper **Purpose**"*



WHAT WE ACCOMPLISHED IN SESSION I

Critical Path – Delegation Strategy & Process Optimization

- Identify your "Genius Zone" vs. delegation opportunities
- Map out bottlenecks and energy drains
- Create **systematic delegation** and **management processes**
- **Outcome:** Strategic plan for getting the right tasks off your plate

💡 **What was YOUR biggest takeaway from Session One?** 💡
[type in our Zoom chat👇]



SESSION I **RECAP** – THE KEY FRAMEWORKS

Energy Yield Scale

- **Negative Energy:** -3 (hate it) to -1 (unpleasant)
- **Neutral Energy:** 0 (no strong feelings)
- **Positive Energy:** +1 (pleasant) to +3 (love it, energizing)

Energy-Revenue Matrix Quadrants

- **Sweet Spot:** High Energy + High Revenue (do more)
- **Passion Projects:** High Energy + Low Revenue (monetize or limit)
- **Golden Handcuffs:** Low Energy + High Revenue (systematize/delegate)
- **Energy Drains:** Low Energy + Low Revenue (eliminate)



TODAY'S MISSION - SESSION 2 OBJECTIVES

What We'll Accomplish Together:

- **Connect your data to your deeper mission and values**
- **Identify alignment gaps** between current activities and true objectives
- **Create a Strategic Priority Matrix** based on facts + mission alignment
- **Develop clear decision-making criteria** for future choices
- **Set measurable goals** that honor both profitability AND personal energy



EXERCISE I - MISSION CLARITY DEEP DIVE

Beyond "Making Money" - Your True Business Purpose

Reflection Questions:

- When you started this business, what problem were you passionate about solving?
- What impact do you want to have on your clients/customers?
- If money wasn't a factor, what would you spend your time doing in this business?
- What legacy do you want your business to create?

Write *your mission statement* in 2-3 sentences



EXERCISE 2

VALUES-ACTIVITIES ALIGNMENT AUDIT

The Alignment Gap Analysis

Step 1: List your top 5 core values

Step 2: Review your Session 1 time allocation data

Step 3: Rate alignment for each major activity (1-10 scale)

Key Questions:

- Where are you spending the most time?
- Which activities align with your stated values?
- What percentage of your time is spent in alignment?



THE ALIGNMENT REALITY CHECK

Common Misalignments We See:

Value: "Family First"

Reality: Working 70+ hours/week on low-energy tasks

Value: "Quality Over Quantity"

Reality: Rushing through high-volume, low-margin work

Value: "Innovation & Creativity"

Reality: 80% time spent on administrative tasks

What misalignments did you discover?



EXERCISE 3

STRATEGIC PRIORITY MATRIX CREATION

Plotting Your Opportunities

4-Quadrant Matrix:

- **X-Axis:** Mission Alignment (Low to High)
- **Y-Axis:** Revenue Impact (Low to High)

Plot each major business activity/opportunity using your **Session 1** data



STRATEGIC PRIORITY MATRIX – THE **FOUR** ZONES

Zone 1: Mission-Aligned **Money Makers**

High Mission Alignment + High Revenue

Action: Double down, optimize, expand

Zone 2: Passion Projects

High Mission Alignment + Low Revenue

Action: Find monetization path or set boundaries

Zone 3: Profitable Misalignments

Low Mission Alignment + High Revenue

Action: Systematize, delegate, or phase out

Zone 4: Energy & **Money Drains**

Low Mission Alignment + Low Revenue

Action: Eliminate immediately

✂ EXERCISE 4 – THE ENERGY SUSTAINABILITY AUDIT

Connecting Your Session I Energy Ratings to Mission Alignment

Review your energy ratings (-3 to +3) and ask:

- Which +2 to +3 activities align with your mission?
- Which -2 to -3 activities are mission-critical?
- What patterns do you see between energy and alignment?

The Goal:

80% of time in positive energy activities that align with your mission



GOAL SETTING WITH **ENERGY** SUSTAINABILITY

Beyond Revenue Targets - Holistic **Success Metrics**

Traditional Goal: "Increase revenue by 50%"

Energy-Aligned Goal: "Increase revenue by 30% while spending 70% of time in +2 to +3 energy activities"

Your Turn - Set **3 Goals:**

1. **Revenue Goal** (with energy consideration)
2. **Energy Goal** (percentage of time in positive energy)
3. **Alignment Goal** (percentage of time in mission-aligned activities)



DECISION-MAKING FRAMEWORK CREATION

Your Personal Business Filter

Before saying **YES** to any opportunity, ask:

1. Does this align with my mission? (1-10 scale)
2. What's the revenue potential? (specific numbers)
3. What's my energy rating for this activity? (-3 to +3)
4. Can this be systematized/delegated if it's low energy but high revenue?
5. Does this move me closer to my 80/20 ideal?

Create your *minimum thresholds* for each criteria



THE SUSTAINABLE SUCCESS FORMULA

What We've Learned:

Sustainable Success = High Revenue + High Energy + High Alignment

- **High Revenue:** Based on your Session 1 data
- **High Energy:** Activities rated +1 to +3
- **High Alignment:** Matches your mission and values

*This is your **new definition** of business **success***



PAUSE FOR IMPACT CHECK



How Is This Landing For You?

Quick Poll - In the chat, share:

- What's your biggest "aha moment" so far?
- Which quadrant of the Strategic Priority Matrix surprised you most?
- On a scale of 1-10, how aligned do you feel right now?

Your Success Story Matters!

If this session is creating breakthroughs for you, we'd love to feature your transformation story.

Drop "TESTIMONIAL" in the chat if you're open to sharing your FACTS FIRST journey!



COMMON OBJECTIONS & RESPONSES

"But I HAVE to do the **low-energy stuff!**"

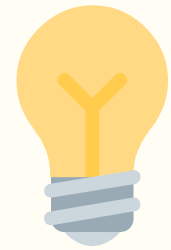
Response: Do you have to DO it, or does it have to get DONE?

- Systematize it
- Delegate it
- Eliminate it
- Find a higher-energy way to accomplish the same outcome

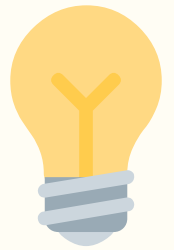
"I can't afford to be picky about **revenue sources**"

Response: You can't afford NOT to be strategic about energy allocation

- Burning out serves no one
- Low-energy activities often have hidden costs
- Your Session 1 data shows the real ROI



TECH BREAKTHROUGH MOMENT



Speaking of **Systematizing Low-Energy Tasks...**

What if AI could handle your energy-draining activities?

Many of you are discovering tasks rated -2 to -3 that still need to get done. Here's where **Ojoy.ai** becomes your secret weapon:

- **Content creation** that used to drain you
- **Email sequences** you've been procrastinating
- **Social media** that feels overwhelming
- **Customer service** responses that repeat ++++++



ACTION ITEMS - BEFORE SESSION 3

Your Homework Assignment:

1. **Finalize your Strategic Priority Matrix** with all major activities plotted
2. **Set your 3 energy-aligned goals** with specific metrics
3. **Apply your decision-making framework** to 3 current opportunities
4. **Identify your top 3 "Golden Handcuffs"** (high revenue, low energy) for systematization
5. **Choose 1 "Energy Drain"** activity to eliminate this week

Session 3 will focus on implementation strategies for these priorities



KEY TAKEAWAYS – SESSION 2

What You Now Have:

- ✓ **Clear mission statement** connected to your business
- ✓ **Strategic Priority Matrix** based on facts + alignment
- ✓ **Energy-sustainable goals** that honor both profit and purpose
- ✓ **Decision-making framework** for future opportunities
- ✓ **Alignment gaps identified** with action plans

The Shift:

From "I should do this" **to** "This aligns with my mission, energizes me, AND drives revenue"



LOOKING AHEAD – SESSION 3

PREVIEW

Implementation & Systems Design

Coming Up:

- Converting your Golden Handcuffs into systematized processes
- Building teams around your energy drains
- Creating automated systems for mission-aligned revenue
- Designing your ideal week based on your energy data

You'll have the strategy (Session 2) and the systems (Session 3) to make it sustainable



BEFORE WE WRAP – YOUR VOICE MATTERS!



Help Us Serve You Better

2-Minute **Feedback** Request:

- How would you rate today's session? (1-10)
- What was most valuable for your business?
- What would you like more of in Sessions 3-4?

Spread the Word:

Know another business owner struggling with energy vs. revenue?

*The FACTS FIRST program is transforming how entrepreneurs build sustainable businesses. **Share this with someone who needs it!***

Connect With Us:

- **Questions about FACTS FIRST:** help@ojoy.ai
- **Ready to automate energy drains:** [Ojoy.ai](https://ojoy.ai)
- **Success stories:** We want to **celebrate your wins!**



Q&A AND WRAP-UP

Questions for Reflection:

- What surprised you most about your alignment audit?
- Which quadrant of your Strategic Priority Matrix needs the most attention?
- What's one decision you can make this week using your new framework?

Remember: Your Session I data gives you permission to make energy-aligned choices. **Use it.**

Drop "COMMITTED" in the chat if you're ready to implement your Strategic Priority Matrix this week!



CELEBRATION & NEXT STEPS



Identify your biggest **mismatches**:

You've Just Completed Something Most Business Owners Never Do

Three Ways to **Keep the Momentum**:

1. **Implement** immediately - Use your decision-making framework this week
2. **Share** your breakthrough - Tell someone about your biggest insight today
3. **Prepare** for Session 3 - Complete your homework for maximum impact

Special Recognition:

If today's session helped you make a significant business decision, we'd love to feature your story as inspiration for other entrepreneurs.

Email us your transformation!

See you in Session 3 - where strategy meets systems!



THANK YOU!

Session I Complete 

Next Session: Delegation Strategy & Process Optimization

Date: 10/15/2025

Time: 11:00 PST

Preparation: Complete your homework assignments

Questions? Contact: Natalia Kern help@ojoy.ai