

destined for
LEGACY



with MADELEINE WYKE SILVA

WHO IT'S FOR

Destined for Legacy is for KickAss leaders ready to evolve from *success* mode to *legacy* mode

- **Legacy Wealth:** You're a leader who has built the kind of success most people in your space dream of, but you know you're destined for more. You want to build a legacy business that generates legacy wealth so that your mission, vision, and legacy are fully resourced. You're not interested in sharing inflated revenue numbers to gain status. You want real profits that can build real wealth, strategically and intentionally.
- **Alignment:** Your days of trying to contort yourself into someone else's (mentor, guru, influencer) idea of success are long behind you. And now you want to create and grow in alignment with who you truly are - without having to sacrifice your energy, integrity, or your soul's work. You want an aligned business where... as it scales, who you truly are is amplified (not stagnant or blocked).
- **Simplicity:** You want elegant simplicity in how you create, build, and scale your legacy business and life. You're not interested in the hustle, trends, or forced solutions. You're not chasing after success, you're living it. You want to be freed up to do the work that lights you on fire, rather than tend to the obligations that have become the norm as your success has grown.
 - **A Self-Managing Team** that can run the business and serve your clients to your standards.
 - **Systems that drive** accountability and **million-dollar growth.**
 - **A Business that Sparks Joy.** Marie Kondo vibes only, or it gets tossed out.
- **Spaciousness:** You prefer working in spurts - all on or all off - and want to create an on/off schedule that allows you the space to receive the big downloads. You're looking to create enough spaciousness to cultivate your creativity and innovation and have time to just BE. You want to be able to step away from the business you've built for extended periods (think 1-3 months), to travel, to spend time with loved ones, to work on your legacy projects, with your clients still experiencing life-changing transformation.

WHO IT'S FOR

Destined for Legacy is for KickAss leaders ready to evolve from *success* mode to *legacy* mode

- **Leadership:** You are done with white-knuckling through HARD times or working with the WRONG team members or DOING all the client work on your own. You're tired of feeling the pressure of everyone relying on you. You want ease and flow. You want support (from a team that gets your vision and a mentor who gets who you truly are). You are ready to transition from being the DOER in your business to becoming the LEADER of your legacy.
- **Spiritual:** You have experienced firsthand how much this entrepreneurial journey is a spiritual journey. You want to tap into your intuition, spirit, and flow to create your legacy beyond your wildest imagination. You want to learn ways to lean into growth opportunities without having past trauma run the show when things get hectic and you feel pressured. You want a mentor who can see your wholeness even when you're not at your best.
- **Mentorship:** You don't want to jump on calls or be in a community hearing from someone who doesn't have real-life experience creating what you want to create, or is doing it in a way that feels exhausting or unsustainable to you. You want direct access. You don't just want another course or mastermind, you're looking for a mentor. You want someone in your corner. Someone who can hold the vision with you, without shrinking it down into tactics and strategies that *work*. A mentor who sees you, can dream just as big, and has a sh*t ton of real-world business experience, so if you pop in to talk through a clusterf*ck situation with your team, or review the P/L statements from the last 6 months to cut expenses, or a limited mindset pattern you're still carrying from past trauma...they're IN it with you. They get it. They get you.

LEGACY TEAM AUDIT

STEP 1



We kick things off with the 4-week, high-touch Legacy Team Audit with me, Madeleine. If you want a team that can run the day-to-day of your business with minimal input from you, meeting the standards you set, to free you up to create the kind of legacy business you know you're destined for...then the Legacy Team Audit is going to rock your world, in a good way.

You'll get:

Clarity on Your Team Dynamics: Identify each team member's top strengths, and let's translate them into MORE productivity NOW.

Unlock the power of the Legacy Team Audit within minutes of your commitment. Embark on an intuitive journey with our step-by-step onboarding process, designed to effortlessly collect essential insights about your team. Just gather, click, and catapult your team data directly to the expert's hands. (that's me)

I am known for spotting your team's most sought-after talents and helping you translate them into productivity that drives million-dollar growth (even for team members that you may be unsure about).

Strategic Leadership Insights: Discover your POWER, and bring it forth in your leadership to RAISE the standards for your team

I will pour my 20+ years of experience growing legacy teams into the data you sent over to meticulously craft a custom-built, comprehensive 360-degree analysis of your team, to give you the insights you need to put you on the path to exponential growth.

LEGACY TEAM AUDIT

I can spot where you are people-pleasing and catering to team members your business has long outgrown, and how to call in the high-performance team you LOVE to collaborate with so your legacy can come to life. From 3-day work weeks to month-long sabbaticals, my feedback is what takes your team from scatterbrain to genius, and your bank account will KNOW the difference.

Know exactly where you're not fully showing up, expressing your leadership, being clear about what you want, and what results you expect.

Path to Exponential Growth: Find the fastest path to create your LEGACY.

When you're the glue that holds your team together, growth becomes stagnant and really hard. I'm known for seeing how to eliminate the capacity blocks standing in the way of your legacy and exponential growth.

We'll meet 1:1 on a 60-minute Zoom intensive so that I can share exactly how you step into your POWER and LEAD your team toward HIGH performance to skyrocket your growth.

You'll gain crystal-clear insights into the composition of your team. Leave empowered with a concrete plan to sculpt your team for maximum impact. My clients swear by the personalized, direct feedback available ONLY inside my 1:1 intensives and my high-end mastermind.

LEAD YOUR TEAM

STEP 2



You can't outsource leading your team. Not even if you find the *right* OBM. No one will ever be able to match YOUR intention, drive, presence, passion, vision. But that doesn't mean you have to DO all the team and project management yourself. When you lead powerfully, 99% of all the management can be outsourced to systems. We will systematically install the frameworks and strategies to eliminate capacity blocks and create a self-managing team that can drive million-dollar growth.

You'll Get:

ALL the templates, frameworks, workflows, video tutorials on the EXACT systems I use in my business, and that I have installed in hundreds of businesses, make it possible for me to run my business on 3-day work weeks and my team on 30-minute weekly team meetings.

Productivity Hacks to instantly free up 10-20 hours per week and 10x productivity, for you, and your team members. Every time your team members transition from one task to another, they lose 15 minutes of productivity. If they transition 8 times in a day, that's 2 hours of lost productivity every single day. I will train your team (video training) on how to prioritize their work to skyrocket their productivity overnight.

The Delegation Map to supercharge delegating tasks off your to-do list to your team. Most delegations fail because they lack context and detail at the handoff. When things break, rather than lead, we jump in and do, fixing things. And before we know it, the task we've delegated, is back on our to-do list. I will teach you how to delegate, what to delegate, and when to delegate (because what and when, are just as important as how). Even the stuff you believe only you can do.

LEAD YOUR TEAM

The Legacy Organizational Chart to identify exactly who you need on your team to reach your legacy goals, customized to your vision, and your team. Knowing who you need to hire, when to hire, and what the budget should be is essential to expand growth fast, and without setbacks.

Deep + Narrow Job Descriptions to ensure that each one of your team members works in their zone of genius. There is a lot of discussion about CEOs needing to be freed up to work only in their zone of genius, but rarely do we consider our team members' zone of genius when assigning tasks. Many team members are stuck trying to overcome their weaknesses, being criticized for not doing a good job. The attitude, motivation, and productivity will explode when everyone on your team is working in their zone of genius only. Yes, even the team members you're not sure about keeping around.

The 9-Part Team Accountability Ecosystem is the backbone of creating a self-managing team, that consistently delivers high-quality work that meets your standards. Leaders need a team to be successful, and teams need systems to be successful. The 9-Part Accountability Ecosystem will address how you want your team members to behave, think through problems, and prioritize their work, as well as, how to do the work, meet your standards, and get your clients results. We're talking company culture, training, meetings, SOPs (standard operational procedures), KPIs (key performance indicators), team raises, bonuses, and evaluations. It's robust, and will do 99% of the team management for you. Now all you need to do, is reinforce it.

LEAD YOUR TEAM

The 4-Phase Operational Build-Out secures and organizes all of your business assets, and builds out SOPs (standard operational procedures). Most online businesses I step into have their files on 3 different drives so it's impossible to find anything when you need it, and forget about team collaboration. Most of the SOPs are old, obsolete, or never created, and yes, they too are all over the place, and hard to find when you need them. If someone on the team is out sick, everything screech to a halt, because no one knows how they do what they do. As the business has grown, there are whole departments the CEO has no idea how things done, or how long they take to get done, so creating strategic growth plans, like when we're at capacity and need to hire, or how to price services or programs to be profitable, we're shooting in the dark, hoping for the best. **The 4-Phase Operational Build Out** changes all of that.

Project Planning Hack: From Idea to Implementation Framework allows your team to seamlessly implement your most brilliant ideas for you. Most CEOs and their teams track the important projects in Slack and over Zoom meetings. Things get forgotten, missed, and delayed because it's impossible to track it all on top of everything else going on in the business. Too often, the project misses the mark, and is not at all what the CEO had envisioned. Enforcing the belief that *"If I don't do it myself, it won't get done right."* There is a much easier way, that is much more effective, and requires minimal input from you, the CEO. And you can even AI-ify it, and make it look like pure magic.

The 6-Step Project Management Template makes managing the most complex projects simple. You may be surprised by how many of the projects your team is working on are repetitive in nature. You follow a similar process again and again and again. By identifying these repetitive projects and creating workflow templates with all the steps, timelines, and resources needed, a lot of the frustrations you're feeling around things not getting done on time or to your standards would disappear. And wouldn't that be nice?

LEAD YOUR TEAM

The 12-Step Hiring Funnel makes finding top talent on a budget you can afford, easy breezy. Many leaders give up on their legacy dreams because they can't find the right talent, and they're not willing, and rightfully so, to compromise the quality of their work, or put their reputation on the line. But that's not you, not anymore. I've spent decades refining our hiring process, recruiting thousands of team members over the years, for every possible role (IT professionals, bookkeepers, graphic designers, project managers, social media managers, chief operational officers, clientcare specialists, and more) so that you don't have to. The talent that comes through from **The 12-Step Hiring Funnel** sticks 98% of the time, and stays past 12 months. We have tracked this with our clients. It has been a game changer for me in building my legacy business knowing that my team can find me top talent for any role I can think up. It will be a game-changer for you too.

And More...

LEAD YOUR LEGACY

STEP 3



Being a leader of a big ass legacy, leading a team, and your clients can feel like hiking the Sahara desert without water, alone. You hold space for SO many, but when the threads start to unravel, who's catching you? I'm all IN with you. I've been down this road, hit the same potholes, and yes, I even got the T-shirts to prove it. I'm not going to give you love and light platitudes.

I got the "*I f*cked this up 10 different ways before I figured out what works*" kind of wisdom. This is a place where you get to kick it, drop the armor, pick my brain, and refuel.

So that you can steer your legacy with fire in your belly, laser focus, crystal clear on who to BE, what to DO, so it all falls into place lightning fast.

You'll get:

Up to 2x per month 1:1 Zoom Sessions to help you make the transition from DOer in your business to LEADer of your legacy.

Private Slack channel to receive in-the-moment mentorship.

On-demand access to my membership, *Legacy Confidential*, with 5-8 weekly short audio files on how I CEO inside my business. From dealing with team members' requests for raises, to navigating tight financial situations, to leading clients through tough situations, to making key decisions on where I'm taking my legacy next...I'll take you behind the scenes, and share it all.

DESTINED FOR LEGACY

As you can see, you'll get all the strategies you'll need to simplify and scale your legacy business.

You'll be able to tap into my 20+ years of experience in team and leadership development to accelerate business scaling. I've mastered transforming complex, clunky barely-breaking-even businesses into simple, streamlined money-making machines run by a self-managing team so you're freed up to do your legacy work. I've done this on repeat for many of the online leaders.

But all the strategies in the world will not evolve your business into the legacy business of your dreams.

Legacy businesses evolve through shifts in our BEing....not by DOing.

So in addition to giving you all the team strategies and business systems you could ever want and need...

I'll be sharing the exact ways that I create the deep leadership shifts you'll need to build an extraordinary, deeply fulfilling legacy business where success feels like the way you dreamed it would.

I will infuse the strategic training with mind-shifting perspectives so as you implement the strategy, you'll understand the inner work you'll need to do to get the outer world to align with your deepest desires.

Instead of DOing (hustle) to make things happen, hoping we get to HAVE some nice stuff, delaying the moment we'll just get to BE to some distant future...(like the bro scalers do)

We're going to flip the script..and create exponential growth on repeat.



DESTINED FOR LEGACY

We will cultivate our BEing, align our DOing (strategy), and the HAVEing will come faster and more furious than ever.

Our desires and dreams will no longer depend on unfinished projects with a deadline.

Our BEcoming will be the cherry on top of our wildest most successful real-life legacy story.



THE INVESTMENT

\$4,444 per month for 12 months.

Or if you want to save some moolah you can PIF
\$47,777 for 12 months (savings of \$5,551)

*The investment will go up May 1, 2024 to \$5,555 per month
\$59,999 for 12 months PIF (savings of \$6,661)*

NEXT STEPS

STEP 1. DM me ***"I'm IN!"*** on FB

STEP 2. We'll get you onboarded.

STEP 3. Kick off with ***The Legacy Team Audit***

QUESTIONS? DM ME ON FB