

ENIXA

ENTERPRISE DISCUSSION PAPER





WHAT IS ENIXA?

The Enixa app equips you with a digital playbook of proven practices to grow your people, align your team/s and transform your results.

Why do we need Enixa?

It's never been more difficult to lead. It's also never been easier to blame external factors for problems of our own making; including leadership practices that encourage our people to avoid responsibility for fear of being blamed for a mistake, or a strategy with too many priorities so we end up like a puppy in a park chasing every ball, or performance systems that encourage our people to compete with one another rather than collaborate, or values that live on a poster but not in our behavior. Most teams and organizations never come close to reaching their potential. With Enixa in your hands, you can explore what you're truly capable of.

Why was Enixa created?

Enixa exists to create more leaders; to make CEO-level insights and practices available to anyone at a fraction of the cost; and to equip managers and change agents to lead the work themselves.

Who is Enixa for?

Users stretch all the way from Fortune CEOs to the frontline; from a team of just 4 users to a cohort of 4,000 users, all on the journey together.

Who is behind Enixa?

The force behind Enixa is Dr Peter Fuda. For two decades, Peter has been a Sherpa to leaders, teams and organizations across the globe. He has coached 200+ CEOs to measurably higher levels of performance, produced more than 50 cases of business transformation and thousands of cases of leadership transformation, in many of the world's greatest organizations, at a success rate above 90%. For more information, go to www.peterfuda.com.

What do people say about Enixa?

"Enixa is the leadership resource every professional needs."

- **William Lewis, Publisher, The Wall Street Journal**

"Enixa is a source of inspiration and guidance for us on how to continuously improve the impact we have as leaders. It has helped us to make a difference to our employees, our business and our customers."

- **Dr Susanne Fiedler, President, MSD Europe**

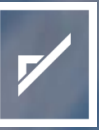
"I introduced Enixa to my top 100 leaders to create more capability and alignment across the team. Within a few short months, its powerful impact was there for all to see, individually and as a team."

- **James Ajaka, CEO, Allied Pinnacle**

"Enixa is invaluable for anyone who strives to be a more impactful leader and a more influential change agent. It's a beautifully designed application that gives our people access to Peter's powerful teachings, in their pockets and on demand."

- **Aaron Falcione, VP HR, Merck**





WHAT CAN YOU DO WITH ENIXA?

Enixa supports you to grow your people, align your team/s, or both.

Grow your people (My Path)

The purpose of My Path is to help each team member become more purposeful and influential. You can:

Go to the Gap	Get Inspired	Get Skilled	Go Deep	Get Focused
Discover how purposeful, influential & effective you are right now & track your progress over time with several short surveys.	Learn how to raise your standards, embrace your imperfections, eliminate frustration, believe in yourself & more.	Know how to get a game you can win, build trust, communicate with impact, maintain momentum & more.	Unlock your purpose, get clear on what you really value & determine your most important priorities.	Set compelling long-term goals, build your leadership scorecard & establish a powerful cadence to get there.

**Appendix A outlines all of the content in Enixa, on one page.*

What is the commitment required?

Enixa has been designed to do the heavy lifting for you, so any manager or change agent can lead the process. The steps below outline what's required for each path.

Grow your people (My Path)

- Each team member follows the Guided Program through 'My Path'. The first six months average out to roughly one hour per week. After that, it's bite-sized and light touch.
- Each team member meets with a colleague 'buddy' every 4-6 weeks to encourage accountability and share learning.
- The team/s meets every 6-12 weeks to discuss what resonated personally, and how to apply it collectively.
- Periodically take/retake surveys to recognize progress and identify next actions.

Align your team/s (Our Path)

The purpose of Our Path is to help your team or organization become more aligned and impactful. You can:

Agree the gap & commit to act	Define your aspirations & priorities	Align your goals & deliverables	Tell your story & send strong symbols	Increase your meeting & decision effectiveness
Discover how aligned you are as a team & identify your collective 'fire' for change with several short surveys.	Develop a compelling purpose, vision, strategy & values, then pressure-test them.	Create deep alignment between individual goals & team goals.	Build a compelling story of the future & identify powerful symbols to reinforce it.	Assess the effectiveness of your meetings & decisions, then improve them over time.

Align your team/s (Our Path)

- Change agent (the Process Leader) identifies necessary work stream/s (e.g. Define your aspirations & priorities).
- Process Leader reads relevant section of 'Process Leader Toolkit' and prepares accordingly.
- Process Leader gives the team simple prework.
- Process Leader runs a session with the team/s to initiate or complete the work stream.
- Periodically take/retake surveys to recognize progress and identify next actions.





HOW DO YOU ROLL-OUT ENIXA?

There are three main ways you can roll-out Enixa in your organization.

A Big Wave

Multiple levels or layers of the organization, all at the same time.

The purpose of this approach is to uplift a large cohort quickly; to encourage high levels of mutual accountability; and to send a symbol of commitment and investment in your people.

A Cascade

Start at the top and cascade progressively down the organization.

The purpose of this approach is to give the most senior team members a head start on the journey; to ensure they own the work first; and to empower them to lead the next waves of the roll-out with confidence.

A Ripple

Start somewhere, potentially in the middle, and ripple out from there.

The purpose of this approach is to capitalize on a specific context or opportunity that would benefit from having access to Enixa; to get going quickly; and to create an example of what's possible first.

How long can you use Enixa for?

The aim is to make excellence a way of life so, in theory, you can use Enixa indefinitely. Practically speaking;

- The Guided Program for My Path has more than two years of prompts, with the deeper work completed in the first six months.
**Appendix B provides an Index for the Guided Program.*
- The work in Our Path is completely dependent on your needs and desires, as a team/s, at any given time. There are some things, like 'Align our Goals', which should be done in a regular cadence.
- You can track your progress over time using the 'Mastery Map', which uses a karate belt metaphor.
**Appendix C shows the journey to mastery, over time.*

What does Enixa cost?

Enixa is delivered via a 'software as a service' model. Licenses are per person, per month;

- 2-100 users; USD\$39 per person, per month
- 101-1000 users; USD\$34 per person, per month
- 1001+ users, USD\$29 per person, per month

Where can you get more information?

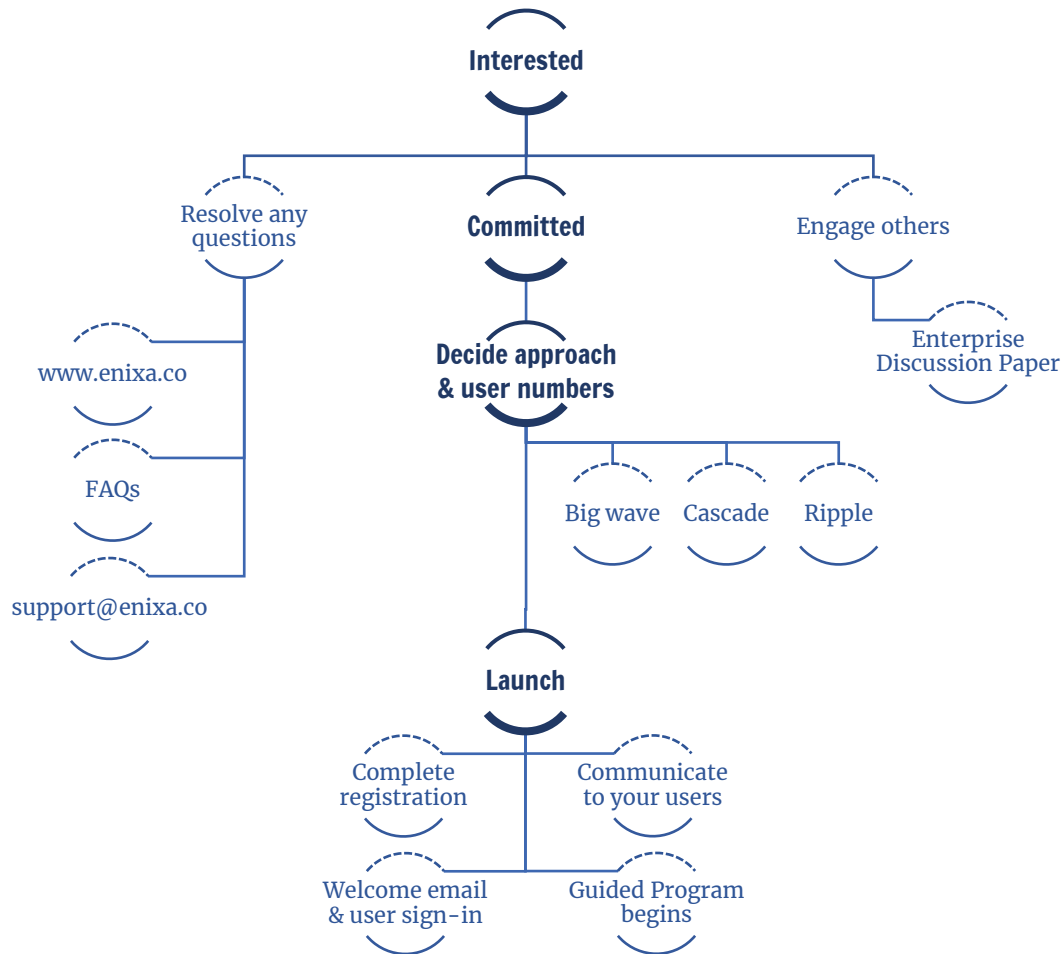
- For more information on Enixa, you can go to www.enixa.co
- For specific questions on using Enixa in your team or organization, you can go to support@enixa.co





WHAT IS THE PATHWAY TO LAUNCHING ENIXA?

There are four main steps on the pathway to launching Enixa in your organization or team/s.





APPENDIX A: WHAT IS ALL OF THE CONTENT IN ENIXA?

The Content Map lays out all of the content in Enixa, by article heading.

MY SYSTEM
QUICK ACCESS TO KEY ARTICLES

ENIXA

SOMERSAULT INTO THE FUTURE

FIND YOUR PURPOSE

DETERMINE WHAT YOU VALUE

ELEVATE YOUR PERSPECTIVE

SET LONG TERM GOALS

BUILD YOUR SCORECARD

FREE YOUR CALENDAR

SYSTEMIZE YOUR TASKS

ESTABLISH YOUR DRUMBEAT

BASECAMP
USEFUL RESOURCES

MY PATH
FOR INDIVIDUALS

OUR PATH
FOR TEAMS & ORGANIZATIONS

HOW TO NAVIGATE

- HOW TO NAVIGATE ENIXA
- HOW TO USE ENIXA
- WHERE TO START
- CONTENT MAP & TABLE OF CONTENTS
- HOW TO MASTER ENIXA
- TUTORIALS

INTRODUCTION

- THE RESEARCH BEHIND ENIXA
- THE SEVEN LAWS OF TRANSFORMATION
- THE ENIXA STORY
- ABOUT DR. PETER FUDA

SURVEYS

HELP

- FAQS
- CONTACT US
- STATISTICS REFERENCED

LEGALS

- PRIVACY POLICY
- TERMS OF USE
- SECURITY POLICY

1. TAKE RESPONSIBILITY

INTRODUCTION

- THINK LIKE A LEADER
- BE GOOD ENOUGH TO GET BETTER
- RAISE YOUR STANDARDS
- EXPAND YOUR VISION OF WHAT'S POSSIBLE
- JUDGE YOUR ACTIONS, NOT YOUR INTENTIONS
- BE RELENTLESS
- ELIMINATE Frustration
- OWN YOUR EMOTIONS
- NEVER ASSUME IT'S ABOUT YOU
- CHOOSE A BETTER STORY
- FIND THE GIFT IN ANY SITUATION

2. ACCEPT YOURSELF

INTRODUCTION

- FORGIVE YOUR FAILURES
- ACCEPT YOUR IMPERFECTIONS
- CHOOSE PROGRESS OVER PERFECTION
- PLAY TO YOUR STRENGTHS
- DROP YOUR MASK
- ELIMINATE OBLIGATION & APPROVAL

3. GET CLEAR & COMMITTED

INTRODUCTION

- SOMERSAULT INTO THE FUTURE
- FIND YOUR PURPOSE
- DETERMINE WHAT YOU VALUE
- ELEVATE YOUR PERSPECTIVE
- SET LONG TERM GOALS
- TEST YOUR MOTIVATION
- PRESSURE TEST YOUR ASPIRATIONS

4. PLAN & PRIORITIZE

INTRODUCTION

- BUILD YOUR SCORECARD
- SHARE THE LOAD
- ENGAGE WITH THOSE WHO MATTER
- CELEBRATE YOUR PROGRESS
- STAY ON COURSE
- FOCUS ON THE GAME CHANGERS
- RETIRE THE RESCUER
- ELIMINATE STRESS & ANXIETY

5. SYSTEMIZE YOUR SUCCESS

INTRODUCTION

- ASSESS YOUR PERSONAL EFFECTIVENESS
- ADOPT THE PRINCIPLES OF PERSONAL EFFECTIVENESS
- FREE YOUR CALENDAR
- SYSTEMIZE YOUR TASKS
- DIAL DOWN THE NOISE
- ESTABLISH YOUR DRUMBEAT

6. BELIEVE IN YOURSELF & OTHERS

INTRODUCTION

- BELIEVE IN YOURSELF
- BE IN SERVICE NOT SUBSERVENCE
- AIM FOR CONTRIBUTION NOT CREDIT
- ASSUME NOBLE INTENTIONS
- CHOOSE COLLABORATION OVER COMPETITION

7. GET A GAME YOU CAN WIN

INTRODUCTION

- TRADE AGREEMENT FOR ALIGNMENT
- GO BEYOND THE CONTRACT
- GET AUTONOMY & ACCOUNTABILITY IN BALANCE
- ALIGN YOUR STAKEHOLDERS
- SET-UP YOUR ROLE FOR SUCCESS
- SET-UP YOUR PARTNERSHIP FOR SUCCESS
- SET-UP YOUR PROJECT FOR SUCCESS

8. BUILD TRUST

INTRODUCTION

- UNDERSTAND THE COMPONENTS OF TRUST
- INCREASE YOUR CREDIBILITY
- INCREASE YOUR RELIABILITY
- INCREASE TRUST IN YOUR MOTIVES
- EXTEND TRUST
- LEVERAGE TRUST

9. COMMUNICATE WITH IMPACT

INTRODUCTION

- INCREASE THE QUALITY OF YOUR COMMUNICATION
- STRUCTURE YOUR COMMUNICATION
- DON'T SELL, CREATE THE GAP
- SPEAK TO THE HEART, NOT JUST THE HEAD

10. MAINTAIN MOMENTUM

INTRODUCTION

- DISTURB UNHELPFUL BELIEFS
- TRADE BELIEFS FOR SMALL BEHAVIORS
- NOTICE EXCELLENCE OVER EXCEPTIONS
- DELIVER FEEDBACK WITHOUT BLOWBACK
- ESCALATE TO THE REAL CONVERSATION
- SPEAK YOUR TRUTH TO POWER
- SHIFT NEGATIVITY TO POSSIBILITY
- INSPIRE HOPE, NOT FEAR

PROCESS LEADER TOOLKIT

INTRODUCTION

- AGREE THE GAP & COMMIT TO AGT INSTRUCTIONS
- DEFINE YOUR ASPIRATIONS & PRIORITIES INSTRUCTIONS
- ALIGN YOUR GOALS & DELIVERABLES INSTRUCTIONS
- TELL YOUR STORY & SEND STRONG SYMBOLS INSTRUCTIONS
- INCREASE YOUR MEETING & DECISION EFFECTIVENESS INSTRUCTIONS

AGREE THE GAP & COMMIT

INTRODUCTION

- ESTABLISH YOUR FIRE
- EXPLORE THE GAP & COMMIT TO ACTION

DEFINE YOUR ASPIRATIONS & PRIORITIES

INTRODUCTION

- FOCUS ON THE 4 BIG QUESTIONS
- DEFINE YOUR WHY
- DEFINE YOUR WHERE
- DEFINE YOUR WHAT
- DEFINE YOUR HOW
- PRESSURE TEST YOUR ASPIRATIONS
- NARROW YOUR PRIORITIES
- TURN YOUR VALUES INTO STANDARDS

ALIGN YOUR GOALS & DELIVERABLES

INTRODUCTION

- CREATE A SETTING FOR ACHIEVEMENT
- SET LONG TERM GOALS
- BUILD YOUR PERSONAL SCORECARD
- ALIGN GOALS WITH PERFORMANCE MANAGEMENT

TELL YOUR STORY & SEND STRONG SYMBOLS

INTRODUCTION

- STORY IS THE ANSWER
- BUILD YOUR STORY
- SYMBOLS ARE A CULTURE'S MEGAPHONE
- DECIDE YOUR SYMBOLS

INCREASE YOUR MEETING & DECISION EFFECTIVENESS

INTRODUCTION

- MEETINGS ARE CARRIERS OF CULTURE
- INCREASE MEETING EFFECTIVENESS





APPENDIX B: WHAT DOES THE GUIDED PROGRAM THROUGH 'MY PATH' LOOK LIKE?

The Guided Program is delivered via email prompts, direct to each team member's inbox. It represents the 'ideal' way to work through My Path. Of course, users can, and do, supplement this journey by engaging with those topics of most interest to them, whenever they want.

First 6 months; Go to the Gap, Go Deep, Get Focused

The aim of the first six months is for each team member to get absolutely clear on who they are, where they are, where they're headed, and establish the disciplines to get there.

Week	Focus
1	Ability to confidently navigate Enixa increased
2	Gaps for purposefulness and influence established
3	A meaningful and unlimited future imagined
5	A clear statement of personal purpose identified
7	A clear set of personal values identified
9	Key personal and professional roles defined
11	Long-term goals defined
13	Personal scorecard created
15	Personal scorecard embedded and obstacles overcome
17	Gaps to personal effectiveness established
19	Ideal week established to align with goals
21	An effective cadence of reminders and review established
23	Personal aspirations assessed and purposefulness remeasured
25	The path to mastery understood and a baseline established

The next 18 months+; Get Inspired, Get Skilled

The aim of the next 18 months+, is to inspire, provoke and challenge team members to be their best selves, and to provide them with the insights and tactics to live that reality, every day.

Week	Focus
28	Our Path toolkit for using Enixa as a team understood
30	Leadership is a mindset not a position
32	Reject complacency and strive for excellence
34	Be a role model first and a preacher second
36	Explore the limits of what's possible
38	Judge yourself by a higher standard
40	Believing is seeing
42	Frustration is a symptom of playing the victim
44	Your emotions are your responsibility
46	Other people's actions often have nothing to do with you
48	Choose a better story
50	The worst thing can become the best thing
52	We all do the best we can with what we know
54++	Our imperfections make us human

The guided prompts through My Path continue beyond week 54, all the way up to week 138.

You can request a complete and more detailed Index of the Guided Program from support@enixa.co











APPENDIX C: WHAT DOES THE JOURNEY TO MASTERY LOOK LIKE?

The Mastery Map is an interactive PDF to help users track the journey to mastery of Enixa over time.

MASTERY MAP
THERE ARE FIVE LEVELS TO REACH MASTERY IN ANY GIVEN SECTION OF ENIXA. IT'S VERY LIKELY YOU WILL BE AT DIFFERENT LEVELS IN DIFFERENT SECTIONS.



1. UNDERSTANDING

- You have watched all the videos, read all the articles and completed all the exercises in this section.
- You have a theoretical understanding of the beliefs, behaviors and practices covered within this section.
- You understand what to do.
- You feel more confident because you have a bigger toolbox.

2. REFLECTING

- You notice when you act in ways that align or misalign with the beliefs, behaviors and practices in this section.
- You see things you haven't seen before, even though you may be looking at the same thing.
- You feel like you're seeing things in slow motion, allowing you to make better choices in the moment.

3. INTEGRATING

- You have integrated the beliefs, behaviors and practices in this section into your daily life.
- You take few missteps but when you do, you get back on course quickly.
- This is now how you do things.
- You are getting more done with less effort and others are noticing.
- You feel a real sense of momentum; like you're on a roll.

4. EXTERNALIZING

- You are teaching the beliefs, behaviors and practices in this section to others.
- Your motive is contribution, not ego.
- You are discovering new insights, subtleties and nuances that take your own practice up a notch.
- You feel like you are making a positive difference to the lives of others.

5. PERSONIFYING

- You are a living, breathing example of what's possible.
- You apply the beliefs, behaviors and practices in your own unique way; like jazz.
- This is now who you are.
- You are the benchmark against which others measure themselves.
- You feel like you are in the zone and anything is possible.

SELF REFLECTION: What is the evidence to support your having reached this level of mastery?

- Actions you've taken or practices you've implemented
- Beliefs you've changed or adopted
- Emotions you've experienced
- Feedback others have given you
- Objective measures of your progress

RATE YOURSELF
USING THE EXPLANATIONS FOR THE FIVE LEVELS OF MASTERY, AND THE SELF REFLECTION QUESTIONS ABOVE, RATE YOUR LEVEL OF MASTERY FOR EACH OF THE SECTIONS IN ENIXA RIGHT NOW

MY PATH
FOR INDIVIDUALS

- TAKE RESPONSIBILITY
- ACCEPT YOURSELF
- GET CLEAR AND COMMITTED
- PLAN AND PRIORITIZE
- SYSTEMIZE YOUR SUCCESS

OUR PATH
FOR TEAMS & ORGANIZATIONS

- BELIEVE IN YOURSELF AND OTHERS
- GET A GAME YOU CAN WIN
- BUILD TRUST
- COMMUNICATE WITH IMPACT
- MAINTAIN MOMENTUM

- AGREE THE GAP AND COMMIT
- DEFINE YOUR ASPIRATIONS AND PRIORITIES
- ALIGN YOUR GOALS AND DELIVERABLES
- TELL YOUR STORY AND SEND STRONG SYMBOLS
- INCREASE YOUR MEETING EFFECTIVENESS

