

THE QUADRANT MODEL BUILDER™

USING PICTURES TO MAKE A POINT & MOVE PEOPLE

This tool will help you build a argumentative quadrant model with 3 layers of understanding. Follow the steps below. NOTE: the example given is from my book *The Entrepreneur's Solution* (www.theentrepreneurssolution.com).

STEPS	EXAMPLE	YOUR TURN
1 What is the model about? (i.e. leadership, innovation, etc.)	entrepreneurial mindset	----- -----
2 What are the 5 big words that characterize your work or process?	mindset, success, identity, influence, impact	----- -----
3 Choose 2 words for axis (Hint: keep the action words for direction)	mindset & success	----- -----
4 Decide which is vertical & horizontal <small>NOTE: see which words seem more natural in vertical vs horizontal</small>	mindset (horizontal) & success (vertical)	----- -----
5 Define what happens at each end of the axis	mindset-mediocre & entrepreneurial success-sustainable & unsustainable	----- -----
6 Name the quadrants (watch palette here)	task mechanic, creative saboteur, status quo manager & entrepreneurial superstar	----- -----
7 Define your process to move from one quadrant to the next	identity, influence & impact	----- -----

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The Argumentative Quadrant Model Template

