



**A FORCE FOR GOOD**



# **The Force for Good 1-Day Business Acceleration Retreat**

*A Mini Strategic Planning Workshop for  
Purpose-Led Leaders*

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# 1-Day Business Acceleration Retreat:

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## Episode 1 – Welcome & Introduction

It is an honor to support and serve the growth of your business.

The 1-Day Business Acceleration Retreat is the perfect way to begin the profound journey of elevating your business in all the ways you imagine.

- Finally creating the scale and profit you envision.
- Building a beloved company that customers and employees cherish.
- Fostering a culture that is kind, innovative, collaborative, and high performing.
- Creating a profitable, sustainable business that flourishes beyond its original Founders.

By starting with the 1-Day Business Acceleration Retreat, you implement the most essential aspects of the FFG System and begin witnessing new results immediately.

Over time, as you continue to follow the simple system, you can add layers of nuance and complexity at the speed you choose.

Should you have questions or need guidance, please schedule a free [Discovery Call](#). On this call, a Business Acceleration Coach will answer any questions you have about the 1-Day Retreat, as well as help you take the next steps in actualizing the business you envision.

This first episode is dedicated to preparation.

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## The 1-Day Growth Plan will help you:



### Gain Clarity



Assemble a clear, succinct, and actionable plan to grow your business over the next 12 months.



### Choose A Path



Put on paper the clear words that will align and empower every member of your team to bring their best thinking and doing to the work of your purpose and vision. Words that will immediately change what they do, and how they do it, to be of the greatest service to your purpose and vision.



### Take Potent Action



Start a simple, structured weekly process that ensures weekly, measurable progress toward your 12-month goals. This is the key to innovation, performance improvement, and the backbone of how your plan gets successfully implemented.

## Running a business is both incredibly simple and deeply complex.

The 1-Day Workshop helps you keep focused on what is simple and clear, while knowing you will incorporate, digest, and manage complexities over time.

The 1-Day Growth Workshop helps you quickly, efficiently, and successfully...

- [Conduct a 1-Day Business Acceleration Retreat](#)
- [Craft a 12-Month Breakthrough Plan](#)
- [Launch a Weekly Acceleration Meeting](#)

This will help you experience **quick-wins**, and effortlessly start reaping the rewards of the full FFG System.

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Everyone knows that having a plan and following it is the recipe for success. Yet this simple ethos is so infrequently followed.

## Why is it so hard to build an actionable growth plan?

- Some plans take **too long to assemble**, and everyone gives up before getting to the end.
- Some plans, once assembled, are far **too complex and detailed** to implement.
- Some plans are **too simple** and don't account for the complexities that could derail your business.

This 1-Day Workshop guides you to create a simple, actionable [Acceleration Plan](#) that will create measurable progress right away. This plan is the precursor to the more complex [4-Page Impact Plan](#), which you can build over time.

## Why is it so hard to follow through and implement the growth plans you create?

- **DISTRACTIONS.** After creating the plan, it is easy to get distracted by the litany of squeaky wheels, fires, emails, phone calls, and never-ending activities associated with operating a business.
- **OVERWHELM.** Trying to juggle the many hats and operational needs, it is easy to get overwhelmed and revert to comfortable, known activities you and the team feel confident doing, rather than taking the leap to move into new actions and risks embedded in the growth plan.
- **HIGH-PERFORMANCE HABITS.** Because of distractions and overwhelm, the needed, high-leverage, high-performance habits are inconsistent and need amplification.
- **HIGH-POTENCY ACTIONS.** The most needed highly potent actions are never taken, because there isn't a regular mechanism in place to both ensure

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accountability of following the plan, as well as to diagnose and discern which actions will actually produce new results.

The 1-Day Workshop guides you to implement a simple [Weekly Acceleration Meeting](#) where you will cut through distractions and dissolve overwhelm, while ensuring everyone is engaging in the habits and actions that move the needle forward.

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## The Three-Step Acceleration Process

At its simplest form lives this ongoing acceleration process within the FFG System, adding layers of detail and business complexity over time:

- 1. Envision a Better Future (Episodes 2-4)**
- 2. Build an Actionable Plan (Episodes 5-9)**
- 3. Meet Weekly to Accelerate Growth (Episode 10)**

The 1-Day Growth Workshop follows the full breadth of these four steps in just 3-4 hours.

- Episode 1 – Welcome & Preparation
- Episode 2 – Unleash Your Core Purpose
- Episode 3 – Unlock Your Company Vision
- Episode 4 – Discover Your Most-Needed Breakthrough
- Episode 5 – Conduct a Simple SWOT
- Episode 6 – Design a Quarterly Map
- Episode 7 – Chart 30-Day Goals
- Episode 8 – Establish Key Performance Indicators
- Episode 9 – Design a Weekly Dashboard
- Episode 10 – Launch the Weekly Acceleration Meeting

## Preparation

- **Set aside 3-5 interrupted hours to complete the Workshop** described in the following pages. If possible, include members of your team. The sooner you get them involved, participating, and adding their voice and value, the sooner you will see results.
- **Download the companion workbook at [www.aforceforgood.com/retreat](http://www.aforceforgood.com/retreat).** Use the pages below as a workbook, where you follow the instructions and fill in blanks as prescribed. The Workshop and Workbook together will help you and your team arrive at answers and insights quickly.



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## 1-Day Business Acceleration Retreat

As you move through Episodes 2-9, you will construct the 1-Day Acceleration Plan.

### The Growth Plan will provide:

- A succinct written plan you can review and revise in the Weekly Acceleration Meeting.
- Absolute clarity and alignment about where you're headed and how you're getting there.
- Specific actions everyone on the team can take to support the plan.
- A way to measure progress and innovate improved results.

This plan will help you and your team overcome distractions and overwhelm so that everyone can take potent action daily to accelerate growth.

## Progress Not Perfection

Every plan you build in the FFG System is a draft. Build the draft, use it, follow it, and measure progress against it. Evolve it, refine it, deepen it, change it.

Never feel it needs to be perfect. Be free to get something down on the page and let it settle. See how it feels.

The act of getting a plan in place, written down, will produce many unexpected discoveries:

- Places you thought you were clear – even in your own mind – become questionable and unclear when you try to write them down.
- Ideas or plans that you thought everyone shared, suddenly reveal themselves as mis-aligned.
- Things you thought you wanted, when clearly written down, suddenly become less desirable.

The goal is to simply write something down. You will think about it. And then come back to it with greater insights and clarity.

Let's head over to the next episode and craft your Core Purpose

## Episode 2 – Core Purpose

### Envision a Better Future

**Force for Good Leaders are known for seeing a brighter future for the world through business.** Step 1 of the 1-Day Workshop invites you and your team to create clarity about the brighter future you long to create.

**Clarity delivers power.** When you have clarity about how the world is made better through your business, you put wind in the sails of your organization. This leads to accelerated growth.

**Force for Good Businesses create good in the world.** They create ever-expanding goodness for their many constituents:

- Customers
- Team Members
- Suppliers / Vendors
- Industry Partners & Collaborators
- The Extended Community
- The World at Large

Force for Good Businesses do this in many ways:

- Creating exemplarity products and services
- Innovate solutions the world needs
- Elevating society through collaborative and elevated leadership
- Furthering a purpose that creates prosperity for everyone involved

**What is the Better Future?** The Better Future has three components:

1. Core Purpose
2. Company Vision
3. 12-Month Breakthrough Goal

Let's dive into your Core Purpose.

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## Core Purpose

Nothing is more powerful in igniting commitment, alignment, and loyalty in your team than having an authentic Core Purpose for your company.

**Your Core Purpose is the reason your company exists.**

**When someone asks you why your company exists, the deep resounding reason is your Core Purpose.**

**Your Core Purpose is the reason you created your company.**

- It is the reason the blood, sweat, and tears are completely worth it.
- It is the reason you continue to get up out of bed each day to foster its survival and success.
- It is the reason you took the risks, put everything on the line, and made all those sacrifices.
- It is the reason powering the real work of your company.
- It is the heart and soul intention behind every hard thing you do, every big leap you take, and every moment you rise up.

### **Why have a Core Purpose?**

- It guides and filters everything an organization chooses to do, and not do.
- It is the deeper reason why every member of the team will continue to get up out of bed each day to foster its survival and success.
- Great purposes are transcendent, energizing, and inspiring for all the independent stakeholders.

### **Resources:**

- [Examples of Core Purpose](#)
- [Four Inspirations of Purpose](#)

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## The Core Purpose Workshop

In the next 15 minutes, you will craft a first draft of your Company Core Purpose. I will guide you through a series of questions to help you formulate answers. Feel free to write your answers in the 1-Day Business Acceleration Workshop Handbook or write them in your journal.

*[soft music in the background.]*

1. Why did you start this business? Reflect the reasons why you were inspired to start this organization?

2. What gets you up each and every day? What do you hope the impact will be on the people served by your company?

3. What do you hope your business can bring to customers?

- What is the transformation you hope to make possible for those you serve?
- What **good** do you hope to deliver?
- What **knowledge** do you hope to discover?
- In what ways is your company in pursuit of excellence, perfection, or some elevated form of **beauty**?
- Is there a **heroic change** you wanted to make to benefit others?

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4. What drives your belief in your company? What do you do that is unique or different than about your business, compared to others in your market?

## Elicit your Core Purpose.

Jumping off from the questions answered above, complete the sentence. The core purpose of [company name \_\_\_\_\_] is to...

*(Write this drafted Core Purpose on your Growth Plan.)*

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Congratulations! You just completed a draft of your Core Purpose. Know that whatever you wrote down is the perfect place to begin. The iterative Force for Good Process will give you abundant opportunities to make adjustments in the hours, days, and weeks ahead.

Let's move along to the next episode dedicated to creating your Company Vision.

## Episode 3 - Company Vision

### What is a Company Vision?

- The Company Vision paints the picture of a brighter, better world created through the intentional impact of the organization.
- It describes *a different, better world* through the work of your company or organization.
- It is the long term picture of your Core Purpose actualized in the world

An organization may never achieve the full outcome of its Vision. The Vision is something you will work toward for as long as you live. You and generations of others will contribute to its call. We will dedicate the full commitment of the organization to moving this Vision forward.

We stand for a world where...

#### Resources:

- [Examples of Vision](#)

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## Company Vision Workshop

***Set a timer for 10 minutes and use this time to answer the questions below, either alone or with your team.***

1. Fast-forward to the future, 100 years or more, and imagine the culmination of all the aligned and empowered choices you and your team have made, infused with the wisdom of your Core Purpose. **What does the world look like 100 years from now** when you consider all the ways your company has created goodness for your customers, your team members, and your expanded community?

4. Standing in that future place 100 years from now, write down **all the ways you can see your company is a force for good.**



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## Elicit your Company Vision.

Right now, trust that you have everything you need to write down the Vision for your company. Set a timer for **5 more minutes** and write it down. Simply start with the words below and keep writing until you feel complete or until the timer goes off. Whichever comes first.

The vision of \_\_\_\_\_ is to....

*(Write this drafted Company Vision on your Growth Plan.)*

## Episode 4 - 12-Month Breakthrough Goal

The final aspect of the Better Future you strive to create with your company is the 12-Month Goal.

**Every year you are in business  
is an invitation to stage a massive breakthrough.**

Contemplate this idea for a moment. Every year is an opportunity to experience unprecedented growth, innovation, and resolution to a problem that has befuddled you until now. If you and your team apply deliberate focus to any single goal, even one that proved elusive in the past, you can most certainly attain it.

This is true no matter what stage of business you're in. Whether at existence, survival, scaling, or impact, you and your team have the power to produce a single breakthrough that could elevate your entire company to a new level.

Let these questions drift through your mind:

- Which one outcome at your company would change everything?
- Which problem, when finally solved, will make every other challenge easier?
- What is the single primary breakthrough that would catapult your company to the next level?

### SMART Goal

A 12-Month Breakthrough Goal is a SMART goal, meaning it has the following attributes:

- **Specific:** A goal should be clear and well-defined, leaving no room for ambiguity. It should answer the questions of who, what, where, when, and why. Being specific helps to focus efforts and prevents vague or overly broad goals.
- **Measurable:** It should have quantifiable criteria that can be used to track progress and determine when the goal has been achieved. This involves identifying specific metrics or indicators that allow you to measure your success.

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- **Achievable With Innovation:** A 12-Month Breakthrough Goal should be a stretch goal that inspires growth. It should feel about 80% realistic and attainable. To achieve this critical goal, you consciously acknowledge it will require some level of investment in resources, skills, and systems. It should feel like a do-able stretch.
- **Relevant:** The 12-Month Breakthrough Goal should be the single most important goal for the upcoming year. I will align and empower with your broader objectives, values, and priorities.
- **Time-bound:** Set a specific date by when you intend to achieve this goal. This adds a sense of urgency and prevents procrastination. Time-bound goals help you stay focused and allocate resources effectively.

When looking for a 12-Month Breakthrough Goal, here are three great places to look:

1. **Purpose-Led Goals** – What is the positive impact you hope you achieve in the next 12-months within the community you serve? How do you hope to enrich the lives of customers? What improvements would you like to see delivered at a larger scale with clients? How will you know one year from now your company has been living its purpose?
2. **Constraints** – What are the core constraints that are hindering growth? What is stopping you from growing as quickly as you would like? What is the problem you could solve in the next 12-months to relieve your biggest constraint.
3. **Accelerators** – What are the strengths, opportunities, and choices available to you to accelerate growth? What are the levers you could press that would have the biggest impact? What might be a 12-month goal you could set that would leverage or amplify your biggest accelerator?

Resources:

- [12-Month Impact Goals](#)
- [Constraints to Growth](#)
- [Accelerators of Growth](#)

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## 12-Month Breakthrough Workshop

Set a timer for **15 minutes** to explore impact goals, constraints, and accelerators below.

### Impact Goals

In the space below, brainstorm a list of possible [12-Month Impact Goals](#).

**Review the list of Impact Goals you wrote above. Circle the top three.** Which ones would most dramatically move the company forward? Which ones would most accelerate growth?

**Select the primary 12-Month Impact Goal. The one that will create the greatest commitment, momentum, and transformation in you company. Place a star next to it.**

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## Constraints

In the space below, write down a list of all the constraints holding back the growth of your company.

**Review the list of constraints you wrote above. Circle the top three constraints.** Which ones, if solved, would most dramatically move the company forward? Which ones, if solved, would most accelerate growth?

**Select the primary constraint. The one costing you the most growth. Place a star next to it.** Contemplate which constraints are holding back growth the most. If you could solve for the top constraint, what would success look like 12-Months from now? How would you know you overcame that constraint?

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## Accelerators

In the space below, brainstorm a list of possible [accelerators](#) that could speed up the growth of your company.

**Review the list of accelerators you wrote above. Circle the top three accelerators.** Which ones, if leveraged, would most dramatically move the company forward? Which ones, if developed, harnessed and amplified, would most accelerate growth?

**Contemplate which accelerator could most directly generate growth. Place a star next to it.** What would you need to do to leverage this accelerator? What would success look like 12-Months from now? How would you know you had fully utilized this accelerator?

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## Select Your 12-Month Breakthrough Goal

Now that you have brainstormed the possible impact goals, constraints, and accelerators impacting growth in your business, set a timer for 15 minutes and answer the remaining questions in this section.

Take a moment to re-write and reflect on the Core Purpose and Company Vision you drafted above.

*Our Core Purpose is...*

*Our Company Vision is...*

Now take a few minutes to reflect on where you would like to be in the future. If you and everyone on your team could live the Core Purpose and walk every day in the direction of the Company Vision, what would you most like to achieve?

**In 3 years...** Write down 5-8 milestones you hope to achieve as you and team embody the Core Purpose and take daily actions aligned with your Company Vision.



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**In 12-months...** Write down 5-8 milestones you hope to achieve as you and team embody the Core Purpose and take daily actions aligned with your Company Vision.

**In order to achieve the 3-year and 12-month milestones listed above, what specific constraints, challenges, or bottlenecks must be overcome?** Refer to the list you already brainstormed above, though your answers may be different in the context of your Core Purpose, Company Vision, and Goals.

Circle the top three constraints that will need to be resolved to make possible your future goals.

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In order to achieve the **3-year** and **12-month milestones** listed above, what specific accelerators, strengths, and opportunities must be figured out, utilized, and amplified? Refer to the list you already brainstormed above, though your answers may be different in the context of your Core Purpose, Company Vision, and Goals.

Circle the top three accelerators that would set free your future goals.

## Elicit your 12-Month Breakthrough Goal.

Now that you have contemplated your Core Purpose, Company Vision, 3-Year Goals, 12-Month Goals, key constraints, and key accelerators, it is time now to select a 12-Month Breakthrough Goal. Make sure it is SMART (specific, measurable, achievable, realistic, and time-bound).

**What is the 12-Month Breakthrough Goal that when achieved will catapult your company forward most substantially?** If you achieved this one goal, everything would become easier.

*(Write it this drafted 12-Month Breakthrough Goal on your Growth Plan.)*

**Congratulations!**  
**You have completed “Step 1 – Envision a Better Future!”**

## Episode 5 – Simple SWOT

### Build an Actionable Plan

Now that you have Envisioned a Better Future in Episodes 2-3, it is time to create an actionable plan to achieve your 12-Month Breakthrough Goal.

To complete construction of your [Growth Plan](#), we will follow these steps:

1. Simple SWOT Analysis (Episode 5)
2. Design a Quarterly Map (Episode 6)
3. 30-Day Goals (Episode 7)
4. Establish Key Performance Indicators (Episode 8)
5. Design a Weekly Dashboard (Episode 9)

### Simple SWOT Analysis

**What is a SWOT?** SWOT refers to the **Strengths**, **Weaknesses**, **Opportunities**, and **Strengths** that will either constrict or accelerate a goal.

Very few conversations are as exhilarating, collaborative, and thought-provoking as a well-orchestrated SWOT. And unlike more advanced strategic discussions, a SWOT can be done with anyone on your team making it an inclusive experience that creates alignment and awareness of the business, while also building connection and enthusiasm.

At the heart of every SWOT lives the question, **“What do we do now?”** The ensuing conversation can help build consensus among team members who might not see why change or improvements are necessary without guidance.

**Right now, the specific question we are asking is...**

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## What can we do to achieve our 12-month breakthrough goal?

In the Simple SWOT we are always seeking the strengths, weaknesses, opportunities, and threats that are **most positively or negatively affecting the specific goal**. It is less important that we find a long, exhaustive list of all our strengths, weaknesses, opportunities and threats. It more important that you cultivate **the most essential, impactful elements** that you will most directly impact the 12-month goal.

**The key is to be as specific as possible.** For example, if you one weakness your company has is not enough prospects, see if you can pin-point exactly where in your marketing funnel there are bottlenecks. Or if hiring talent is an issue, dig into the specific talent that is difficult to acquire. Is it for talent with a specific skill, available at a specific time, living in a certain location? And again, where in the talent acquisition funnel are there bottlenecks?

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## Simple SWOT Workshop

***It's time to conduct the Simple SWOT! Set a timer for 15 minutes and brainstorm the questions below.*** Remember: the goal is to home in on the factors that most directly impact the 12-month goal.

### Strengths

**What are the strengths available to help us accomplish this specific goal?** These could be the strengths of our people, teams, systems, technology, reputation, customer service, production line, or any other aspect of the business that could help us achieve the goal.

Circle the three top strengths, when harnessed, can most impact progress on your 12-month goal. Write them in your [Growth Plan](#).

### Weaknesses

**What are the weaknesses of the company that are most impeding progress on this specific goal?** Again, we are looking for specific factors within our teams, systems, technology, customer service, etc.

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Circle the three most detrimental weaknesses, left unresolved, will most impact progress on your 12-month goal.

## Opportunities

Which opportunities could we dedicate greater commitment and focus to accelerate progress on the 12-month goal? These might be opportunities within the company that haven't been fully utilized or optimized (like marketing systems that need attention or sales lists that haven't been called on), or external opportunities that would open up significant growth to the company. Don't get distracted thinking about all the opportunities out there. Home in on the opportunities that most directly accelerate the 12-month goal.

Circle the three top opportunities, when harnessed, can most impact progress on your 12-month goal.

## Threats

Which threats need attention and solutions to ensure they do not impede our 12-month goal? Every business faces various risks that affect the industry, environment, economics, regulations, supply challenges, talent shortages, and other market disruptions that could affect your business. Which threats could most directly derail your 12-month goal?

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Circle the three top threats that without risk mitigation, could impede impact progress on your 12-month goal.

## Elicit Top SWOTs.

Now that you have brainstormed strengths, weaknesses, opportunities, and threats, choose the top three affecting your company's ability to actualize your 12-Month Breakthrough Goal.

<p><i>Our top three strengths to amplify...</i></p> <p>1.</p> <p>2.</p> <p>3.</p>	<p><i>Our top three weaknesses to overcome...</i></p> <p>1.</p> <p>2.</p> <p>3.</p>
<p><i>Our top three opportunities to leverage...</i></p> <p>1.</p> <p>2.</p> <p>3.</p>	<p><i>Our top three threats to mitigate...</i></p> <p>1.</p> <p>2.</p> <p>3.</p>

Add these to your [Growth Plan](#).

## Episode 6 - Design a Quarterly Map

Now that you have completed the Simple SWOT Analysis, it is time to design a Quarterly Map.

The Quarterly Map:

- Articulates the path from today to one year from now when your 12-Month Breakthrough Goal is actualized.
- Contains the three most crucial goals to achieve 3 months, 6 months, 9 months, and 12 months from today.

There are three types of goals to consider in your Quarterly Map.

1. **12-Month Breakthrough Goal Progress**
2. **Related Performance Improvement Goals**
3. **System Improvement Goals**

Let's review each of these types of goals briefly below.

### 12-Month Breakthrough Goal Progress

Each quarter, one of the selected quarterly goals should always be a direct measure of progress on the 12-Month Breakthrough Goal itself.

Below is an example of a 12-Month Breakthrough Goal and its corresponding quarterly goals.

**12-Month Breakthrough Goal: Increase new customers per month from 25 to 40+.**

Q1 Goal: Enroll 28+ new customers per month.  
Q2 Goal: Enroll 30+ new customers per month.  
Q3 Goal: Enroll 35+ new customers per month.  
Q4 Goal: Enroll 40+ new customers per month.

***Contemplate your 12-Month breakthrough goal and how progress can be measured over time.***



## Related Performance Improvement Goals

To reach our 12-Month Breakthrough Goal, there are likely upstream areas of performance that, if improved, would accelerate progress.

- Where must performance improve to reach the 12-Month Goal?
- What drives or constricts the success of the 12-Month Breakthrough Goal?
- Are there specific activities (or throughputs) that if increased by 20%, 50%, 100%, or even 200% would dramatically increase the likelihood of progress? What would be the level of certain activities that would guarantee success?
- Are there missing activities, elements, or drivers that if added and amplified would improve or even guarantee the likelihood of success?

Again, this relates back to the discussion on constraints, accelerators, as well as areas of strength, weakness, opportunity, and threat (SWOT).

Here is an example of a performance improvement goal.

**12-Month Breakthrough Goal:** Increase hires of new service providers per month from 10 to 15+.

**Related Performance Improvement Goal:** Host hiring events that increase new applicants per month from 300 to 500.

Q1 Goal: Host hiring events that yield 350+ new applicants per month.

Q2 Goal: Host hiring events that yield 400+ new applicants per month.

Q3 Goal: Host hiring events that yield 450+ new applicants per month.

Q4 Goal: Host hiring events that yield 500+ new applicants per month.

***Contemplate your 12-Month breakthrough goal and its related performance improvements. How can these drivers of performance improvement be measured over time?***

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## System Improvement Goals

In order to achieve your 12-month Breakthrough Goal, there may be improvements or projects that will directly bolster success.

- Do you need to improve some aspect of your product, services, or delivery?
- Do you need to improve the quality of your sales presentation and materials?
- Do you need to implement a new technology solution?
- Are there specific roles that need to be filled?

Below is an example of system improvement goals that would support the 12-Month Breakthrough Goal.

**12-Month Breakthrough Goal:** Increase conversion of social media ads to new customers from 5% to 20%

**Related Performance Improvement Goal:** Increase the number of prospects who sign up for our free eBook per month from 500 to 2000

Q1 System Improvement Goal: Hire a new digital marketing agency with proven experience increasing both traffic and conversion of social media ads.

Q2 System Improvement Goal: Hire a new Director of Sales.

Q3 System Improvement Goal: Finalize a strategic, mutually beneficial marketing relationship with another company who can give us regular access to their 50,000+ customers.

Q4 System Improvement Goal: Director of Sales to implement a new sales strategy and train sales team.

***Contemplate your 12-Month breakthrough goal. What projects or system improvements would be needed to support breakthrough? What would be the milestones of these improvement projects be each quarter?***

***It's time to build your Quarterly Map! Turn the page and follow the workshop.***

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## Quarterly Map Workshop

*It's time to design a Quarterly Map! Set a timer for 15 minutes and follow the steps below.*

*So that it is top of mind, write down your drafted 12-Month Breakthrough Goal here...*

**Next, imagine your success.** On the next two pages, brainstorm your answers to the questions below. Write down the progress you intend to make leading to complement of the 12-Month Breakthrough Goal.

- 1. What will progress on your 12-Month Breakthrough Goal look like?**
  - How will you measure progress?
  - What will progress look like over the coming four quarters leading you to success?
- 2. What related performance improvements will drive success?**
  - Which performance improvements most dramatically drive success?
  - How will you measure performance improvement?
  - What will progress look like over the coming four quarters?
- 3. What system improvements are required to accelerate success?**
  - What system improvements will solve the biggest constraints, weaknesses and threats? By when, in the coming four quarters, could these improvements be implemented?
  - What system improvements will amplify accelerators, strengths, and opportunities? By when, in the coming four quarters, could these improvements be implemented?
  - Are there people, experts, or consultants who will need to be hired?
  - Are there partnerships or agreements with other companies needed?

**Go ahead and brainstorm goals you hope to achieve on the next two pages.**

**Make sure to write them as SMART Goals (specific, measurable, achievable, relevant, and time-bound.)**

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## Quarter 1 – Goals Brainstorm.

By 3 Months from Now \_\_\_/\_\_\_/\_\_\_

Circle the 3 most critical goals to support the 12-Month Breakthrough Goal.

## Quarter 2 – Goals Brainstorm.

By 6 Months from Now \_\_\_/\_\_\_/\_\_\_

Circle the 3 most critical goals to support the 12-Month Breakthrough Goal.

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## Quarter 3 – Goals Brainstorm.

By 9 Months from Now \_\_\_/\_\_\_/\_\_\_

Circle the 3 most critical goals to support the 12-Month Breakthrough Goal.

## Quarter 4 – Goals Brainstorm.

By 12 Months from Now \_\_\_/\_\_\_/\_\_\_

Circle the 3 most critical goals to support the 12-Month Breakthrough Goal.

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## Elicit Your Quarterly Map.

Now that you have brainstormed quarterly progress goals, choose the top three each quarter that will drive your company's ability to actualize your 12-Month Breakthrough Goal.

<b>Quarterly Milestones</b> List the 3 goals for each quarter that will ensure that the 12-Month Breakthrough Goal will actualize.	
<b>Quarter 1 Milestones</b> By ___/___/___  1.  2.  3.	<b>Quarter 2 Milestones</b> By ___/___/___  1.  2.  3.
<b>Quarter 3 Milestones</b> By ___/___/___  1.  2.  3.	<b>Quarter 4 Milestones</b> By ___/___/___  1.  2.  3.

Add these to your [Growth Plan](#).

## Episode 7 - 30-Day Goals

The next step of building a Quarterly Map is to a list of 30-Day Goals and an empowered owner for each goal.

Your 30-Day Goals:

- Will be updated every month to ensure you are constantly moving toward the 12-Month Breakthrough Goal.
- Support the goals outline in your Quarterly Map.
- Like the Quarterly Goals, they focus on three types of goals:
  - 12-Month Breakthrough Goal Progress
  - Related Performance Improvement Goals
  - System Improvements

### Selecting 30-Day Goals

Referencing the Quarterly Map you created in the Workshop above, ask yourself this question:

#### What 3 goals must be achieved this month to ensure Quarterly Goals succeed?

1. How much progress can you make on the 12-Month breakthrough goal itself?
2. What other performance improvements can you tackle that are part of your Quarterly Map?
3. What progress can you make on projects, implementations, or system improvements?

### Assign Goal Ownership

For each 30-Day Goal, a Goal Owner will be assigned. This will be someone on the team who owns responsibility for driving whatever changes and implements will be necessary to generate the results.

Wherever possible, empower members of the team (rather than the Founder or Leadership Team) to own goals. The Founder and other Leaders can always coach the Goal Owner on ways to drive the change or improve performance.

The Goal Owner will also be responsible for reporting progress back to the team weekly.

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## 30-Day Goal Workshop

It's time to set 30-Day Goals! Set a timer for 10 minutes and follow the steps below.

So that it is top of mind, write down your drafted 12-Month Breakthrough Goal here...

Write down Q1 Goals.

- 1.
- 2.
- 3.

Focusing on Q1 Goals and 12-Month Breakthrough Goal, brainstorm a list of 8-10 action that need to be taken, performance improvements you'd like to generate, and amplified activities that team members can take daily and weekly in the next 30 days, to ensure success. Write down who would own the results.

Brainstorm 30 Day Goals	Owner



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## Elicit Your 30-Day Goals.

Now that you have brainstormed 30-Day Goals, choose the top three you plan to achieve in the next month.

30 Day Goals to Be Complete by ___/___/___	Owner
1.	
2.	
3.	

Add these to your [Growth Plan](#).

## Episode 8 - Establish Key Performance Indicators

“What gets measured gets managed.”

“What gets measured gets improved.”

“What gets measured gets done.”

-Peter Drucker

**Data used wisely has colossal power.** The aim of the Weekly Acceleration Meeting is to empower you and your team to succeed. To accomplish whatever you set out to achieve. In this case, we are unabashedly focused on actualizing the 12-Month Breakthrough Goal, and wisely using data to catapult progress.

On your way to success, you will need a clear way to measure progress (or regress) of your critical goals:

- Your 12-Month Breakthrough Goal
- Your Goals this Quarter
- Your 30-Day Goals

During the Weekly Acceleration Meeting, (discussed in Step 3) you and your team will meet and reflect on these goals and measure progress. For each of these goals, you will need to establish a way to measure success.

**Key Performance Indicators (KPIs)** are specific measurements that reveal progress on a goal. For each goal, you are invited to select a KPI to track weekly. Over time, you may elect (and probably will) to add more KPIs that help you more accurately diagnose constraints and innovate solutions.

### Choose KPIs

To help you select the most essential KPIs, refer to the [Comon Key Performance Indicators](#) which lists various measures of performance.

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## Identify Owner and Source

Now that you have selected your essential KPIs, the next step is identify who will be the responsible owner for collecting the data and reporting it each week.

You will also need to identify where and how the data will be collected.

Third – Create Weekly Performance Goals

Once you identify KPIs, who will collect them, and how the data will be sourced, the last step is to establish a weekly goal for each KPI.

- Measure last week's performance.
- Set a 30-day performance improvement goal.

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## Key Performance Indicators Workshop

*It's time to design a Quarterly Map! Set a timer for 10 minutes and follow the steps below.*

*So that it is top of mind, write down your drafted 12-Month Breakthrough Goal here...*

*Write down Q1 Goals.*

- 1.
- 2.
- 3.

30 Day Goals to Be Complete by ___/___/___	Owner
1.	
2.	
3.	

On the next page brainstorm a list of ways you could measure weekly progress on the goals above.

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**What are the weekly metrics you could use to track the above goals?** Take 5 minutes to brainstorm a list of the metrics you could track weekly to clarify whether you are moving forward, staying stagnant, or moving backward with each goal listed above.

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## Elicit Your Key Performance Indicators.

Choose the metrics, data source, current weekly measure, 30-day goal, and owner:

1. In the first column, **select 3-5 Metrics** from the list above that will provide the most comprehensive and direct assessment of how you are doing on each goal.
2. In the second column, identify **where and how you would obtain the data** on a weekly basis. Will the data be collected manually by someone (who and where will the collection be captured), will there be a report run to collect the information, or is there some other mechanism needed to acquire and report the metric?
3. In the third column, write down your **current weekly output** of this data. Measure last week's performance and enter the data. This is your starting point. From here, you will measure progress every week to move this measure in the desired direction.
4. In the fourth column, set an **initial goal** for where you want to be 30 days from now. This level of progress should align with your 30-day and quarterly goals listed above.
5. In the fifth column, designate who will be the **responsible owner** for collecting and reporting this data point each week.

Weekly Metric	Data Source & Collection	Current Weekly Measure	30-Day Weekly Goal	Owner

Add these to your [Growth Plan](#).

## Episode 9 - Design a Weekly Dashboard

The last step of Building a Plan to actualize your Envisioned Better Future is to craft a weekly place to track progress, which you will use in the Weekly Dashboard Ritual (described in the next section).

### Build a Dashboard

Once you have chosen your Key Performance Indicators, it is easy to drop them into a Weekly Tracker where you can report last week's data, analyze trends, and each week ask yourself, "How could we create a breakthrough this week? What would move the needle to produce an elevated result?"

The workshop below will guide you to setting up a Weekly Dashboard.

### Reporting Data

The other consideration is how your team will report the data in a simple, easy way.

A great way to implement a simple dashboard is on Google Sheets, or other similar shared spreadsheet. You create the dashboard, share it with your team, decide on a time each week when everyone is expected to enter the data they own, and then when you gather for the Weekly Acceleration Meeting, the data is there waiting for you all to review together.

There are several other tools you can use to report dashboard data like [Domo](#), [Zoho Analytics](#), [Ninety.io](#) are just a few. But unless you already have one of these systems already in place, starting out with Google Sheets is recommended.

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## Design a Weekly Dashboard Workshop

*It's time to design a Weekly Dashboard! Set a timer for 10 minutes and follow the steps below.*

In the space below, craft your Weekly Dashboard, pulling from the last exercise where you developed your list of Key Performance Indicators.

1. In the first column, write the **metrics** you plan to track.
2. In the second column, write the **owner** responsible for collecting and reporting the data weekly.
3. In the third column, write the current **Weekly Goal** you will focus on achieving over the next 30 days.

Metric	Owner	30-Day Weekly Goal	Week 1	Week 2	Week 3	Week 4

Each week, you will collect data from last week and insert it into the table before the Weekly Dashboard Ritual.

Here are two templates you can use:

- [Simple Weekly Dashboard Template \(PDF\)](#)
- [Simple Weekly Dashboard Template \(Google Sheets\)](#)

Each week, just add a new column so that you can collect trends over time.

**Congratulations!**

**You have completed all the elements needed to fill out the Growth Plan. Go ahead and fill it out now on the following pages.**



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## **\*The Growth Plan Template\***

*Our Core Purpose is...*

*Our Company Vision is...*

*Our 12-Month Breakthrough Goal to be actualized by \_\_\_/\_\_\_/\_\_\_ is ...*

*Our top three strengths to amplify...*

- 1.
- 2.
- 3.

*Our top three weaknesses to overcome...*

- 1.
- 2.
- 3.

*Our top three opportunities to leverage...*

- 1.
- 2.
- 3.

*Our top three threats to mitigate...*

- 1.
- 2.
- 3.

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<b>Quarterly Milestones</b> List the 3 goals for each quarter that will ensure that the 12-Month Breakthrough Goal will actualize.	
<p style="text-align: center;"><b>Quarter 1 Milestones</b> By ___/___/___</p> <p>1.</p> <p>2.</p> <p>3.</p>	<p style="text-align: center;"><b>Quarter 2 Milestones</b> By ___/___/___</p> <p>1.</p> <p>2.</p> <p>3.</p>
<p style="text-align: center;"><b>Quarter 3 Milestones</b> By ___/___/___</p> <p>1.</p> <p>2.</p> <p>3.</p>	<p style="text-align: center;"><b>Quarter 4 Milestones</b> By ___/___/___</p> <p>1.</p> <p>2.</p> <p>3.</p>

30 Day Goals to Be Complete by ___/___/___	Owner
1.	
2.	
3.	

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## Key Performance Indicators

Weekly Metric	Data Source & Collection	Current Weekly Measure	30-Day Weekly Goal	Owner

## Weekly Dashboard

Metric	Owner	Current Weekly Goal	Week 1	Week 2	Week 3	Week 4

[The Stand-Alone Template Can Be Accessed Here](#)

## Episode 10 – Establish a Weekly Acceleration Meeting

Congratulations! You have now completed the first two steps of the Growth Plan. You have... **Envisioned a Better Future...** and **Built an Actionable Plan** to get there...

### The final step is to establish a Weekly Acceleration Meeting.

Without the implementation of a Weekly Acceleration Meeting, your plan will go nowhere. A year will pass, and significant progress will remain elusive. The first three steps provide aligned clarity on where you are going and how you plan to get there, but without the final step of meeting weekly to **assess progress**, **innovate**, and **refine potent action**, you will never breakthrough.

#### Benefits of the Weekly Acceleration Meeting

- ✓ **52 cycles of innovation** every year on the most important goal (12-Month Breakthrough Goal) of your company right now. This is **the essential habit** of every continuously improving, high-growth, high-performance company.
- ✓ **Designated time each week to work on moving the company forward**, rather than just dealing with the litany of operational fires, phone calls, and everyday stuff that is important, but won't necessarily produce new breakthroughs.
- ✓ **Disciplined time to work "on your business"** rather than "in your business."
- ✓ **A constant reminder of the purpose of your company** (why you exist), the better future you envision, and steps needed to get there.

You will find the [Weekly Acceleration Meeting Agenda here](#) and on the Next Page. Take a few moments to review it now.

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## Weekly Acceleration Meeting Agenda

### 1. Review the Growth Plan – 5 Minutes

Invite someone to read out loud every week these elements:

- Core Purpose
- Company Vision
- 12-Month Breakthrough Goal
- Critical Strengths, Weaknesses, Opportunities and Threats
- The Goals for This Quarter
- 30-Day Goals

While it might seem silly to re-read these every week, **the power of repetition is immeasurable**. Don't be tempted to omit this section.

### 2. Review Weekly Dashboard – 5 Minutes

- Invite the owner of each KPI to report the data.
- [Here is the template](#).
- Discuss specific ways to improve performance in the upcoming week. What are high-leverage habits that could be amplified? What are high-potency actions that will move the needle? Who will own these commitments?

### 3. Check in on 30-Day Goals – 5 minutes

- For each goal, identify whether you are **ahead, on-track, or behind** in meeting the goal.
- Discuss specific ways to ensure each goal is achieved. What are high-leverage habits that could be amplified? What are high-potency actions that will move the needle? Who will own these commitments?

### 4. Check in on Goals for This Quarter – 5 Minutes

- For each goal, identify whether you are **ahead, on-track, or behind** in meeting the goal.
- Discuss specific ways to ensure each goal is achieved. What are high-leverage habits that could be amplified? What are high-potency actions that will move the needle? Who will own these commitments?

### 5. Commitments – 5 Minutes

- Review all the commitments that were made so far, along with any other actions the team feels would ensure progress and success.
- Assign someone to be the keeper of all commitments. Put each into the [Commitment Tracker](#) (Google sheet is a great way to store them), and everyone

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## Establish a Weekly Acceleration Meeting

*It's time to schedule your weekly meeting! Set a timer for 10 minutes and follow the steps below.*

- 1. Who will attend?** This is up to you. Certainly, everyone named as data 'Owners' will be invited. Likely everyone on your Leadership Team. Anyone else who will move the needle is also good to have present weekly.
  - If your company is small, you may elect to have everyone attend, even if not everyone will directly affect progress.
  - If your company is larger, start out with only those who directly impact progress.
  - Later, in the larger Force for Good System, everyone in the company will have goals and be invited to a weekly dashboard. But for now, the goal is to simply get started.
- 2. When will you meet?** Look at your team calendar and decide right now the best day and time each week to meet to review the prior week's information.
- 3. Where will you meet?** Decide where you will meet. Will you meet physically in a specified conference room? Or will you meet virtually on Teams or Zoom?
- 4. Send out the recurring meeting invite.** Yep! It's time to get your flywheel spinning. Send out the meeting invite and know that you will have everything you need going forward to create team breakthroughs.
  - Include the agenda in the invite.
  - Include links to where team members can update the [Dashboard](#) weekly.
  - Include links to where team members can provide progress on their [Commitments](#) made weekly.
  - Include the location of the meeting and/or Zoom links.
  - Attach the Growth Plan so everyone has access to it.

Once the meeting invitation has been sent, take a moment to celebrate!

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## What's Next?

***Congratulations! You have completed the Growth Plan!  
And setup the Weekly Acceleration Meeting!***

You have accomplished so much in this short time! Take a moment to genuinely acknowledge yourself and the members of your team who contributed to the plan!

**Take a moment to reflect on the key takeaways.**

- Where did you discover you were aligned? Misaligned?
- What did you learn from the other voices of your team?
- What is this wisdom from this experience you want to make sure you never forget?

You are off to a great start! Within a short time you will start witnessing new results!

**What is next?**

- Review and refine your [Growth Plan](#) at least weekly. This drafted plan is a living, breathing document meant to inspire ongoing reflection, iteration, improving, and aligning within your team.
- Conduct the [Weekly Acceleration Meetings](#) without fail. This is the most important next step.
- You will receive a 10-part eCourse in your inbox to help you continue to refine your Growth Plan.
- Book a [Discovery Session](#) to help you discover how the Force for Good System and offerings could support you. Great next steps might include ordering the [book](#), [scheduling a strategy session](#), or signing up for the online [Accelerator](#).

***Thank you for creating a Growth Plan!*** We would love to celebrate your success! Please email us at [info@aforceforgood.biz](mailto:info@aforceforgood.biz) your drafted plan along with any feedback on your journey!