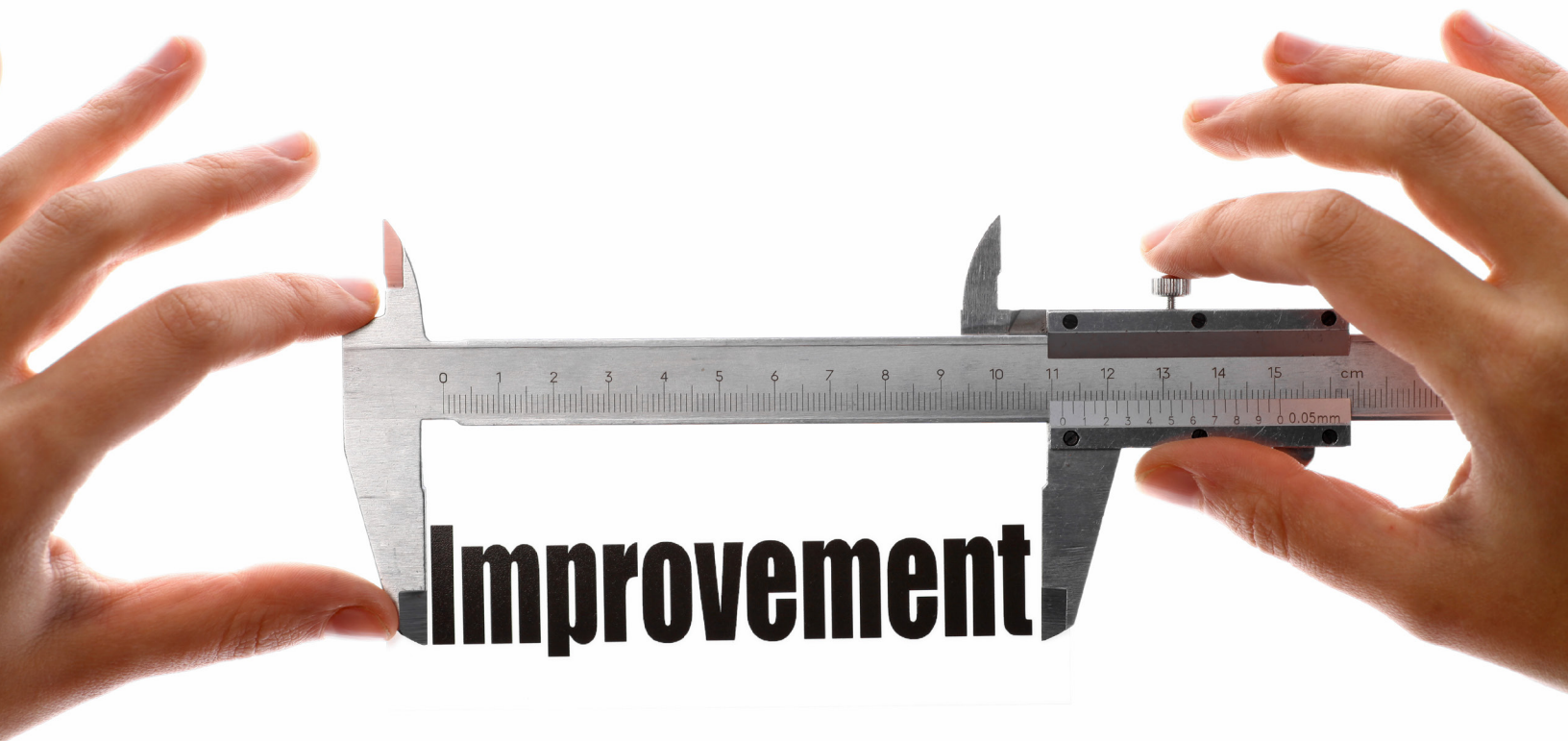


PROCESS CONTROL & SCOREKEEPING



PROCESS CONTROL & SCOREKEEPING MODULE

PURPOSE:

- Understand how simple execution tools and events help you to be more successful
- Build in process and structure for greater consistency
- Learn to leverage the Weekly Plan and engage in peer support
- Understand how important measurement is to accomplishing your goals
- Identify a set of lead and lag indicators
- Understand that an execution metric is the best lead indicator we have
- Understand how to effectively use a Weekly Scorecard

EMOTIONAL CONNECTION:

If you've ever wondered how champion athletes and top producers seem to be so disciplined, here's their secret – they build in process to help them do what needs to be done. Process control is a set of tools and events that you can lean on when you don't feel "motivated" to do what you need to do.

In order to make intelligent game-time adjustments you need to measure. Without measurement you are handicapping yourself and greatly reducing your odds of succeeding.

MODULE AGENDA:

I. INTRODUCTION

- a. Emotional Cycle of Change
- b. The Weekly Routine & Weekly Plan – VIDEO, discuss key points

II. THE WEEKLY PLAN

- a. Key points of the Weekly Plan
- b. Breakdowns - what might get in the way of using the Weekly Plan

III. PEER SUPPORT

- a. 7 times more likely to succeed with peer support – VIDEO, discuss key points
- b. The WAM,
- c. Form WAM groups
- d. WAM agenda
- e. Breakdowns discussion

IV. SCOREKEEPING

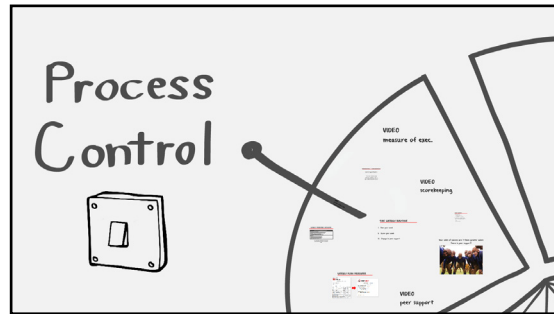
- a. Maslow & Herzberg – VIDEO, discuss key points
- b. Lead & Lag indicators – Flip chart, participants select
- c. The Weekly Scorecard – VIDEO, discuss key points
- d. Weekly Scorecard – discuss how to use
- e. Breakdowns discussion

V. CLOSE

- a. Pain of change – bump into habits & systems – trust the tools & events
- b. Engage – not about being perfect

TRAINER'S NOTES

INTRODUCTION



*Advance to first
Process Control
slide*

At this point you have a compelling vision and a 12 Week Plan. The third and fourth disciplines of The 12 Week Year are Process Control & Scorekeeping and they come together in the concept of The Weekly Routine.

I want to share with you a framework that will be helpful as you move forward with installing The 12 Week Year into your practice and also with really any change you face in the future.

EMOTIONAL CYCLE OF CHANGE

The Emotional Cycle of Change describes how individuals and organizations experience change.

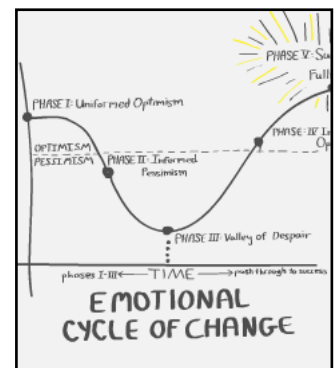
Draw ECOC graph on flip chart as you talk through each phase

For every change there is an initial high called *Uninformed Optimism* (Phase I). At this phase, most of the benefits of an idea are apparent (and sometimes overestimated); while at the same time few of the costs are known.

Phase II is called *Informed Pessimism*. This phase is characterized by rapid declines in the 'three E's' (emotion, energy, and enthusiasm). The costs of change are very clear at this point and many of the benefits don't seem within reach.

This second Phase leads ultimately to Phase III which we call the '*Wall*' or the '*Valley of Despair*'. At this point most people and organizations give up. In fact, some people and organizations develop the habit of cycling between the first three phases – never fully realizing most of the initiatives they undertake – literally train themselves to run this loop.

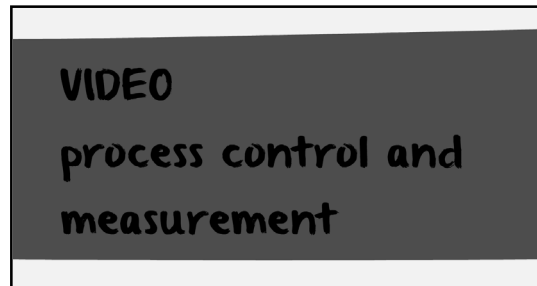
Truly great performers develop the habit of pushing through Phase III to Phase IV - *Informed Optimism* where the benefits of the effort begin to materialize. This phase is characterized by a realistic view of both the challenges and the benefits of the effort. Individuals then progress to Phase V where results are realized – *Success & Fulfillment*.



TRAINER'S NOTES

This is why Vision matters. Without a compelling vision it's too easy to choose what is comfortable and familiar. This is also where Process Control comes in.

Process Control is the tools and events that keep you working the plan. Let's hear Brian discuss Process Control.



Play video



*Advance to show
Weekly Routine
slide.*

What did you take away from the video?

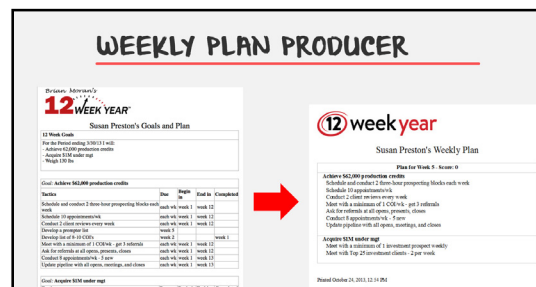
Key Points:

- Tools and events to enable us to execute effectively
- The 3 steps of the Weekly Routine
- Vision – one time, Planning – once every 12 weeks
- The Weekly Plan

As Brian mentioned there are three steps to the Weekly Routine. The first is the weekly plan, the second is peer support, and the third is score keeping. Let's start with the weekly plan.

Ok, what were your take-aways from what Brian said regarding the Weekly Plan?

THE WEEKLY PLAN



*Show slide of
Weekly Plan and
discuss the Key
Points*

TRAINER'S NOTES

Key Points of Weekly Plan

- *1/12 slice of 12 Week Plan*
- *Doesn't contain everything you do – just plan items due this week*
- *Contains most important actions for the week*
- *Use it to manage and guide each day and the week*

The Weekly Plan is a powerful tool that translates the 12 Week Plan to daily and weekly action. The Weekly Plan is the instrument that organizes and focuses your week. It becomes your game plan for each week. It is not a glorified “to-do” list; rather it reflects the critical strategic activity that needs to take place this week in order to achieve your goals.

What might keep you from consistently using this tool? *Take comments. Get as much discussion going as you can.*

Any other questions?

Step one of the Weekly Routine is _____? (The Weekly Plan), Step 2 is _____? (Peer Support). Let see what Brian has to say regarding peer support.

VIDEO peer support

PEER SUPPORT



Advance slide to football team and read the caption

Ok, so what were your take-aways from what Brian said regarding Peer Support?

TRAINER'S NOTES

Key Points of Peer Support

- *Don't go it alone – 7 times more likely to*
- *Meet with a couple of peers 1/wk for 15 minutes*
- *Hold each other capable, challenge and encourage*
- *With peer support you'll stay the course*
- *Ideal WAM group size is 3-4*

The Weekly Accountability Meeting (WAM) is another way to help you stay on track with your 12 week plan each week. Research shows that if you meet with peers weekly to discuss progress you are 7 times more likely to stick with your plan and thus reach your goals.

The WAM is not a punitive session where we try to “hold people accountable,” and dole out negative consequences for those who are faltering. Just the opposite, we hold each other capable, challenge & support one another.

ESTABLISHING WAM GROUPS

I want to remind you that there are no Have-To's in life – it's all choice. That said, like Brian, I want to encourage you to put this to the test. I'll give you a few minutes to select a couple WAM partners and determine the time and logistics of your sessions.

Ideally WAM's are best held on Monday. They can be in person or via the phone. Select partners that you are willing to be transparent with.

Take a few minutes now and form your group.

Give them 4-6 minutes to form their WAM groups.

Let me give you the Agenda for your WAM.

WAM AGENDA

INDIVIDUAL REPORT OUT

- 12 Week Year – Actual to Date
- Last week's score
- Focus for this week - Intentionality

* Note: if individual has scored under 85% two consecutive weeks or more, ask "What are they committed to scoring this week and what will they do different this week from last?"

Show WAM slide agenda and discuss.

The WAM consists of an individual report out. Each person will get a few minutes to discuss:

1. Progress against goal – here you will announce where you are at against your goals vs where you should be at this point.
2. Weekly execution – Then you will talk about how you executed last week – your Weekly Score, which you'll better understand in a few minutes.
3. Intentionality – Next, what you will be intentional about this week.

TRAINER'S NOTES

Keep in mind this isn't designed to be a problem solving or strategy session, just a brief check in.

What could get in the way of you consistently participating in a WAM? Where might this break down?

Facilitate discussion – ID potential breakdowns and ways to avoid or overcome them.

Any questions?

SCOREKEEPING

The Weekly Routine – we've covered step 1 & 2, now let's talk about step 3 – which is _____? (Scorekeeping). Here's Brian...

VIDEO scorekeeping

Play video

SCOREKEEPING & MEASUREMENT

Lead & Lag Indicators

*Show slide of Lead
& Lag Indicators*

Ok, so what were your take-aways from what Brian talked about?

Discuss the key points.

Key Points of Scorekeeping & Measurement

- *Difficult to know if we're achieving unless measuring*
- *Tendency to shy away from measurement*
- *Measurement is feedback*
- *Important to track a handful of lead and lag indicators*

TRAINER'S NOTES

Turn to the person next to you and make a list of the lead and lag indicators that you might want to track. Don't split hairs on whether it's a lead or lag, just ID the Key Measures that are important to your business.

Give them a few minutes to complete this.

Let's see what you came up with. What are the key measures that you identified?

Write their comments on the flip chart.

Now, select the handful that you feel you need to track over the next 12 weeks.

Give them just a couple of minutes to complete.

Key Measures

- Sales Commission
- Appointments
- Referrals
- Fact Finders
- Meetings
- Dials
- Etc.

SCOREKEEPING & MEASUREMENT

Lead & Lag Indicators

"The most effective lead indicator available to you is your Weekly Execution Score!"

Advance slide to show the most effective lead indicator

THE WEEKLY SCORECARD

You now have a list of lead and lag indicators. In this next video Brian is going to discuss the most powerful lead indicator you have available to you, that you're probably not even aware of. Check it out.

VIDEO
measure of exec.

Play video

TRAINER'S NOTES

WEEKLY SCORECARD PRODUCER

CHECK OFF YOUR ACCOMPLISHMENTS IN WEEK 2

CLOSE \$105,000 IN NEW BUSINESS	
<input type="checkbox"/>	Call a minimum of 5 prospects/week & schedule a min of 3/hk
<input type="checkbox"/>	Conduct a minimum of 3 initial appointments per week
<input type="checkbox"/>	Follow up with prospects weekly to close
<input type="checkbox"/>	Create sales-tracking wall graph & update weekly
LOSE 12 LBS.	
<input type="checkbox"/>	Limit calorie intake to 1200 or less per day
<input type="checkbox"/>	Do 20 minutes of cardio at least 3 times/week
<input type="checkbox"/>	Drink at least 8 glasses of water each day
<input type="checkbox"/>	Train with weights 3 times/week

THE WEEKLY SCORE MEASURES HOW EFFECTIVELY
YOU ARE EXECUTING YOUR TACTICS

*Show slide of the
Weekly Scorecard*

Ok, what did you learn in that segment?

Discuss the key points.

Key Points of The Weekly Scorecard

- *Most powerful lead indicator you have is a measure of your execution*
- *Weekly Plan contains most important actions – Scorecard measures to what degree you did those actions*
- *It will be uncomfortable at times, you won't always score well*
- *Have the courage to score your execution and you will get better*

The most powerful lead indicator available to you is the Weekly Scorecard.

The Weekly Scorecard measures how well you executed your plan Tactics, and how effective you were with your time each week. Keep in mind, what you are scoring is not your results, but your execution – did you do what you said was most important!

Typically, if you score 85% or higher, on average each week, in most cases you will achieve your 12 Week Goals. It's not about being perfect.

This is the tool you use to guide each day and your week. If this stuff get's done you had a great week. If it doesn't, you lost a week. It really is that simple.

If we use the Thinking – Actions – Results framework, what Thinking could get in the way of us measuring and scoring our weekly execution?

Facilitate discussion – ID potential issue and how to avoid or overcome them.

Anything else that could get in the way of your scoring your execution every week?

Any other questions on the Weekly Scorecard?

TRAINER'S NOTES

CLOSE

That's it, 3 simple steps that will take you approximately 20 minutes. I promise you that if you enter your plan in the system and do these 3 things each week YOU WILL GET BETTER.

What are the 3 steps? _____ (Weekly Plan),
_____ (Peer Support), _____ (Scorekeeping)

THE WEEKLY ROUTINE

- I. Plan your week
- II. Score your week
- III. Engage in peer support

*Show the slide of the
Weekly Routine*

Any questions on the Weekly Routine?

Three steps that are easy to do, and even easier not to do. So make a commitment to incorporate the Weekly Routine. Will it be uncomfortable at times – yes. Will it be challenging at times – yes. That's what it takes to get better. But, that's OK, you're big boys & girls, you can handle it. As you incorporate the Weekly Routine you will find yourself working with greater focus and getting results faster than ever before.