

- For additional resources or assistance filling out the worksheet:
- Visit [The-SeventhLevel.com](https://www.theseventhlevel.com)
- Download The Seventh Level Training Guide



Introduction:

Understanding the Framework: Individuals who are truly engaged are proven to be higher performing overall and more likely to take action on your behalf with or without a request or incentive. It's important to note that levels are broken into three categories, based on how you attract, engage and delight your audience. This worksheet is intended to help you identify the actions, questions, and goals associated with each of the seven levels for you, your company or your brand.

State the Problem:

What is the the project this worksheet is addressing and/or the problem you are looking to solve? (for example: a holiday email campaign to existing customers OR employees are not getting on-board with the new program we've just rolled out as a company).

[illegible]

Start by Answering These Questions:

1. Who are you? _____

2. What do you stand for? _____

3. What do you believe in? _____

4. Why do you exist? _____

5. Write your own Seventh Level Statement. My Statement Is: _____

Help Your Company Get to the Seventh Level

Level 7: **Literate Thinking**

Characterized by a person's reflection using prior knowledge, experience, feelings, and values; they connect with the message on an intrinsic and personal level and that direct alignment with their personal beliefs leads to loyalty and action without incentive.

Level 6: **Critical Engagement**

Characterized by a person's inspiration to make a change in their own life; taking personal action to set goals and transform their lives to achieve an objective after a message or interaction.

Level 5: **Self-Regulated Interest**

Characterized by a person's genuine excitement and interest in a message because it fulfills an element of their own self/personal interests; their engagement is driven by self-interest, not an interest in the specific individual or a company.

Level 4: **Structure-Dependent Engagement**

Characterized by a person's active response and participation to instruction and activities, provided the barrier to entry and their personal sacrifice is low.

Level 3: **Frustrated Engagement**

Characterized by a person's interest and understanding of your message, but loss of interest due to a distraction or inability to complete a task.

Level 2: **Unsystematic Engagement**

Characterized by a person's confusion; they don't understand an element of your message, so they give up quickly.

Level 1: **Disengagement**

Characterized by a person showing disinterest; they're completely idle and avoid tasks, interactions or attempts at communication.

1. Disengagement

Define the Action that Represents this Level for You / Your Company.

Examples:

1. A 6-year-old ignores their teacher when they ask a question to the class.
2. My employee is not acknowledging or opening my emails.
3. No one is clicking on our Instagram ads.

List the Questions Associated with that Action.

Examples:

1. Have I ever asked my employees how they liked to be communicated with?
2. Am I reaching out at the right time of day/week?
3. Does my target audience use Instagram?

Chose 1-2 Goals for the Next Month or Quarter.

Examples:

1. Conduct an informal survey to find out whether my audience prefers emails or text messages.
2. Test ads on three different platforms to determine the best option for reaching my audience.

Action: _____

Questions: _____

Goals: _____

2. Unsystematic Engagement

Define the Action that Represents this Level for You / Your Company.

Examples:

1. A 6-year-old doesn't raise their hand in class because they don't understand the question.
2. I can see people read my email, but no one reached out for more information.
3. Audiences are visiting my website, but don't make it past the homepage.

List the Questions Associated with that Action.

Examples:

1. Do I use jargon or technical language too often?
2. Is my messaging clear, concise and simple?
3. Which version of ad copy is easiest to understand for my audience?

Chose 1-2 Goals for the Next Month or Quarter.

Examples:

1. A/B test email content that is written vs explained in a short video.
2. Decrease my website bounce rate.

Action: _____

Questions: _____

Goals: _____

3. Frustrated Engagement

Define the Action that Represents this Level for You / Your Company.

Examples:

1. A 6-year-old is interested in their assignment until they can't use their favorite marker.
2. Employees express interest in joining the weight loss program, but then no one finishes the steps to sign up.
3. Audiences click on the purchase button in my ad, but then don't get to the website.
4. A friend shows interest in spending time with you, but you're always busy.

List the Questions Associated with that Action.

Examples:

1. Are there too many steps or are the steps to join too difficult?
2. Does my website load quickly enough?
3. Am I rarely available when my friends ask me to join them for activities?

Choose 1-2 Goals for the Next Month or Quarter.

Examples:

1. Set up a web form to make signing up for my employee program easy.
2. Work with my developers to decrease the website load time.
3. Make myself available to my friends when they reach out.

Action: _____

Questions: _____

Goals: _____

4. Structure-Depend. Engagement

Define the Action that Represents this Level for You / Your Company.

Examples:

1. A 6-year-old who participates when their teacher asks, "raise your hand if you like candy."
2. My employees will attend a non-mandatory virtual training for HR when asked to, but will not participate.
3. My followers will like my post but not share it.

List the Questions Associated with that Action.

Examples:

1. Am I providing enough of an incentive or connection that it excites people to participate?
2. What kind of engagement am I looking for?
3. What action am I really asking people to take?

Chose 1-2 Goals for the Next Month or Quarter.

Examples:

1. Increase employee participation in meetings by 20%.
2. Increase my Facebook engagement rate by 5%.
3. Launch a sweepstakes that includes a requirement to share, comment and post.

Action: _____

Questions: _____

Goals: _____

5. Self-Regulated Interest

Define the Action that Represents this Level for You / Your Company

Examples:

1. A 6-year-old who participates in class to earn extra credit or a reward for completion.
2. My employees will volunteer for a special project if they'll earn an extra vacation day.
3. People will comment on my post if they can win tickets to meet their favorite influencer.

List the Questions Associated with that Action.

Examples:

1. Am I offering the right incentive to boost the type of engagement I am looking for?
2. How am I leveraging this giveaway or partnership to increase brand awareness or drive traffic?
3. How am I going to maximize people's participation after the incentive?

Chose 1-2 Goals for the Next Month or Quarter.

Examples:

1. Identify the mutually beneficial narrative prior to any partnership to ensure that the partner is communicating the brand value to their audience in an integrative approach.
2. Increase website traffic or email acquisition from partnership (incentive) channels.

Action: _____

Questions: _____

Goals: _____

6. Critical Engagement

Define the Action that Represents this Level for You / Your Company.

Examples:

1. A 6-year-old who learns how sea turtles are affected by plastic in the ocean and recycles for the rest of their life.
2. My team has committed to a weight loss and health goal.
3. Our hotel is committed to sustainability and we hear stories of how our guests change their habits after staying in our property and seeing how we manage things.
4. My mentor shared his story of how shortening his meetings to 45 minutes changed his work life and it inspired me to do the same.

List the Questions Associated with that Action.

Examples:

1. What do I stand for?
2. Why does what I or my company doing matter?
3. How is our brand helping others?

Chose 1-2 Goals for the Next Month or Quarter.

Examples:

1. Increase positive testimonials and/or reviews.
2. Develop a user-generated content social media campaign.
3. Help at least 3 other people set their goals.

Action: _____

Questions: _____

Goals: _____

7. Literate Thinking

Define the Action that Represents this Level for You / Your Company.

Examples:

1. A 6-year-old loves Matilda because she saw herself in the character, so she relates to herself and her life experiences with Matilda.
2. My employees will tell anyone they meet about the company as though we are a family.
3. My customers post about my products without me asking them to.

List the Questions Associated with that Action.

Examples:

1. How am I delighting this level of people?
2. How am I using my message to emotionally connect with people?
3. How am I individualizing customer loyalty, based on personal values and beliefs?

Chose 1-2 Goals for the Next Month or Quarter.

Examples:

1. Increase employee retention.
2. Develop an outreach program to thank raving fans.
3. Share user-generated content.

Action: _____

Questions: _____

Goals: _____
