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In the Star Wars saga there is a popular series called The Mandalorian. You are most likely familiar with the character “Baby Yoda,” but that is a different lesson. “Mando,” as he is called, is a strong all-business character operating with simple principles that honor his culture. Those core intentions help him to succeed in both his and his people’s mission. Whenever a valuable core intention is spoken, The Mandalorian will always reply confidently with the phrase, **“This is the way.”**

PowerCore is a collaborative referral marketing system built on principles, strategies and mandates that promote success among its Membership. These are some of the written and unwritten valuable core intentions that the most successful PowerCore Members adhere to. **“This is the way.”**

LEVEL: **Padawan** (beginner, naïve, untrained, apprentice)

- **ALWAYS** arrive early. Always.
- **NEVER** show up late to a meeting with a Starbucks cup.
- **ALWAYS** delegate time weekly for PowerCore Preparedness.
- **NEVER** use the word “you” in a meeting InfoMinute.
- **ALWAYS** use all of your allotted time.
- **NEVER** get distracted by mobile phone or watch notifications.
- **ALWAYS** follow up on every encounter.... your personal way.
- **NEVER** go over allotted time during any part of the meeting.
- **ALWAYS** have every Team Member’s information in your phone.
- **NEVER** spam list Team Members without prior approval.
- **ALWAYS** custom tailor your PowerCore online Profile Page.
- **NEVER** share bad news to a group.
- **ALWAYS** have something new and informative to share.
- **NEVER** use acronyms and verbiage unknown to the general public.
- **ALWAYS** become engagingly interested in others.
- **NEVER** force others to be interested in you.
- **ALWAYS** aspire to be the best FOR the Team. Not ON the Team.
- **NEVER** speak poorly about a company or industry type.
- **ALWAYS** take the initiative.
- **NEVER** stop learning and improving referral marketing strategies.
- **ALWAYS** fit in first. Then stand out. Outstandingly.

“This is the way.”

LEVEL : **Jedi** (Knight of Order, Master)

- **ALWAYS** introduce yourself to new people at all meetings.
- **NEVER** ask during a 7-Minute, “Does anybody have any questions?”
- **ALWAYS** call/text a Member that is unexpectedly absent.
- **NEVER** deliver or accept a BEE sting (Blame – Excuse – Explain).
- **ALWAYS** be the first to RSVP for an event.
- **NEVER** confuse equal with equality. They are not the same thing.
- **ALWAYS** support deserving teammates through Social Media.
- **NEVER** question the value of persistence.
- **ALWAYS** recognize when and if a group email will be effective.
- **NEVER** “Reply All” to an email unless it is specifically good news intentional.
- **ALWAYS** share good news of other Members proactively.
- **NEVER** pass up an opportunity to help where you can.
- **ALWAYS** put out more than you expect back in effort and energy.

“This is the way.”

PowerCore is an intentional referral marketing tool. Be intentional with your effort and best practices. What do you think is something PowerCore Members should “Always” do? What about “Never?”

May the Force Be With You and help you make your way through the farthest reaches of your goals and business success.

“This is the way.”