

## INTENTIONAL BUSINESS

# The Seven Guild Members

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### Attractors

*Attract beneficial insects*

The attractors are your relationship-driven people. They might be your public relations or marketing mavens. Their job is to create interest and appeal to attract beneficial customers, influencers, and interest in what you're doing. This is a very specific type of person with very specific skills. They often are people-people and care deeply about doing good. Identifying who these people are and ensuring you have an attractor on your team is mission critical for early stage and growth companies. These folks know who needs to be connected and have the ability to pull them in to create the necessary exposure, partnerships, and buzz needed for mutual benefit.

### Fertilizers

*Fertilize and enrich the soil*

The fertilizers are the people who are checking the data and making tweaks. They are the ones who have their pulse on what is happening at any given moment and ensure the right amount of nutrients are being applied to keep things healthy. Since the wisdom of nature teaches us that change is constant, the fertilizers know to check and recheck to make sure the team has what it needs to be successful. These are your fixers and know when to course correct.

### Pollinators

*Produce nectar to pollinate*

The pollinators are the product team or the folks who curate amazing products or services. These folks are responsible for creating the goods that will actually bear fruit. They understand the importance of their role in the guild because without them, without sticky, valuable, well-designed products or services, the guild will not be fruitful.

### Suppressors

*Suppress weeds and grass*

The suppressors are your human resource people. They work with the repellants to identify and weed out negativity and weeds that can choke project momentum and stifle growth. Since businesses are made of humans, we know that occasionally, teams struggle with interpersonal conflict. This happens, some personalities just don't build well together, and that's ok if we have our suppressors to minimize the impact of the unwanted weeds that will take over if allowed. Now that we've explored the various aspects of a guild, we can apply this thinking to project teams; we can better see where we may have holes in our organization, and even apply these principles to how and whom we go to market with.

### Deterrents

*Deter wildlife*

The deterrents are the people who can see the pitfalls coming before anyone else. They are often members of the client facing team who have experience in the wild and know what's out there. They understand what can derail the business or marketing plan and are able to create a border before the entire effort is destroyed. These people may not be as fun to work with but are as important to the guild as anyone else. Any gardener knows the defeat of having unwanted wildlife eat your crop right as it was starting to flourish. We need the deterrents to keep these energies at bay.

### Mulchers

*Mulch the earth & preserve energy*

The mulchers are the project managers. These are the folks that help the team preserve energy. They help retain valuable resources and maintain healthy temperatures within the group. These are the peacekeepers and help ensure the team stays on track, has the correct resources, and can maintain the right amount of momentum to complete.

### Repellents

*Repel pests*

The repellents are the ones who have the big picture. They may have an understanding of what companions will keep pests away. They are able to create healthier, higher yield systems because they make everyone else better. The repellents are your leaders, your visionaries, who have a big picture of how diversity makes everything better. They repel negativity and create protection for the entire team.



**Identify the following people in my business.**

GUILD MEMBER	LIST OF PEOPLE	NOTES
Attractors		
Deterrents		
Fertilizers		
Mulchers		
Pollinators		
Repellents		
Suppressors		

**Who am I missing in my business?**

**Where is there overlap in my business?**

**How and where can my community work better together?**

*intentional affirmation*

My business is whole. My team has value and purpose.