![Jenark Business Solutions logo]

A framework to support Strategy Execution and Enduring Leadership

WHEN THE FLYWHEEL SPINS strategy becomes soulful, leadership enduring

MARK JONES

Introduction Document

Vision | Purpose | Motivation | Momentum | Milestones | Mastery

WHEN THE FLYWHEEL SPINS, strategy becomes soulful, and leadership becomes enduring

Vision · Purpose · Motivation · Momentum · Milestones · Mastery · Inspiration

Introduction to the VPM³+ Framework™

A NEW frontier in entrepreneurship and strategy execution

Narrative by Mark Jones, Founder of Jenark Business Solutions and creator of the VPM³+ Framework™

Rethinking execution in a disrupted age:

Reality is that in the constantly evolving world of entrepreneurship and executive leadership, one undeniable truth has emerged: traditional approaches to productivity and strategy are no longer sufficient for the demands of modern business. The to-do list, the Gantt chart, and even the SMART goal, while once revolutionary have become relics of an age that has prioritised structure over spirit, and activity over aligned action.

In today's fast-moving business and not-for-profit environments where AI adoption and advanced automation tools are reshaping how work gets done, the old assumptions about productivity, planning, and leadership are being rightfully challenged. The organisations that thrive now are the ones willing to rethink their operating models, elevate capability, and lead with greater clarity and accountability.

Business leaders are no longer just managing systems and structures; they are tasked with shaping cultures, leading through uncertainty, and innovating with purpose. As complexity rises and the burnout epidemic grows, a new execution model is urgently needed, one that doesn't simply manage time or optimise task lists but instead energises leaders at the ***source*** of their drive: their vision, values, and internal meaning-making systems.

The **VPM³+ Framework™ - Vision, Purpose, Motivation, Milestones, Momentum, and Mastery** emerges in response to this challenge. Rooted in human-centered design, self-determination theory, peak performance psychology, and strategic execution principles, this next-generation framework addresses a critical gap in most productivity systems: **the alignment of emotional energy, long-term meaning and purpose, and tactical momentum.**
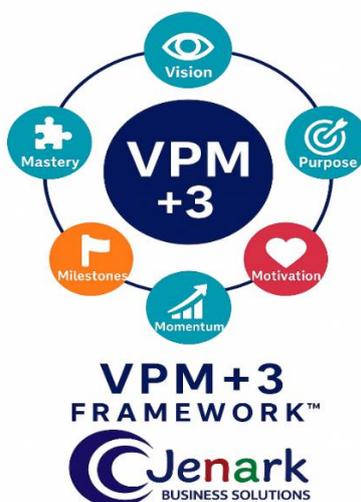
The Shift: From *Task Management* to ***Energy & Meaning Management***

Where legacy planning systems emphasise time-blocking, to-do lists, and efficiency metrics, VPM^3+ flips the narrative. Drawing from **Deci and Ryan's Self-Determination Theory (SDT)**, it prioritises intrinsic motivation, our innate drive to grow, learn, and contribute over extrinsic task completion. It understands that sustainable execution does not come from pressure, but from **purpose-driven energy**, deeply aligned with one's personal values, identity, vision and aspirations.

While the Six core pillars of VPM (**Vision, Purpose, Motivation, Milestones, Momentum and Mastery)** form the basis of the model, it's the seventh consequential element of *Inspiration* that generates board, organisational wide, and team buy-in. Inspiration instils the necessary mindset and becomes the driver for connection to the bigger picture vision and purpose.

Cognitive science and behavioural research consistently show that clarity of purpose, emotional resonance, and a compelling vision increase focus, persistence, and resilience. Leaders who operate from this foundation are not only more productive, but they are also more fulfilled, strategic, and impactful. VPM^3+ harnesses this principle by organising execution around *what matters most*, rather than what screams loudest.

Why this concept matters for entrepreneurs and executives

Entrepreneurship is inherently ambiguous and executive leadership is often isolating. Both demand not only clarity and strategy, but the ability to sustain **momentum** in the face of uncertainty, to **bounce back from setbacks**, and to **create meaning from chaos**. The *VPM^3+ Framework™* offers a **navigational system**, not just a map. It orients leaders toward a *North Star vision*, grounds them in *meaningful purpose*, and equips them with tools to take *inspired action*, even on the hard days.

Rather than reacting to external pressures, VPM^3+ trains leaders to *respond with intentionality*, aligning daily execution with long-term impact. This shift builds not just better businesses, but better leaders. It facilitates the transition from reactive firefighting to **proactive growth**, from scattered activity to **strategic progress**, and from fatigue to **energised mastery**.

Bringing the **VPM^3+ Framework™ to life!**
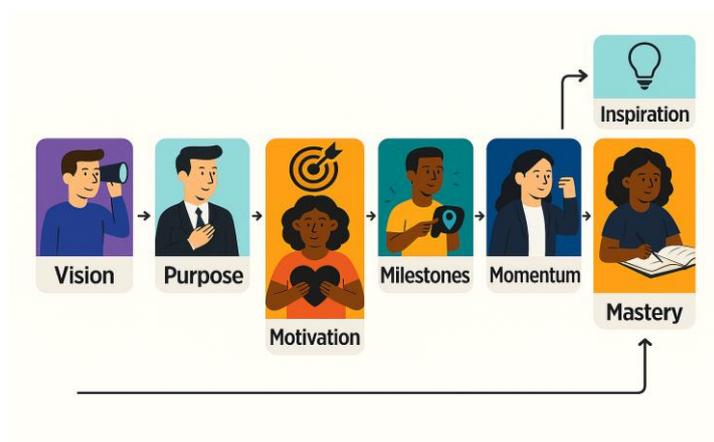
It is within this space of disruption and high performance that I developed this transformational model that redefines execution, not as task management, but as **energy**

management, **clarity cultivation**, and **purpose-driven action**. It is a new operating system for leaders who are no longer content to simply "*get things done,*" but leaders who want to **build boldly, act strategically, and stay deeply inspired** while delivering meaningful results in their businesses, communities, and personal life.

The Strategic Gap: Where most systems fall short.

Let's be honest: most planning and productivity tools no matter how sophisticated, optimise for **output, not outcome**. They teach us to ask questions like, *"What do I need to do today?"* but fail to address the deeper question:

"What inspires me today to build the future I believe in, and how do I move toward that with intent, energy and clarity?"

This is not a minor oversight, in fact, it's the core reason why many business owners, executives, and entrepreneurs burn out, stall, or lose their edge. They are excellent at *execution*, but due to the ***busyness of life*** they fall away and disconnected from their deeper *inspiration*. They're following the plan but losing sight of the purpose. Their calendars are full, but their inner fire is fading.

The **VPM³+ Framework™** was born to solve this problem, I refer to it as a **New Execution Theory** for a New Era

At its core, the *VPM³+ Framework™ is about Vision* – Purpose – Motivation – Milestones – Momentum + Mastery), when enlivened if fuels inspiration that connects **strategy with spirit**, **tactics with transformation**, and **vision with velocity**. It is built on three foundational insights that align with the ***VISTA Goal Management*** system:

1. **People don't follow plans; they follow leaders driven by purpose.**
   Leaders are at their best when they are emotionally engaged and intrinsically motivated. The VPM³+ Framework™ operationalises this by aligning vision with inspiration and embedding motivation, meaning, and momentum directly into the execution process.

2. **Energy is the new currency of high performance.**
   Task management drains. Energy management sustains, and our VPM³+ model optimises for energetic alignment, not just time efficiency. It elevates emotion as a strategic asset, not a liability.

3. **Mastery is not an outcome, it's a habit.**
   The world's best entrepreneurs and executives are perpetual learners. The VPM³+ Framework incorporates structured reflection and growth loops that ensure learning compounds into strategic evolution.

A Human-Centered model grounded in theory and practice

The VPM^3+ Framework is not just another productivity hack or mindset trick, it is a strategic execution framework underpinned by respected research domains, including:

- **Self-Determination Theory (Deci & Ryan):** Emphasising autonomy, purpose, and mastery as core drivers of sustainable motivation.

- **Behavioural Activation and Peak State Psychology:** Harnessing positive affect and momentum to enhance follow-through and creativity.

- **Systems Thinking and Strategic Execution:** Translating long-range vision into near-term, high-leverage moves that create compounding results.

- **Transformational Leadership Theory:** Centering identity, values, and emotional engagement in the leadership process.

By combining these elements with real-world application, I've designed the VPM^3+ Framework to serve as both **a compass and a catalyst,** helping leaders navigate complexity while fuelling their journey with consistent inspiration and progress.

Designed for builders, doers, and visionaries

Whether you're scaling a start-up, leading a national organisation, or navigating a pivotal growth phase, the VPM^3+ Framework speaks directly to the real-world tension between *vision and velocity*. It helps leaders break out of reaction mode and to design their weeks, quarters, and years around what matters most, **not just to their business, but to themselves and their life outside of business**.

This framework isn't about hustle, it's about *alignment*. It's not about more, it's about *being more meaningful*. It doesn't just help you execute. It helps you *elevate.*

Why Now?

The world doesn't need more busy entrepreneurs. It needs **braver ones,** those willing to lead with clarity, serve with conviction, and execute with energy and grace. As founder of the **VPM^3+ Framework™**, my mission is to equip these leaders with a model that not only organises their actions but galvanises their spirit. The future of business will not be built by those who merely "manage time", but by those who master **vision-fuelled action**.

I have intentionally aligned the principles of this framework to fit into contemporary project management and strategy execution tools like Causey and Monday.com with the intent of making strategy execution more effective through live and dynamic monitoring, management, task accountability, and reporting.

In today's volatile and fast-moving business environment, the gap between **strategy design and execution** is often where vision goes to die. The **VPM^3+ Framework™** bridges this gap by reconnecting *strategic intent* with daily energy, motivation, and meaningful progress. When paired with the *VISTA Goal Management System* and a purpose-built Strategy Execution and Management platform like *Causey,* the power of the VPM^3+ model is amplified, turning bold ideas into measurable, trackable, and emotionally resonant strategies.

Causey is not just a strategy tracking tool, it is a **living system** that gives leaders real-time visibility into how their vision is unfolding, who's engaged, and where momentum is building or stalling. Within the context of the VPM^3+ model, Causey becomes the **digital command centre** that brings the framework to life. By using our proprietary VISTA Goal management templates, leaders can map their **Vision** directly into Causey's strategic architecture, align it with key **Purpose-driven milestones**, and assign tactical action blocks that generate **Momentum** across teams.

By embedding the VPM^3+ principles into Causey's dashboards, leaders aren't just managing strategy, they're **enlivening it,** ensuring that every move is connected to purpose, progress, and ultimately, impact. With the ability to monitor not just performance metrics but also engagement levels and strategic alignment, Causey helps executive teams translate abstract vision into **visible traction**. Used together, VPM^3+ and Causey empower businesses to lead with clarity, execute with energy, and scale with intention.

The VPM^3+ Framework:

Strategic behaviours to boost engagement and execution

VPM^3+ Segment	Strategic Behaviour Focus	Leader / Team Behaviours to Embed
VISION	*Create emotional resonance and shared belief in the future.*	- Co-create a compelling vision with team input - Share the **"why"** behind the direction - Use stories and metaphors to anchor the future state - Visually display the vision across teams and meetings
PURPOSE	*Align individual and team values to the broader mission.*	- Facilitate values alignment sessions - Connect roles to impact (***"how we make a difference"***) - Acknowledge personal motivators and intrinsic drivers - Revisit the purpose in decision-making forums
MOTIVATION & INSPIRATION	*Keep emotional commitment high through continuous re-connection to meaning.*	- Start meetings with short testimonials, wins, or gratitude shares - Use vision boards or future-self journaling prompts - Encourage leaders to model passion and purpose

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VPM³+ Segment	Strategic Behaviour Focus	Leader / Team Behaviours to Embed
		• Reignite energy with themed focus weeks or inspiration walls
MILESTONES	*Translate strategy into clear checkpoints and visible progress.*	• Set bold yet achievable short- and mid-term markers • Make goals time-bound and emotionally meaningful • Publicly celebrate milestone completions • Link KPIs to strategic narrative, not just as metrics
MOMENTUM	*Generate consistent action through aligned, energised execution.*	• Shift team focus from "busy" to ***"impactful"*** • Break strategy into outcome-based weekly blocks • Use check-ins focused on wins, not just tasks • Encourage energising rituals before action (e.g., daily huddles, music, coffee rituals)
MASTERY	*Foster a learning culture that values progress, not perfection.*	• Hold regular reflection and feedback loops • Capture lessons learned and share across teams • Promote psychological safety for honest dialogue • Encourage micro-skills improvement and upskilling

Using the VPM³+ Framework™ as portrayed above, transforms strategic intent into a living, breathing culture of purpose-driven execution.

By guiding your teams to co-create a vision infused with emotional resonance, reconnecting people roles to impact, and translating strategy into tangible milestones, leaders foster deep alignment across every level. Weekly rituals and energised check-ins turn momentum into a habit, while the emphasis on mastery cultivates a psychologically safe space for individual and team growth.

My goal here is to ensure that your organisational strategy isn't just delivered, but lived with passion, resilience, and shared meaning.

Case Study 1:

Heavy Mining Construction - From burnout to strategic flow

Context & Risk:

In a remote Western Australian mining region, a tier-one contractor was struggling with escalating turnover among project engineers and site leaders. The operational environment was high-pressure and volatile, with fluctuating work schedules, complex logistics, and a reactive culture. Despite having clear project plans in place, execution was stalling. The company's leadership identified a critical pain point: *high output expectations without emotional alignment of people's energy systems was leading to burnout, disengagement, and strained stakeholder relationships.*

VPM³+ Application:

To address this, the company partnered with a facilitative leadership team trained in the **VPM³+ Framework™**, aiming to realign the culture around purpose, energy, and long-range strategy.

- **Vision & Purpose Activation**: Instead of focusing purely on deliverables, leaders hosted guided sessions on the deeper purpose of the infrastructure being built, how it would serve local communities, improve safety, and unlock new employment opportunities. Vision boards were introduced to represent the long-term impact, humanising daily operations, and showcasing progress.

- **Motivation & Inspiration Loops**: Toolbox meetings were transformed to include emotional check-ins, daily wins, and leadership stories. Supervisors shared what drove them personally and how they overcame similar operational challenges on other projects. A shared wall of motivation (Images and Photos) was created inside the mobile site office fostering emotional commitment across the board.

- **Milestones & Momentum Reframed**: Weekly milestones were simplified and visualised in Causey, emphasising energy zones instead of task lists. The teams began running "momentum huddles" at shift transitions, celebrating small wins and identifying tactical blockages quickly.

- **Mastery Embedded**: The leadership team incorporated a learning cycle into each monthly review, asking each crew to reflect on what improved, what frustrated them, and what they learned. These insights were shared vertically, creating a continuous improvement loop.

  Outcomes:

  - 18% increase in mid-level leadership retention over six months
  - Site team engagement scores improved by 34%
  - Productivity targets were consistently met for three consecutive quarters
  - A shift in company culture from reactive output to energised execution with meaning

Case Study 2:

Not-for-Profit Sector - Reigniting purpose within a Mental Health charity

Context & Risk:

A mid-sized mental health charity operating across New South Wales faced declining staff morale and donor engagement after rapid expansion. While their service offerings had scaled, internal cohesion had frayed. Teams were siloed, strategic initiatives felt abstract, and frontline staff reported a "*loss of purpose*." Based upon lowering staff engagement scores, Leadership recognised the risk: if emotional energy continued to erode, strategic outcomes from outreach programs, social impact and to funding goals would falter.

VPM³+ Application:

The charity's executive director, a strong believer in values-led leadership, engaged the **VPM³+ Framework™** to reconnect organisational strategy and team culture with mission-driven action.

- **Vision Storytelling Revived**: Frontline staff were provided an opportunity to begin each monthly town hall by telling stories of transformation, how a single intervention changed a life. Visual campaigns captured these narratives and displayed them across offices and digital channels. The vision became not just strategic, but deeply human.

- **Purpose Mapping Across Teams**: Cross-functional workshops enabled team members to identify how their roles contributed to the larger ecosystem of the organisations mental health support. These sessions allowed employees to map "*personal impact pathways*" and anchoring their tasks to purpose.

- **Motivation & Inspiration Flow**: Internal newsletters included mini-testimonials from staff and community members. Weekly meetings opened with "gratitude roundtables." Leaders integrated emotional energy tracking into regular performance reviews, focusing on empathy and social connection.

- **Strategic Milestones Reframed**: The organisation used Causey to build a rhythm of achievable monthly targets, not just service metrics, but community engagement goals. These were celebrated with thematic "impact weeks," building excitement around progress. Results were shared with the whole team at a regular morning tea and celebration of team and individual achievements.

- **Mastery & Shared Learning**: A new initiative called "Peer Circles" gave staff space to reflect on challenges, swap skills, and share lessons learned. Psychological safety improved, and a learning culture began to flourish.

  Outcomes:
  - Staff turnover reduced by 24% in under a year
  - Donations increased by 17%, driven by authentic storytelling
  - Strategic program execution hit 92% - an all-time high for on-time delivery
  - Internal surveys showed a 41% lift in perceived connection to purpose

Historical and theoretical foundations of the VPM³+ Framework™

VPM³+ Segment	Related Theories or Historical Foundations	Key Thinkers / Sources
Vision	Visionary Leadership Theory; Strategic Foresight; Transformational Leadership	James Kouzes & Barry Posner; Warren Bennis; Peter Senge
Purpose	Meaningful Work Theory: Simon Sinek's "Start With Why"; Purpose-Driven Leadership	Viktor Frankl (Logotherapy); Simon Sinek; Fred Kofman
Milestones	Goal Setting Theory; OKRs (Objectives & Key Results); Agile Milestone Planning	Edwin Locke & Gary Latham; John Doerr (OKRs); Agile Methodology
Momentum	Behavioural Activation; Flow Theory; Outcome-Oriented Execution	Mihaly Csikszentmihalyi (Flow); Charles Duhigg (The Power of Habit); Cal Newport (Deep Work)
Mastery	Deliberate Practice; Growth Mindset; Self-Reflection and Learning Organizations	Anders Ericsson; Carol Dweck; Donald Schön; Peter Senge (The Fifth Discipline)
Motivation + Inspiration	Self-Determination Theory; Emotional Intelligence; Positive Psychology	Deci & Ryan (SDT); Daniel Goleman; Martin Seligman

Key Influence Summary

- **Self-Determination Theory (Deci & Ryan)**: Emphasises autonomy, purpose, and mastery, which is core to my VPM³+ framework's emphasis on energy, intrinsic motivation, and vision-driven execution.

- **Transformational Leadership**: Places the leader's vision and inspirational influence at the centre of team mobilisation which is mirrored in my VPM³+ VISION and INSPIRATION pillars.

- **Agile & Strategic Execution Models (OKRs, Hoshin Kanri, EOS)**: Inspire the Milestones and Momentum components though my VPM³+ model goes further by prioritising energy, not just focusing on metrics.

- **Peak Performance & Positive Psychology**: Fuels the focus on motivation, emotional engagement, and mastery, not just output.

Final Note

So, while **The VPM³+ Framework™** is uniquely my creation, with an emphasis for being a modern, integrated, and tailored approach to support today's contemporary approached to entrepreneurial and executive leadership, it **stands on the shoulders of the powerful theoretical work** that has shaped business execution, motivation, and leadership theory for decades.

With extensive experience using the VISTA Goal Management System and the CAUSEY Strategic Planning Platform, the VPM+3 Framework was inspired by the courageous and totally focused clients that have shared their highs, lows, challenges (*pain points*), and SUCCESSES with myself as their business coach and mentor throughout the past twenty plus years. For their insights and vulnerability in sharing those stories I am forever grateful.

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