

# THE CORPORATE CODE 9 X 9 MATRIX



THE CORPORATE CODE  
LEADERS, MINDS & BUSINESSES

NUMBERS	NAMES	1	2	3	4	5	6	7	8	9
1	STAGES	FOUNDATION	STABILISATION	ACTIVATION	EXPANSION	OWNERSHIP	MASTERY	SELF-AWARENESS	DISCOVERY	TRANSITION
2	TCC PILLARS	PLANNING	STRATEGY	TEAMS	CLIENTS	OFFERING	SALES	FINANCES	REPORTING	PROGRESSION
3	MIND CONTRASTS	STRESS	FEAR	DISCONNECTION	IMBALANCE	IMPURITY IN OFFERING	BLOCK	NEGATIVITY	ILLUSION	STUCK IN PROBLEMS
4	BODY PILLARS	VISION, MISSION, VALUES	DIRECTION	SKILLS & CAPABILITIES	AVATAR	PRODUCTS & SERVICES	NETWORKING	BUDGETS & FORECASTS	ANALYTICS & STATISTICS	ACHIEVEMENT
5	BODY CONTRASTS	LACK	LOW VITALITY	BRAIN DRAIN	LACK OF A GRADE CLIENTS	LOW PRODUCTIVITY	LOW EXPECTATIONS	FINANCIAL STRESS	NO ACCOUNTABILITY	FEAR OF FAILURE
6	SOUL PILLARS	BUSINESS PLAN	PARTNERS	ROLES & DUTIES	GROWTH	MARKETING	PURPOSE	MILESTONES & GOALS	RESULTS	SUCCESS
7	SOUL CONTRASTS	DOUBT	BURDEN	LACK OF CONFIDENCE	VULNERABILITY	CONFUSION	MEANINGLESS	GREED	VOID OF KNOWING	NO CLEAR PATH
8	CONDITIONS	HIDDEN ANGER	DESPAIR	DISCONNECT	VOID	FEAR	BLOCK	APATHY / ACCEPTANCE OF A NEG	ILLUSION OVER LOSS OF CONTROL	TURMOIL
9	CONTEXT/ AREAS OF LIFE	FOUNDATION	STABILISATION	ACTIVATION	EXPANSION	OWNERSHIP	MASTERY	SELF-AWARENESS	DISCOVERY	PROGRESSION