BEYOND EXPERTISE. BEYOND INFLUENCE.

ICONIC INFLUENCE

The Empire *Plan* Workbook

THE WORKING COMPANION FOR YOUR
EMPIRE PLANNING SESSION

KATHRYN Porritt

ICONICEMPIRE.COM/EMPIREPLAN

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BEFORE YOU BEGIN

The plan comes first. Then we look at it together.

At the close of the Empire chapter, Kathryn makes a promise: a private Empire Planning Session with her strategists, gifted to every reader of *Iconic Influence*. The session works on one thing. Your Empire Plan. This workbook is where you build it.

Work slowly. The plan is one page when it's finished, but the thinking is not one page deep. Give it the weeks it deserves, and make it worthy of the genius you've spent decades developing.

When it's as complete as you can make it on your own, submit it at **iconicempire.com/empireplan**. Your strategist reads every word before you meet, and the hour goes entirely to the work.

THE SEQUENCE

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01 **Claim your centre**
Your core positioning. The platform everything radiates from.

02 **Build from joy**
Anchor here before you select a single stream.

03 **Take the inventory**
The fourteen wealth streams, read as tools, not inspiration.

04 **Select your divisions**
Three to five. Integration, not addition.

05 **Map each one**
The What, the Who, the How, the Why and the When.

06 **Set the edges and the horizon**
Infrastructure, and the ten-year vision that frightens you

07 **Put it on one page**
IThen bring it to us.

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Make it grounded in reality and large enough to *frighten you.*

FROM ICONIC INFLUENCE

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STEP ONE · CLAIM YOUR CENTRE

At the centre of your Empire Plan sits your core positioning: the philosophical platform everything radiates from. Not what you sell. What you stand for. Every division you build will draw its authority from this centre, so it comes first, and it comes without apology.

I'm the best in the world at

The philosophy at the centre of everything I build

The transformation my name is becoming synonymous with

Read it aloud. No hedging. Not "one of the best." The best.
What resisted as you said it?

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STEP TWO · BUILD FROM JOY

"If you build an empire you resent, you haven't built an empire. *You've built an elaborate cage."*

Kathryn made the deliberate decision to create her next company from pure joy. Yours deserves the same foundation. Anchor here before you select a single stream, because the empire that lasts is the one you genuinely want to live inside.

What genuinely makes me come alive

The parts of my genius I've been suppressing

What I am no longer willing to build, no matter how profitable

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STEP THREE · THE FOURTEEN STREAMS

Read this as inventory, not inspiration. These are the tools. Your empire is what you build with them. Mark what is true for each stream, honestly, and let the pattern surface.

Foundation · Direct exchange of mastery	JOY	GENIUS	NETWORK	VISION
01 · Transformational engagements Coaching, consulting and strategy at the luxury level. Deep work with a small number of extraordinary clients.	☐	☐	☐	☐
02 · Done-for-you mastery Your team delivers the complete transformation. Clients invest in execution, not methodology.	☐	☐	☐	☐
03 · Curated experiences. Intimate events, retreats and immersive gatherings. Six to twelve seats, orchestrated completely.	☐	☐	☐	☐

Leverage · Where IP becomes multiplication	JOY	GENIUS	NETWORK	VISION
04 · Strategic alliances Brands invest to be associated with your authority, on your terms, with complete creative control.	☐	☐	☐	☐
05 · Definitive works Books and published works. The magnum opus that defines your field, negotiated from proof.	☐	☐	☐	☐
06 · Platforms of presence Stages chosen for what happens because you were on them, never for the fee alone.	☐	☐	☐	☐
07 · Media presence Strategic media with creative control, and in time, a platform of your own.	☐	☐	☐	☐
08 · Influence partnerships Your personal brand becomes the asset companies pay premium rates to stand beside.	☐	☐	☐	☐
09 · Methodology transmission Certification and licensing. Practitioners carry your work forward; your legacy compounds through lineage.	☐	☐	☐	☐
10 · Products and physical goods Approached carefully. Equity positions and advisory roles over inventory and margins.	☐	☐	☐	☐

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Dynasty · Where influence becomes generational wealth	JOY	GENIUS	NETWORK	VISION
11 · Governance and strategic guidance Board and advisory positions at the level where industries are shaped.	☐	☐	☐	☐
12 · Ownership and equity Fees become ownership. Wealth that compounds across decades, measured in portfolio, not income.	☐	☐	☐	☐
13 · Private elite access Curated circles of your favourite clients and connections, where the most extraordinary conversations happen.	☐	☐	☐	☐
14 · Legacy philanthropy Giving designed into the architecture from the beginning, not deferred until "enough."	☐	☐	☐	☐

"The question is never *'Am I ready for this?'* The question is *'Does this opportunity serve my empire's vision and align with my genius?'*"

You don't need Foundation or Leverage streams first to access Dynasty opportunities. Some Icons start with board positions because their network opens those doors immediately. Mark what's true, not what feels permitted.

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STEP FOUR · SELECT YOUR DIVISIONS

Icons select three to five wealth streams. Not all fourteen. The specific combination that serves your vision and genuinely brings you alive. Adding streams without integration creates chaos, not empire; the discipline to say no to good opportunities so you can say yes to extraordinary ones is what separates Icons from scattered experts.

My divisions · three to five, by name

Integration is what creates an empire. Not addition.

How my divisions reinforce each other

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STEP FIVE · MAP EACH DIVISION

For every division: the What, the Who, the How, the Why and the When. If a division can't answer all five, it isn't a division yet. It's an idea.

Division One: _____

WHAT · THE TRANSFORMATION IT CREATES:

WHO · IT SERVES:

HOW · FEES, EQUITY, OR BOTH:

WHY · IT REINFORCES THE OTHERS:

WHEN · ITS PLACE IN THE TEN-YEAR TIMELINE:

Division Two: _____

WHAT · THE TRANSFORMATION IT CREATES:

WHO · IT SERVES:

HOW · FEES, EQUITY, OR BOTH:

WHY · IT REINFORCES THE OTHERS:

WHEN · ITS PLACE IN THE TEN-YEAR TIMELINE:

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Division Three: _____

WHAT · THE TRANSFORMATION IT CREATES:

WHO · IT SERVES:

HOW · FEES, EQUITY, OR BOTH:

WHY · IT REINFORCES THE OTHERS:

WHEN · ITS PLACE IN THE TEN-YEAR TIMELINE:

Division Four: _____

WHAT · THE TRANSFORMATION IT CREATES:

WHO · IT SERVES:

HOW · FEES, EQUITY, OR BOTH:

WHY · IT REINFORCES THE OTHERS:

WHEN · ITS PLACE IN THE TEN-YEAR TIMELINE:

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Division Five: _____

WHAT · THE TRANSFORMATION IT CREATES:

WHO · IT SERVES:

HOW · FEES, EQUITY, OR BOTH:

WHY · IT REINFORCES THE OTHERS:

WHEN · ITS PLACE IN THE TEN-YEAR TIMELINE:

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STEP SIX · THE EDGES, AND THE HORIZON

Around the edges of the plan sits the infrastructure that carries it. Then the horizon: when you think in generations, you attract different people, different opportunities, different resources.

CORE CONTENT PILLARS:

TEAM STRUCTURE:

STRATEGIC PARTNERSHIPS:

INVESTMENT THESIS:

LEGACY IMPACT:

THE TEN-YEAR VISION · THE VERSION THAT SCARES YOU A LITTLE. THAT'S THE ONE WE WANT TO READ.

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STEP SEVEN · THE ONE PAGE

Your complete empire, visible. It sits on your desk. Your team references it daily. Every opportunity gets filtered through it.

MY CORE POSITIONING

DIVISION 1
WHAT

WHO

HOW

WHY

WHEN

DIVISION 2
WHAT

WHO

HOW

WHY

WHEN

DIVISION 3
WHAT

WHO

HOW

WHY

WHEN

DIVISION 4
WHAT

WHO

HOW

WHY

WHEN

DIVISION 5
WHAT

WHO

HOW

WHY

WHEN

TEN-YEAR VISION

CONTENT PILLARS

TEAM

PARTNERSHIPS

INVESTMENT THESIS

LEGACY

GROUNDED IN REALITY. LARGE ENOUGH TO FRIGHTEN ME.

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Then bring it to us

Before you submit, four honest checks. Sit with each one.

- [ ] My plan is grounded in reality.
- [ ] It is large enough to frighten me.
- [ ] My divisions are integrated, not added.
- [ ] It is built from joy. This is an empire I want to live inside.

Submit your plan at **iconicempire.com/empireplan**. Your strategist will read every word, and we'll be in touch within two business days with times for your session.

In the hour, we go through your plan element by element. Sometimes we see wealth streams you missed. Sometimes we see connections between divisions that compound. Sometimes we identify what comes first, and what waits.

Our goal is to expand your vision, not shrink it. You're thinking too small. We all are.

Welcome home, Icon.

Schedule Your Call

