



five steps to your
DIG SOUTH COMMANDER'S INTENT



1. ENVISION THE IDEAL SCENARIO:

Pretend you're getting ready for Dig South 2018 and looking back, what has to have happened at DigSouth 2017 to make it worth your investment - both in time and money?

Hint: What has been successful in the past at conferences you've attended? What mistakes do you NOT want to replicate?

2. SET YOUR INTENTIONS:

There are 5 primary personal intentions for any given conference. Rank them 1 - 5 in order of significance as it relates to your IDEAL SCENARIO (1 being most important; 5 being least important).

RANK	INTENTION
	NETWORK - The intent of this conference is to expand my network and connect with key contacts.
	EDUCATION - The intent of this conference is to increase my knowledge on specific subjects.
	REVENUE - The intent of this conference is to sell my products/services and/or turn a profit.
	FUNDING - The intent of this conference is to connect with investors who can fund my business.
	EXPOSURE - The intent of this conference is to increase my personal or business exposure.

3. IDENTIFY TOP INTENTIONS:

What are your top two highest ranking intentions?

INTENT #1:

INTENT #2:

4. SET SPECIFIC GOALS AROUND YOUR TOP INTENTIONS:

Now that you know your top 2 intentions for DigSouth 2017, how do each of those look specifically? Create a detailed goal around each of those intentions. (Example: Book \$5,000 in services OR Meet 2 angel investors interested in my business.)

INTENT #1 GOAL:

INTENT #2 GOAL:

5. SET YOUR AFFIRMATION STATEMENT - THIS IS YOUR COMMANDER'S INTENT FOR DIG SOUTH:

Fill in the spaces of this statement with your top intentions and specific goals to craft your Commander's Intent. Make sure you re-write your goals in past tense, as if you already accomplished them.

I went to DigSouth 2017 to get _____ and _____. I was successful
Intent #1 *Intent #2*

at this as evidenced by _____ and

_____.



DIG SOUTH DAY 1: WEDNESDAY, APRIL 26TH

PRESENTATIONS	ASSIGNED INTENT	SPECIFIC GOAL	FOLLOW UP ACTION
9:00 am - Super Keynote 1 Breakthrough: The New Neuroscience of Accomplishing the “Impossible”			
10:15 am - Super Keynote 2 Building a Brand for the Digital Age			
11:10am - Breakout 1:			
12:00 pm - Super Keynote 3 A Fireside Chat with Jason Robins, CEO, DraftKings			
1:15 pm - Breakout 2: <i>(Hint - Curing Lifestyle Deficit Disorder (LDD): Liberating your business, relationships & life with the Perfect Day)</i>			
2:15 pm - Breakout 3:			
4:00 pm - Super Keynote 4 Fireside Chat with Jim Bankoff, CEO/Chair, Vox Media			

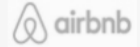
EXHIBITORS: WHAT IS YOUR DESIRED GOAL?

SOCIAL EVENTS: WHAT IS YOUR DESIRED GOAL?

DIG SOUTH DAY 2: THURSDAY, APRIL 27TH

PRESENTATIONS	ASSIGNED INTENT	SPECIFIC GOAL	FOLLOW UP ACTION
9:00 am - Super Keynote 5 Creating Breakthrough Brand Strategies: When to Stay True to the Past, and When to Break With It			
10:00 am - Breakout 4:			
11:00am - Breakout 5:			
12:00 pm - Super Keynote 6 Building a Decentralized Internet			
1:00 pm - Breakout 6:			
2:00 pm - Breakout 7:			
3:00 pm - Super Keynote 7			
EXHIBITORS: WHAT IS YOUR DESIRED OUTCOME?			
SOCIAL EVENTS: WHAT IS YOUR DESIRED OUTCOME?			

2017 SPEAKERS

[REGISTER NOW](#)

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Cokie is a 20+ year veteran in the investment world, a CFP®, Wall Street disrupter, peak bagger, Perfect Day Engineer, Serial Entrepreneur and terrified mother of two.

My Speakers Sessions

Wednesday, April 26

1:15pm



Breakout 2 - Curing Lifestyle Deficit Disorder (LDD): Liberating Your Business, Your Relationships and Your Life with the Perfect Day

join me at my Dig South breakout:

CURING LIFESTYLE DEFICIT DISORDER (LDD)

Professionals prone to LDD have constructed their whole lives around their businesses. Work comes first, and their hobbies, passions projects, friends, and family members get what's left over. Exhaustion and overwhelm become a way of life. This breakout session will give you the LDD cure - the elusive holy grail that practically every entrepreneur wants to find but secretly doubts its very existence: a healthy, balanced lifestyle with a thriving business that makes you want to get out of bed each morning. This cure is the Perfect Day formula, and it has the power to change your life. Whether that means climbing the peak of Kilimanjaro or sailing a distant sea, giving a TED talk in front of hundreds of people or launching your fifth startup, this session is your roadmap to launching yourself into the life you've always dreamed of.