

# **Introduction to Business Black Ops and Dave Frees' Force Multiplier System**

© 2010 – 2015 Success Technologies, Inc.  
ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement  
Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.  
Authorization to Use or License these materials and related materials can be obtained  
by contacting Lisa Snyder at 610-933-8069

# Introduction To Dave Frees' Force Multiplier System

There's a new, proven, field tested, and powerful way to improve your cash flow, the value (or equity) of your business/practice, your wealth, and the quality of your life...all at the same time. And, this can often be done with less personal time dedicated to business.

Sound impossible....or at best unlikely? Skeptical?

I would be too.

That's why, before asking you to spend time working through the materials (so that I can, with my team, use the information to help to propel you to new levels of achievement), I'm going to explain the idea behind Business Black Ops and The Dave Frees Force Multiplier System™ and to make sure that we are both convinced that it can produce the business and personal results that you're looking for.

Here's what I want you to have: a system that will work for you to produce more profit, and equity in your business and/or practice without creating greater demands on your time. And, a system that will tame the chaos and reduce the stress in your life without denying you achievement of the goals that you've set for yourself and that you've promised to others.

I get it. By the end of each day you're exhausted, spent and just too tired to do more than relax or watch TV. So you need a program that's designed to produce results while allowing you to do more of what you really want to do and to be more of who you really are.

So before we even begin, I want you to see the sheer raw power and potential of releasing one or more additional Force Multipliers into your business then sitting back, and reaping the rewards while watching and thoroughly enjoying what happens.

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement

Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.

Authorization to Use or License these materials and related materials can be obtained by contacting Lisa Snyder at 610-933-8069

It may seem odd (especially for a busy and hard to reach guy like me) to claim that in many cases this system will actually reduce the amount of time you work and the money that you spend to create greater wealth and equity in your business. But these Force Multipliers are so powerful and so much better than the traditional routes that you've heard of and have probably used up until now that that's exactly what can happen.

And as for why I'm busy...well I like work. And for years I've also taken one or more months off, helped numerous charities, and helped or run multiple businesses and corporations. So when I'm at work, I'm working! But when I'm at play, resting, writing, speaking and having fun I'm just enjoying myself...

And here's how:

This revolutionary principle of combining a few perfect and customized Force Multipliers to get dramatic results, wealth, cash flow and control of your time, comes from SUBTRACTING FROM WHAT YOU'RE ALREADY DOING (and adding to it only cautiously) and an exclusive and dedicated **focus on a few of the most very powerful forces** operating in any business arena, and the powerful laws that govern effort and results.

To identify and then to unleash the few vital forces that produce the most results. There really are forces (that seem like a secret) that produce amazing results. And, when you learn to discover and align them, the results seem miraculous and almost magical.

You see, I've also found, along with many others (who discovered it earlier than I did and are of course wealthier than me) that wealth (and income) are most effectively multiplied by subtraction and rearrangement of business elements rather than through the traditional routes of aggregation and expansion of activities and assets and from cost cutting alone. And when we combine a focus on the right things and elimination of almost all else, and combine that with an

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement

Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.

Authorization to Use or License these materials and related materials can be obtained by contacting Lisa Snyder at 610-933-8069

alignment of our efforts with certain business “genetic laws” and Force Multipliers...the results are amazing.

And as we traveled the United States this year looking for businesses that applied these forces through Force Multipliers, we found, again and again, businesses with lines “out the door” of people happy to wait, and to pay a premium for what that business was offering.

This revolution of business thinking and action focuses on gaining incredible leverage from three levels of Force Multipliers: Meta, Strategic, and Tactical.

### **So what is a Force Multiplier Generally?**

Force Multipliers is a term I’ve borrowed from the military and the business of espionage, intelligence, and those protecting our national interests, security, and our secrets.

**Military Force Multipliers: “An attribute or combination of attributes which make a given force much more powerful or effective than the same force would be without it.”**

So, I have taken what I, and my team, has learned from extensive exposure and learning in the areas of warfare, national security, interrogation, counter intelligence, and negotiation at the highest levels – where lives and nations’ futures hung in the balance and have distilled the major Force Multipliers from each area.

Then we identified how to use these Force Multipliers in businesses and professional practices of all sizes and determined which warranted the most attention.

**That is to say, which Force Multipliers (alone or in combination) created the greatest benefits and leverage and results. And that is where we will be spending our time and effort in Business Black Ops.**

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement

Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.

Authorization to Use or License these materials and related materials can be obtained by contacting Lisa Snyder at 610-933-8069

So again...what are they?

Force Multipliers In Business: “A belief, strategy, technology, or tactic(s) that when used alone, or in combination allow you to increase both profits, equity, and wealth with the expenditure of no additional time or resources and often with a reduction of time and/or other resources.”

In other words, Force Multipliers are processes, systems, technologies, and ways of doing things (with or without technology) that radically increase the results achieved and in many cases achieve those dramatic results without the addition of resources such as your time or money.

In fact, in many cases we have shown that Force Multipliers can reduce expenditures of time, money, energy, and resources while still allowing for multiples in terms of results.

**And, in the rare instances when they do require time and or money and staff, the ROI and improved cash flow is so dramatic, the growth of value and equity so profound, and the margins so much higher that you’re happy to get paid and to build wealth that you don’t even think of these costs as an expense.**

What are some examples of the three types of Force Multipliers?

**First let's define them.**

## **1. META FORCE MULTIPLIERS**

Meta Force Multipliers are the Force Multipliers that guide the use of strategic and tactical force multipliers. They are some of the most powerful and fundamental Force Multipliers and provide great leverage. They seem deceptively simple and obvious and when we tell people about these they often say “I'm already doing that” or “I already do that consistently”. And yet, when we examine what they are actually doing, they are not. Meta Force Multipliers

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement

Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.

Authorization to Use or License these materials and related materials can be obtained by contacting Lisa Snyder at 610-933-8069

include, but are not limited to, these: **1) stop doing what isn't working and 2) start doing more of what is working, 3) use leverage techniques to obtain more with less.**

But a vitally important and perhaps the most important Meta Force Multiplier is **changing your belief about what is possible.**

You see, results are limited by beliefs. Once you know your limiting beliefs and how to change them, real growth is possible and self-sabotage stops.

That leads us to the Meta Force Multiplier of **self-awareness** as a driver of incredible results.

When we know what assumptions we have been making and we can truly evaluate whether they are correct or not we often find out that our assumptions were faulty and that they have been holding us back or in some cases destroying value and wealth.

**By cultivating self-awareness and knowing what we will and will not do, what we're truly great at, and what we should delegate more thoroughly, effectively, and powerfully we achieve a great force multiplier.**

## **2. STRATEGIC FORCE MULTIPLIERS**

Strategic Force Multipliers are things like technology which allow us to do more with less.

An example of technology, in the military sense of a force multiplier, would be night vision. Night vision allows a smaller force to defeat a larger force when it is operating at its chosen time at night and it has a significant advantage. When we couple the technological force multiplier with another strategic Force Multiplier of careful selection and training and we select and train special forces then equip them with the technology of night vision we can achieve a massive Force Multiplier.

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement  
Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.  
Authorization to Use or License these materials and related materials can be obtained  
by contacting Lisa Snyder at 610-933-8069

**So it becomes clear that strategic force multipliers can work together synergistically.**

The most formidable weapon for growth in business is a strategic force multiplier known variously as the **80-20 Principle**, Pareto's Principle, or the Rule of the Vital Few as it was articulated by Joseph Moses Juran.

In 1951 Juran, writing in the Quality Control Handbook, wrote that there are a vital few forces in contrast to the trivial many. In other words, most of the universe is really meaningless noise.

**There are, however, a few forces that are fantastically disproportionately powerful and highly productive.**

If you are able to isolate those powerful and creative forces within the business around you or in a business you're creating, then you can instantly exert incredible influence and get amazing results. In particular, you could provide the customer with much more of what they want and desire for much less of what they want to conserve for themselves such as money, resources and energy.

This makes you very powerful.

So how do we identify them?

We have to do something counter intuitive.

We have always been taught to look at averages in business. But, Force Multipliers have us look beyond the averages.

The averages disguise much of what is very and highly important to us in achieving real leverage. You might find that the average amount of profit you produce from your services or products constitutes one number while the two or three most productive services produce two to ten times that number. Simply by subtracting the less productive services and products, you could achieve a great

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement

Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.

Authorization to Use or License these materials and related materials can be obtained by contacting Lisa Snyder at 610-933-8069

deal more. However, a closer look is in order and Force Multipliers help us to do this.

When we look at the two, three, or four most highly profitable and productive products or services that you're selling you might also find that one or two of those take significantly less time and/or provide you or your organization with a great deal more pleasure. They are in effect easier to produce and you enjoy doing it. Then if you could determine who buys these products or services and can begin to more exclusively focus your attention on them you might find that the cost of advertising or marketing is actually reduced and that the overall profitability of the organization is radically increased.

You have to look beneath the averages, you have to become self-aware and you have to challenge your assumptions.

### **3. TACTICAL FORCE MULTIPLIERS**

Tactical Force Multipliers are particular types of software, particular actions, particular exercises that can easily be deployed and which are guided by and are synergistic with meta and strategic Force Multipliers.

**In this book and in the Business Black Ops program, we will examine each type of Force Multiplier as well as how to select and to implement the ones best for you and designed to get you the maximum results.**

**Do all Force Multipliers need to be used?**

No.

Part of the beauty of this system is that amazing results can be achieved just by changing one, two or three systems or Force Multipliers.

Your main goal in preparing for this and for achieving greater results is to discover the Force Multipliers that you can and will consistently use and which combined

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement  
Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.  
Authorization to Use or License these materials and related materials can be obtained  
by contacting Lisa Snyder at 610-933-8069



will allow you to subtract and take away from your business to strip it down to its simplest but most profitable and effective form.

#### **4. GETTING THE RESULTS YOU TRULY WANT**

Those who could create wealth and know that they can are able to dictate their own terms. And while money is important what most people want is not simply wealth, but happiness, and in fact, wealth is merely a means to that happiness.

It is not the main goal.

And what gives most people happiness is some element of control over their own lives. They want to be able to choose how they live and work, what they do and with whom they interact. The premise of the Force Multiplier and Business Black Ops course is simple.

If you are able add great value, you're aware you can add great value, and you can demonstrate to others that you add great value; then you could reasonably insist on setting the agenda and the context in which you provide it and you could demand and will receive disproportionately high profit margins.

The Meta, Strategic & Tactical Force Multipliers such as the 80-20 principle, clarity of purpose, and more, can then be used to achieve all of these goals while maintaining sanity and limiting stress.

It's also important to realize that creation of wealth through business is often a matter of rearranging things that already exist. These rearrangements create incredible leverage by either reducing the cost of goods or services provided and/or radically increasing the value that people are willing to exchange for it.

Accordingly, throughout this program we'll be using the Meta Force Multipliers of Momentum, Implementation, Belief and Leverage to get you the most from the program that you possibly can.

#### **Enjoy the results!**

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement

Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.

Authorization to Use or License these materials and related materials can be obtained by contacting Lisa Snyder at 610-933-8069

This doesn't apply to me because....

vs.

How can I adapt and use this in my business or practice to create a radically better work/life balance, higher profits and greater wealth/equity?

Exercise:

Example 1

Example 2

Example 3

# **META FORCE MULTIPLIERS**

© 2010 – 2015 Success Technologies, Inc.  
ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement  
Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.  
Authorization to Use or License these materials and related materials can be obtained  
by contacting Lisa Snyder at 610-933-8069

# META Force Multipliers

## #1 Belief & #2 Elimination of Old Programs

### Beliefs and Inner Game – Belief In What Is Possible

- There is no inner enemy - every belief and behavior has a positive intention
- Believe that it is possible to change beliefs
- Creative power and energy are unlimited and beget greater creativity and energy
- Abundance begets greater abundance
- I can use my existing expertise, internal resources and skills more often, and in more contexts
- I can eliminate old counter productive programs
- Human minds favor homeostasis, and needs generalization, deletion and distortion to survive
- Use your own and their existing mind tunnels and biology and bias
- Get them to believe that they are capable of and deserve more and you will become magical, powerful, desirable and HIGHLY sought after
- Cultivate self awareness
- Examine your assumptions

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement  
Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.  
Authorization to Use or License these materials and related materials can be obtained  
by contacting Lisa Snyder at 610-933-8069

# META Force Multiplier

## #3 Self Awareness

- Tools
- Tests (Pre-Hire Assessment/Post-Hire Training)
- Exercises/Resources

Dr. David Weiman Optimism Screening Tool (WPDI)

[www.weimanconsulting.com/wpdi/](http://www.weimanconsulting.com/wpdi/)

MBTI - contact Dr. David Weiman

DISC - [www.discpersonalitytesting.com](http://www.discpersonalitytesting.com)

other self assessment tests

Meditation

Self awareness exercises

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement  
Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.  
Authorization to Use or License these materials and related materials can be obtained  
by contacting Lisa Snyder at 610-933-8069

# **META Force Multiplier**

## **#4 Examining Your Assumptions**

- Informal Mastermind
  
- Mastermind
  
- Coaching

# **META Force Multiplier**

## **#5 Bias to Action**

- Cultivating Implementation
- Preventing our Action
- Systems for Implementation

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement

Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.

Authorization to Use or License these materials and related materials can be obtained by contacting Lisa Snyder at 610-933-8069

# **META Force Multiplier**

## **#6 Leverage 80/20 & Systems**

### **Achieving More With Less**



# **META Force Multiplier**

## **#7 Clarity of Purpose & Creativity**

- Exercises
- Systems
- Creation (Addition)
- Destruction (Subtraction)

# **META Force Multiplier**

## **#8 Momentum**

**“It’s easier to go from 35 to 75  
than from 0 to 35.”**

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement

Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.

Authorization to Use or License these materials and related materials can be obtained  
by contacting Lisa Snyder at 610-933-8069

# **STRATEGIC FORCE MULTIPLIERS**

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement

Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.

Authorization to Use or License these materials and related materials can be obtained by contacting Lisa Snyder at 610-933-8069

# Strategic Force Multipliers

- Stop What's Not Working
- Do More Of What's Working Best
- Perfect Client/Niche Assessment
- Future Perfect Assessment
- Know What You'll Do/Not Do
- Training
- Systems
- Marketing
- Technology
- Pre-Hire & Post-Hire Assessment

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement  
Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.  
Authorization to Use or License these materials and related materials can be obtained  
by contacting Lisa Snyder at 610-933-8069

- Building Trust
- Intelligence Gathering/Analysis
- Counter Intelligence
- Propaganda And Mind Control

## **Staff Training: A Major Force Multiplier**

What's A Force Multiplier?

**Military Force Multiplier Defined:** An attribute or combination of attributes which make a given force much more effective than the same force should be without it.

An example would be night vision or GPS technologies both of which create the ability of a smaller force to defeat a much larger force lacking these.

**Probate Law Firm Force Multiplier:** A belief, strategy, technology or tactic that when used alone (or in combination) allow you to increase profits, cash flow, equity and wealth while decreasing your personal commitment of time, and resources.

An example is creation and deployment of systems designed to reproduce the same results (or better results) with less on going effort and with greater consistency.

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement

Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.

Authorization to Use or License these materials and related materials can be obtained by contacting Lisa Snyder at 610-933-8069

**Training is a major force multiplier** because it makes your team more effective, more motivated, better at what they do, allows you to move up in the clients you can attract, and the services you can offer at higher profit margins. It can also reduce the need for constant supervision. And it makes you able to do more, at higher profit margins, and with a lower expenditure of your personal time.

So here are a few thoughts about making training happen, making it work better, and getting the best results as well as some of the topics we focus on.

**1) Scheduling For The Year In Advance Is Vital** - Unless you take the time (or have someone do it) to schedule trainings in the office, it'll never get done. So, as you'll see later we recommend and do internal training, bring in trainers, and send people to outside training. And, it's not always possible to predict the schedules of trainers that you bring in or when the best topics will be offered by outside companies. But, at the very least you can schedule six in house training for next year.

Make sure to schedule time to prep for these trainings, and for an implementation follow up with everyone to answer questions and verify compliance and understanding.

**2) Four Sources of Training** - 1) We do in house training where an attorney (often me) trains the staff or other attorneys (and this is often offered as a lunch and learn), 2) Training by peers who have proven expertise and ability on key topics (often identified by staff), 3) Training in house by outside experts on topics identified by me or organically by staff and team members, 4) Remote Training by outside firms such as PBI and NBI etc. where we identify topics and send participants to these events.

**3) Types of Training and Topics** - 1) We do/provide training on technical topics for attorneys and paralegals designed to make them more accurate in giving advice and in understanding new services and changes in the law, 2) We do training on job descriptions and tasks and procedures even when they have not changed (these are often motivated by breakdowns when we detect them), 3) We offer training on self development and team building such as MBTI and detailed reports and enhanced



communications skills, marketing training, phone training, sales training, time management and leadership training.

**4) Multi Media Training** - Just as we try to test and identify what media are preferred by our clients and prospects we also test various forms of training and follow up such as DVD, CD, On-line, live on site, live off campus etc. We don't yet but should test effectiveness rather than merely preference.

**5) Testing and Assessment as Part of Training** - We do prewire assessment to determine some best training practices but we also often structure training around other tests and assessments that take place after hiring.

**6) Create Systems For Training** – You don't want to increase your time involved in the practice but even if you do some of the training it should fall under the category of work once to get paid for that work over and over again. However, to the extent that you can identify external trainers and internal trainers other than you should get the benefits without additional expenditure of your personal time.

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement

Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.

Authorization to Use or License these materials and related materials can be obtained by contacting Lisa Snyder at 610-933-8069

However, it's best to have a system and procedure so that you: schedule trainings well in advance, have a system to select topics each year, have a system that schedules training whenever there is a change in the law or there is topical news, hire people who are responsive to and enjoy and benefit from training (and have a system for attracting, identifying and hiring them), and within your system, make sure that you have an opportunity to follow up, answer questions, and verify performance and understanding.

**7) Create Systems For Follow Up To Training** – Having an opportunity for follow up questions and to review and verify effects of training are essential. One easy way to do it is to schedule a 15 minute group follow up for in house trainings and a briefing where the attendees brief you or someone in the office on external trainings.

# Dave Frees' Well Formed Outcome Design

- What specifically do you want out of this event? In your business? In your life? In any context?
- How will you know when you have attained it and are ready for the next great thing?
- Where, by when (or sooner and better) and specifically with whom do you want to share this achievement and outcome?
- What has stopped you, up until now, from achieving this or something even better, more exciting and motivating?
- What resources will you need to achieve this result or something even better by \_\_\_\_\_ or sooner than?
- How will you get from here to there?
- When did you start?

This process is adapted from the work of Dr. Richard Bandler & John Grinder and is a technique of NLP.

© 2010 – 2015 Success Technologies, Inc.

ALL RIGHTS RESERVED Governed by Confidentiality & Non-Disclosure Agreement  
Reproduction, Re-Sale Or Disclosure Prohibited Without Prior Written Authorization.  
Authorization to Use or License these materials and related materials can be obtained  
by contacting Lisa Snyder at 610-933-8069