

# How to Create, Grow and Expand Socially-Responsible Organizations Globally

By Dame DC Cordova  
CEO – Excellerated Business Schools® for  
Entrepreneurs / Money & You® Program



# *WHAT'S YOUR PURPOSE?*

*OURS: TO UPLIFT HUMANITY'S CONSCIOUSNESS  
THROUGH  
SOCIALLY-RESPONSIBLE BUSINESSES*



# ***WHAT'S YOUR MISSION?***

***OURS: TO TRANSFORM EDUCATIONAL SYSTEMS AROUND  
THE WORLD AND ERADICATE POVERTY & HUNGER***



# Masters / Mentors

- ✓ • Learn from their Mistakes
- ✓ • Could inherit their legacy
- ✓ • 4 Areas YOU must Master or

## Surround Yourself with a Mentor:

- ✓ • Sales/Marketing
- ✓ • People/Organization
- ✓ • \$\$\$ & Finances
- ✓ • How to Add Value to Others





# NICHE

- A new creation – Unique
- You've added benefits – made better an existing organization / service
- There's a high need in your community / the world for your wisdom, team, commitment, mission and purpose that people would be willing to contribute to.



# LEVERAGE

- ✓ Market Research
- ✓ Using Resources, Networks, Funds, People available to YOU
- ✓ Through Systems
- ✓ Take Inventory of your Resources



# SYSTEMS

Are the “grease” of organizations – one cannot build a successful organization without them!

- ✓ • Administrative / Document EVERYTHING
  - ✓ • Organizational • Financial • Fund-raising • People
- (Think where you'll be in 5 years 😊)*



# ALIGNED TEAM

- ✓ • Purpose
- ✓ • Mission
- ✓ • Policies/Rules of the Game
- ✓ • Goals
- ✓ • Valuable Final Product / Service to be Provided
- ✓ • DISC – Personality Profile
- ✓ • Everyone clear about
- ✓ “deservability”
- ✓ • Loves a prosperous life





# SYNERGY

- ✓ **Unexpected results – beyond the ordinary**  
**The combination of certain elements**  
**creates greater strength!**



# RESULTS

**You either have reasons for not reaching your goals.  
Results will speak for themselves!**

**• SELF • FAMILY • COMMUNITY • WORLD**



# Money & You® Business Success Model



**RESULTS**  
**SYNERGY**  
**SYSTEMS/  
RULES OF GAME**  
**ALIGNED TEAM**  
**LEVERAGE**  
**NICHE**  
**MASTERS / MENTORS**



# ARE YOU IN THE PROCESS OF:

- Making Money?
- Keeping the Money?
- Growing the Money?



# GLOBAL EXPANSION ROCKS!





# CONSULT WITH EXPERTS

- Acceptable structures in foreign markets
- Taxes range widely depending on location and regions
- Not in all non-profit organizations taxes may be deducted – do your research, including what legal protections available for you personally and organization – Risk Mitigation
- Contracts with vendors
- Currency Exchange



# HOW TO OPEN COUNTRIES:

- ✓ Google international organizations similar to yours
- ✓ Look through Social Media sites. Start joining those groups. Make contacts and let them know who you are and your mission & purpose.
- ✓ Decide what country you wish to do expand into
- ✓ Call the Trade Commission office of that country and do research for non-profit organizations
- ✓ Contact Associations in that country that hold local and international conventions and see if you can be part of them
- ✓ Use the same skills that you use for networking locally to expand globally!



# GET STARTED & HAVE A GLOBAL ORGANIZATION!

- Be prepared to start preliminary conversations with all the necessary paperwork
- **The rules of business for- and non-profit organizations apply globally – they are just different rules!**
- Work with an experienced International Business Consultant/Attorney that is familiar with global “Rules of the Game” and can guide you to expand your organization for **Ultimate Leverage!**



# HOW TO GET STARTED IN SETTING UP RELATIONSHIPS:

- ✓ Offer a simple Memorandum of Understanding (MOU) recapping all the points/ topics you have had in conversations/meetings
- ✓ Have potential partners sign a Non-Disclosure / Non-Compete Agreement
- ✓ Start with small agreements / small events. Test the “ground”
- ✓ Crucial to meet in person even if they have a proven track record or have been introduced by a trusted friend/associate
- ✓ Will you be the communication point or assign Representative(s)?
- ✓ Will you train their organization? License your Programs /Services?
- ✓ **Total Clarity on YOUR and THEIR ORGANIZATIONAL MODELS**



# YOUR FIRST MEETING

- ✓ Have a powerful / concise conversation ready
- ✓ Your “enrollment” conversation to include your higher purpose
- ✓ Big picture – about your intentions – past results
- ✓ Acknowledge / Invite / Give
- ✓ Once you have decided to work together, prepare a Memorandum Of Understanding (MOU) to start. More comprehensive legal agreements can be worked on as you grow





# GLOBAL BUSINESS CARDS

- ✓ Print International business cards with phone number with a + in front of the country area code (In US/Canada: +1 )
- ✓ List the country / spell out the State / Territory
- ✓ Include your photo, smiling (if appropriate)
- ✓ Include Web site(s), Social Media Sites
- ✓ Have your own Domain name for e-mail – if taken add 888, a favorite Asian number



# GIFT GIVING IS KEY!

- ✓ Key chains/small items from your city/country / your industry
- ✓ Inexpensive and nonperishable food items from your home area can be excellent gifts. For example, maple sugar or maple syrup from the northeastern United States.
- ✓ Books / magazines / educational materials related to your cause that may not be found in that country/region
- ✓ A list of links of articles / info about your work globally or in your area
- ✓ Find out items that are not available there – i.e. organic packaged foods/ chips / Stevia / items you enjoy
- ✓ Nice food baskets make great gifts
- ✓ A quality writing pen would be a good gift. No red ink in China



# **MY DEFINITION OF WEALTH:**

**ACCESS to resources you need:  
Influential People / Networks /  
Money / Capital  
Mentors / Wisdom /  
Business & Personal Support  
Locally & Globally**



# EXPANDING GLOBALLY ALLOWS YOU TO MAKE A DIFFERENCE WORLD-WIDE!



# Recommended Reading:

- *Good to Great* - Jim Collins
- *Abundance* – Diamandis /Kotler
- *Soul of Money* – Lynne Twist
- *Money-Making Systems Manual* –  
Dame DC Cordova





***WISHING YOU TREMENDOUS  
FULFILLMENT, PEACE, JOY AND  
PROSPERITY AS YOU GROW YOUR  
ORGANIZATION LOCALLY &  
GLOBALLY –  
THANK YOU FOR YOUR  
CONTRIBUTION TO MAKE THIS  
WORLD BETTER!***



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