

STRATEGIC PERFORMANCE ADVANTAGE WORKSHEET

CLARIFY YOUR VISION: (S.M.A.R.T. What do you intend to accomplish in a one-year time frame?)

Example: By 12/31/11 grow XYZ and associates into a \$250,000 a year management consulting firm working with “C” level executives in medium sized companies in the Phoenix metro area.)

IDENTIFY FOUR STRATEGIC INITIATIVES: (Example: Sales, Marketing, Product Development, Process Improvement, etc.)

- 1.
- 2.
- 3.
- 4.

ESTABLISH 1 OBJECTIVE FOR EACH INITIATIVE: (Example: Increase sales revenue by 25% this calendar year.)

- 1.
- 2.
- 3.
- 4.

CREATE AN ACTION ITEM FOR EACH OBJECTIVE (Example: Make five sales calls per day to targeted prospects)

- 1.
- 2.
- 3.
- 4.

Now that you’ve made your plan for improved performance and productivity its time to work your plan. No one ever wished his or her way to success and achievement. Review your plan every day and always carve out time to work on one or more action items – every day.