THE GOAL STANDARD CHALLENGE

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VIDEO 1: 'CONTEMPLATION & PREPARATION' - CHECK YOUR GAME-FILM & CREATE YOUR 3 PHASE ACHIEVEMENT PLAN

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In this first section you're going to be focusing on the 5 Core Pillars of Business:

Marketing/Product/Sales

Distribution Channels

Operations/Technology

Financial

Leadership & People

And the Foundation:

Execution & Performance

Marketing/Sales/Product

On A Scale of 1-10:

How Would You Rate Your Marketing, Sales and Product Pillar?

1   2   3   4   5   6   7   8   9   10

Distribution Channel

On A Scale of 1-10:

How Would You Rate Your Distribution Channel Pillar?

1   2   3   4   5   6   7   8   9   10

Operations/Technology

On A Scale of 1-10:

How Would You Rate Your Operations/Technology Pillar?

1   2   3   4   5   6   7   8   9   10

Financial

On A Scale of 1-10:

How Would You Rate Your Financial Pillar?

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Leadership & People

On A Scale of 1-10:

How Would You Rate Your Leadership & People Pillar?

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Now that you've rated all of the pillars of your business. Answer this question: What pillar, if I strengthened it in the next month would provide the most stability, strength and success for my business, right now? (Not, 9 months from now...right now.)

Circle the pillar you'll focus on below:

Marketing, Sales & Product
Distribution Channel
Operations & Technology
Financial
People & Leadership

(Tip: The majority of businesses below $500,000 in revenue, should be focusing most of their attention on the Marketing, Sales & Product Pillar, because it's typically the weakest.)

Whichever pillar that would be for you, let's create a 3 Phase Achievement Plan, to make it happen.

3 Phase Achievement Engine
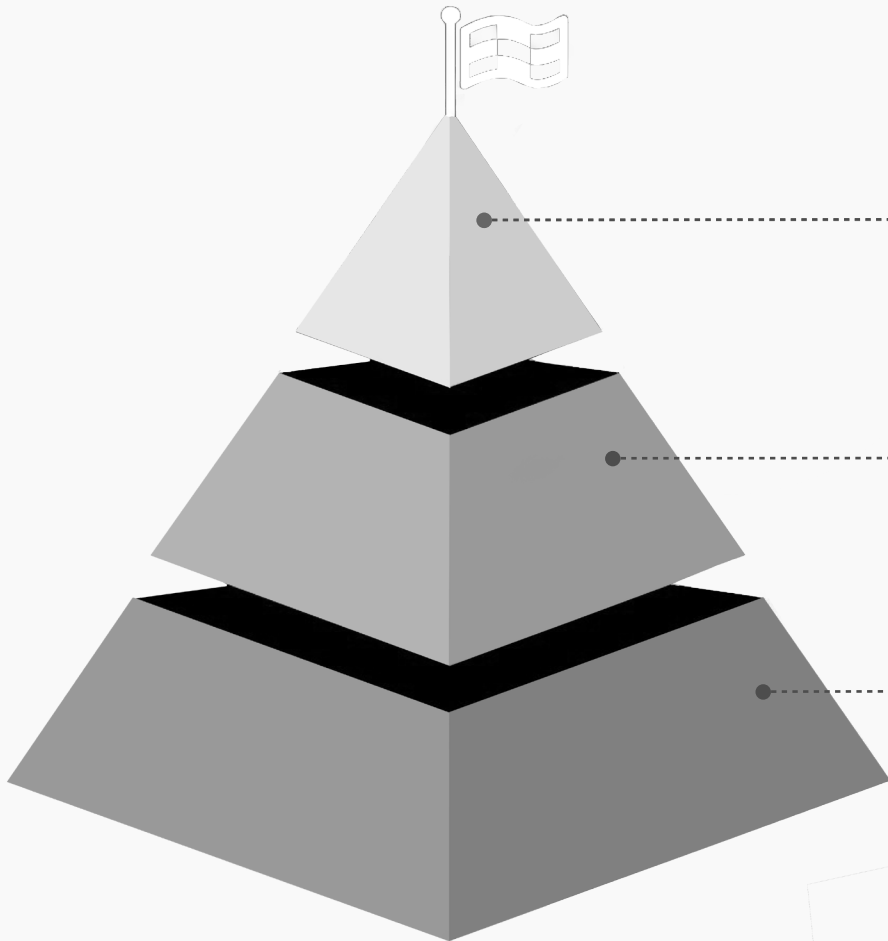
Outcome
What are you trying to achieve?

Performance Based Projects
What will you work on to reach your outcome?

Process & Tasks
Whatever it takes to make that Project Sprint Happen. Inevitable is the key mindset!

PHASE 1: Outcome

Outcome goals tell you where you are trying to get. They are an end point.

Outcome goals should be something very tangible
(ex: a specific revenue number).

Specific + Immediate Impact + Tangible/Believability = Excitement

Key Lesson:

Every Outcome Goal you set should be achieved in a short time frame. **A goal is something you can see, and the short time frame is the horizon line to the motivational factor in our minds.** Anything beyond that short time frame is a 'Vision' or 'Mission', not a goal. Someone shooting an arrow doesn't try to shoot a target 3 miles away.

Keep your Goals within a short time frame and you'll start to see a lot more wins showing up on your scoreboard!

PHASE 2: Performance

This is where you'll choose the core strategies you'll use to hit your 'Outcome'. In the world of Business, your strategies are translated into the 'Projects' you're deciding to invest your time, resources, money and energy into. The entrepreneur that selects the best projects at the stage of business they're in, wins the game. (If you'd like more clarity on the stages of business, [here's a link to an extensive blog post I did on the topic](#).)

After you've chosen your 'Project(s)', then you determine HOW you will PERFORM that project in the next two weeks. THIS is one of the main missing pieces in flawed 'goal seing' processes from the past. STRATEGY, and the next phase, EXECUTION is where you win.

The reason the 90 Day Year is so powerful, is it keeps your eye firmly fixed on what you can work on NOW, AND, keeps you accountable to ultimately ACHIEVING the goals you have.

*Once you establish your Project(s), break that project down into something you can finish in the next 2 weeks.
Example: I will improve the number of products that I have to sell on my site from 1 to 3 by_____.
(insert date 2 weeks from now)

**A good rule of thumb for this section, is you might need 2-4 Projects to hit that Outcome Goal. But if you find you're starting to plan MULTIPLE projects, beware, because you're either biting off more than you can chew. or you have an Outcome Goal that is too broad. Make it more specific.

Who's doing it + *What* are they doing + *When* are they doing it + *Where* is it happening = **Clarity & Momentum.**

These are things that you can schedule.

Example: Each Monday I will sit at my desk and launch a new Facebook ad.

O.P.P. FRAMEWORK

OUTCOME	PERFORMANCE BASED PROJECTS	PROCESSES & TASKS
	Project A: . . . . 2-Week Project Sprint:	
	Project B: . . . . 2-Week Project Sprint:	