THE MENTORSHIP
BOARDROOM

MODULE 1/10
"UDUME NGANI?" (WHAT ARE YOU KNOWN FOR?)

WORKBOOK 1



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1. WELCOME

Welcome to the Digital Mentorship Circle.

Here, you have access to a digital version of me – designed to help you test your thinking against the principles, values, and ethical standards that have shaped my career.

Use it to pressure-test decisions.
To challenge assumptions.
To slow your thinking when clarity matters.

This platform is not about admiration or imitation.
It exists to help you become a stronger decision-maker and a more grounded leader.

I am interested in building leaders – not followers.
I hope you use this space to do the work, make hard choices, and grow into the kind of leadership you respect.

2. LESSON 1: UDUME NGANI?

PURPOSE OF THIS LESSON
This lesson defines what you are building a reputation for.

Leadership is not intention. Leadership is what you are consistently known for.
Reputation is built whether you are deliberate or not.
This lesson helps you choose it intentionally.

WHY THIS MATTERS
Markets, organisations, and communities do not reward effort.
They reward recognised excellence.

If your work does not clearly introduce you before you enter the room, you are still in discovery mode.

CORE PRINCIPLE: BE KNOWN FOR SOMETHING
High-impact leaders are not generalists by accident.
They are deliberate specialists.

Your name should trigger a clear association:

- A problem you solve exceptionally well
- A standard you are known to uphold
- A result you reliably deliver

Average is invisible.
Clarity creates leverage.

REFLECTION & WRITE-IN

1. What am I currently known for (honestly)?

_____

_____

2. What do I want to be known for in the next 3–5 years?

_____

_____

3. My Top 3 ambition (be precise):
"I am building toward being Top 3 in _____, measured by _____."

Note:
If your daily actions do not reinforce what you want to be known for, your reputation will be set by default.
Leaders choose their identity – then defend it with discipline.

3. LESSON 2: SET THE FRAME - THE ABC

High-impact leaders do not start with tactics.
They start by setting the frame.

Before deciding how you will act, you must be clear on:

- What you are aiming for
- Why it is worth sustained effort
-

This lesson introduces the ABC Framework – a practical way to set goals that stretch identity, demand courage, and create real value.

THE ABC FRAMEWORK

Every serious goal must pass three tests.
If it fails one, the goal is likely:

- Too small
- Too safe
- Too inward-looking

Use this framework to pressure-test ambition before execution.

A – AUDACIOUS

Definition: Audacious goals are not constrained by current circumstances.
They are set without reference to:

- Current resources
- Current role or title
- Current confidence or skill level

Audacity removes the artificial ceiling imposed by present reality.

Self-Check

- If fear of failure was removed, what would I aim for?
- What goal would require me to grow into it?

B – BOLD

Definition: Bold goals stretch you emotionally, not just intellectually.
They:

- Push beyond comfort
- Require courage, not permission
- Make complacency uncomfortable

If a goal feels safe to say out loud, it is likely polite – not bold.

Self-Check

- Does this goal demand a higher level of execution from me?
- Will I need to have harder conversations, show up visibly, or risk being wrong?

C – CREATE VALUE

Definition: Serious goals create value – not just activity.
Value may be created for:

- Self (capability, mastery, credibility)
- Others (clients, teams, mentees)
- Community / industry (impact, access, progress)

Goals driven only by ego do not sustain effort.

Self-Check

- Who benefits if I succeed?
- What problem does this meaningfully improve or solve?

3. LESSON 2: SET THE FRAME - THE ABC

GROUND THE GOAL IN PURPOSE
Ambition without purpose becomes noise.

Purpose acts as a filter:
- Helps you say no faster
- Prevents impressive but empty pursuits
- Aligns effort with identity

Self-Check
- Does this goal move me closer to the leader I respect?
- Is it aligned with what I want to be known for?
-

Purpose alignment statement: “This goal matters because _____”

MAKE IT SMART (WITHOUT MAKING IT SMALL)
Audacious goals still require discipline.

Translate the goal into SMART execution, without shrinking its ambition:
- Specific – clear enough to act on
- Measurable – progress can be tracked
- Achievable – through growth, not comfort
- Relevant – aligned to purpose and value
- Time-bound – urgency creates momentum

SMART does not mean safe.
It means operational.

A bold goal without a plan is a wish. A bold goal with a plan is a commitment.

4. LESSON 3: THE “8 QUADRANTS” LIFE BOARD

This lesson helps you translate ambition into a whole-life view.
The best leaders do not optimise one area of life at the expense of the rest.
They design their lives deliberately – across multiple dimensions – and then execute with discipline.

This lesson ensures your goals are:
- Written
- Balanced
- Aligned to identity
- Set at a standard that stretches you

WHY THE 8 QUADRANTS MATTER
Leadership is not one-dimensional.
You can succeed professionally and still fail yourself.
You can grow financially and neglect health, relationships, or purpose.

The 8 Quadrants Life Board prevents accidental imbalance by forcing intentional design.
What you do not define, life will define for you.

The 8 Quadrants
Divide your life into the following eight areas:

1. Career + Business
2. Health + Wellness
3. Education + Self-Development
4. Finances
5. Relationships
6. Travel
7. Spirituality
8. Community

4. LESSON 3: THE “8 QUADRANTS” LIFE BOARD

EXERCISE: BUILD YOUR LIFE BOARD

Step 1: Create the Board

- Take a blank piece of paper and fold it into 8 sections or Use the Life Board pages provided in this workbook

Label each section with one of the 8 quadrant titles.

Step 2: Write Your Goals

In each quadrant, write one or more goals you want to achieve.

Each goal must meet the **ABC standard:**

- Audacious – not limited by your current reality
- Bold – stretches comfort and raises standards
- Creates Value – for you, others, or the community

Do not aim for what feels reasonable.
Aim for what will require you to grow.

“What the mind can conceive, it can achieve.”

Set goals high. Make them slightly scary. Then grow into the person who can achieve them.

WRITE IT DOWN (THIS IS NOT OPTIONAL)

People who write down their goals are 62% more likely to achieve them than those who don’t.

Written goals perform better.
Writing forces clarity.
Clarity creates commitment.
Commitment drives execution.

You are not writing aspirations.
You are setting standards.

THE “8 QUADRANTS” LIFE BOARD

THE MENTORSHIP BOARDROOM

Career + Business

Health + Wellness

Education + Self development

Relationships

Finances

Travel

Spirituality

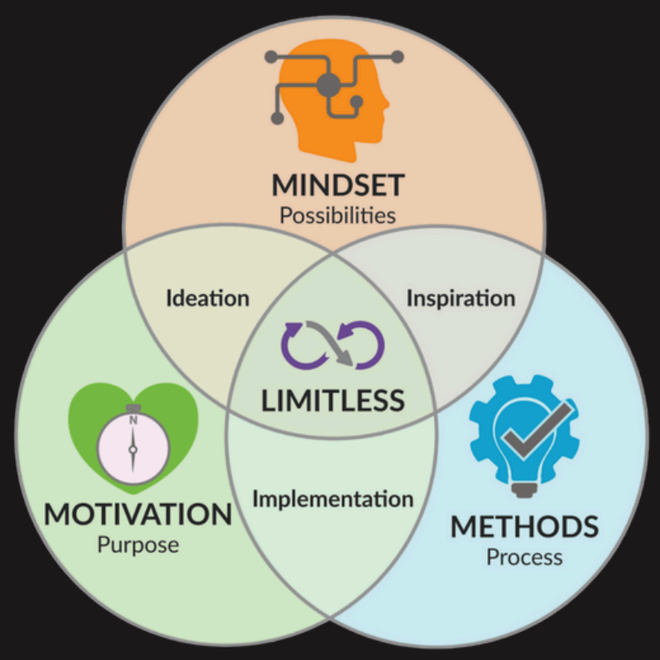
Community

5. LESSON 4: CREATE A SYSTEM (ENABLERS)

Around **92%** of people never achieve their New Year's resolutions.
The issue is not ambition. It is reliance on motivation instead of systems.

High-impact leaders do not depend on how they feel. They build enablers that make execution inevitable.

THE FIVE ENABLERS OF GOAL ACHIEVEMENT
To materially increase your chances of success, every serious goal must be supported by the following five enablers.



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1. Motivation – Be Clear on Your Why
Motivation is not hype. It is clarity of purpose.

As Jim Kwik explains in his 3Ms framework (Motivation, Methods, Mindset), sustainable performance starts by knowing why you're doing something – not waiting to feel inspired.

Use the P × E × S^3 framework:

- Purpose – Why this goal matters
- Energy – Do you have the physical and emotional capacity to pursue it?
- S^3 (Small, Simple Steps) – What is the smallest repeatable action you can take?

You do not need intense motivation. You need sufficient clarity to act consistently.

2. Methods – Build a System That Works
Motivation is unreliable. Systems are not.
If success depends on "feeling like it," the goal will fail.

Methods include:

- Scheduled time blocks
- Checklists and routines
- Learning systems
- Execution rhythms

Leaders build systems that work on bad days, not just good ones.

3. Mindset – Define What Success Looks Like
Mindset is not positive thinking. It is clarity of outcome.

You must be able to picture:

- What success looks like
- How it feels
- How you behave when you are operating at that level

For a clear, practical breakdown of how Motivation, Methods, and Mindset work together, Jim Kwik explains the 3Ms brilliantly here:
👉 3 Powerful Strategies for Personal Evolution | Jim Kwik

5. LESSON 4: CREATE A SYSTEM (ENABLERS)

4. Identity – Become the Goal
This is where most people fail.
You do not achieve goals first and become the identity later.
You assume the identity first, then act in alignment with it.

Examples:

- You don't write a book and then become an author
- → You identify as an author and write daily
- You don't lose weight and then become healthy
- → You identify as a healthy person and act accordingly

Identity changes behaviour automatically.

Ask:

- "What would someone who is already this do today?"
- "What does this identity tolerate – and what does it reject?"

5. Weekly Review – Keep Promises to Yourself
Execution requires review.
Once a week, look at your goals and ask:

- What did I commit to?
- What did I actually deliver?
- What matters most next week?

THE SYSTEM SUMMARY
Every goal should be supported by:

- Mindset – aim high, visualise outcomes, practice growth thinking
- Motivation – clarity of why, not hype
- Methods – systems for learning and execution
- Identity – be known for something; let your work announce you
- Weekly Review – adjust without emotion, execute with discipline

Motivation starts goals.
Systems finish them.

TASKS - EXECUTE THIS MONTH

Task 1: Select Your Top 3
From your Life Board, circle the 3 goals you want the most.
These become your focus goals.

Task 2: Define the Journey (From → To → By When)
For each of the 3 goals, write:

- From: Where you are right now (be honest)
- To: Where you want to get to (be specific)
- By When: The deadline that creates urgency

This converts ambition into direction.

Task 3: Define the 3Ms for Each Goal
For each goal, write down the 3Ms:

- Mindset – What you must believe, unlearn, or reframe
- Motivation – Why this goal matters (your purpose)
- Method – The system that will carry the goal

If one M is missing, execution weakens.

Task 4: Monitor Weekly
Once a week:

- Review your 3 goals
- Check progress honestly
- Adjust without emotion

This is a leadership discipline, not a feeling check.

Rule:
Unreviewed goals decay.
Reviewed goals compound.

ADDITIONAL REOURCES

Yolanda Cuba MentorGPT



I build decisive leaders – not followers.
This is your thinking partner: it challenges how you decide, not what to think.

Use it to:

- Challenge assumptions with first-principles prompts
- Stress-test choices before you commit
- Clarify priorities when trade-offs bite

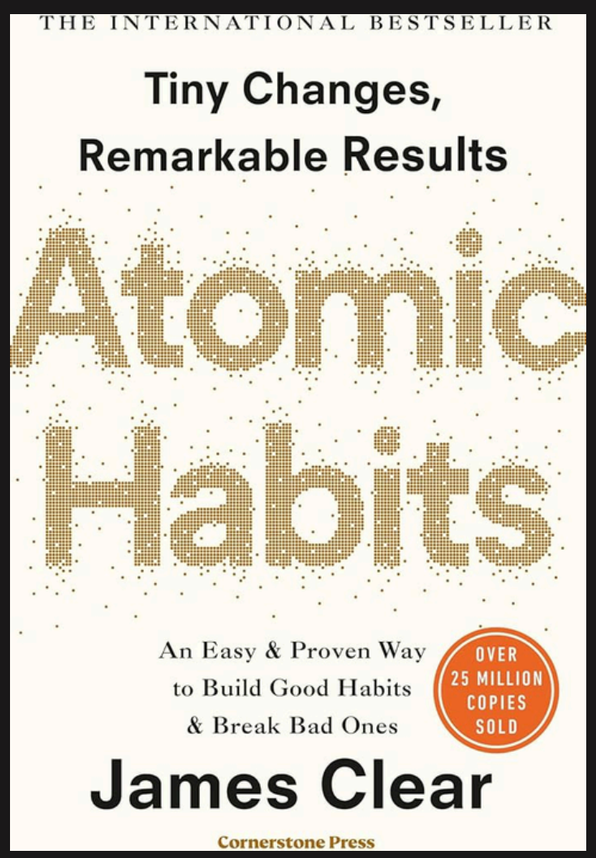
What it's not: a pep talk.
It's a space to slow down, raise your standards, and tighten execution – with people-first judgment and calculated risk at the core.

Lead sharper. Decide better. Execute consistently.

Access the Yolanda Cuba MentorGPT here.

BONUS READING

Leaders are readers, but only if the reading turns into action. This month, focus on two essentials that compound skill and raise standards. Skim less, apply more: pull one idea per chapter and put it to work within a week.



Atomic Habits – for building execution systems that compound.



So Good They Can't Ignore You – for becoming excellent and being known for it.

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