



A Force for Good

Choose Where to Be Great!

Unlock Focus, Alignment, and Scale

Area of Chosen Greatness Identifier™

Area of Chosen Greatness Identifier™ A FORCE FOR GOOD

Introduction

Your Area of Chosen Greatness™ is the single area your company chooses to master above all other areas you go off to with intention, investment, and innovation to achieve world-class excellence that fuels your purpose, profit, and growth.

It is the core strength your company builds and ignites the highest and best in every team member for decades to come—deeply aligned with your purpose, vision, and values, and delivering transformational value to your customers.

It is the place where you and your team choose to spend 100% additional time, resources, and innovation — at the priority and core expertise of other areas — to be remarkably great.

Choosing where to be great occurs at an important intersection between three factors:

1. Where your company is uniquely suited to be truly great.
2. Where your audience craves for you to be great.
3. Where being great will drive the momentum of your business.

Area of Chosen Greatness (blue circle) **Uniquely Suited to Be Great** (purple circle) **Customers Long for Greatness** (green circle)

Area of Chosen Greatness (blue circle) **Drives Economic Success** (blue circle)

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Preparation

It is helpful to first complete:

- Service Avatar Map
- Why Your Customer
- What Customers Do
- Customer Journey 1
- Customer Journey 2
- Core Competencies 1
- Core Competencies 2

In this worksheet you will:

1. Brainstorm possible.
2. Prioritize the list.
3. Test using the 10-10-10 test.
4. Select your Area of Chosen Greatness.

PART ONE - BRAINSTORM

1. In what areas is your company's impact to your customers?

2. In what areas do customers want to be great? List all possibilities below.

3. What drives the economic success of your customers through your company?

PART TWO - PRIORITIZE

1. Refine the list above. Write the top three possible areas of Chosen Greatness below.

1. _____

2. _____

3. _____

PART THREE - THE 10-10-10 TEST

For the top three possibilities you wrote above, use which ones pass the Ten Ten Ten Test. Cut anything from the list that doesn't satisfy all ten.

Question	Option #1	Option #2	Option #3
1. Will it be your company's?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. Will it be your customer's?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. Will it be your company's economic success?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
4. Will it be your customer's economic success?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
5. Will it be your company's reputation?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
6. Will it be your customer's reputation?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
7. Will it be your company's financial success?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
8. Will it be your customer's financial success?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
9. Will it be your company's social success?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
10. Will it be your customer's social success?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

PART FOUR - SELECT YOUR AREA OF CHOSEN GREATNESS

Now it's time to choose. At least for now. Listen to your heart, your mind, and your deepest knowing and write down your Area of Chosen Greatness, the area your company devotes its deepest commitment and energy to the highest level of continuous improvement and excellence.

Congratulations! You now have an Area of Chosen Greatness!

Write it on your A-Page (Good, Plan, Do).



Ask Yourself

- Are You Trying to Lead Without Knowing Where You're Meant to Be Great?
- Do you feel pressure to be excellent at **everything**—but aren't sure where to truly go all-in?
- Is your team unclear on what “great” looks like—and where to focus their best energy?
- Are you investing time and money across too many areas—without breakthrough results?
- Does your customer love your brand—but can't clearly say what you're **famous for**?

If you said YES to any of the above—it's time to define your **Area of Chosen Greatness™**.

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Area of Chosen Greatness

Your Area of Chosen Greatness™ is the single area your company chooses to master above all other—where you go all-in with intention, investment, and innovation to achieve world-class excellence that fuels your purpose, profit, and growth.



1. Where your company is uniquely suited to be great
2. Where your audience longs for your to be great.
3. Where being great will drive the economics of your business.

***One clear Area of Greatness
is worth more than ten scattered strengths.***



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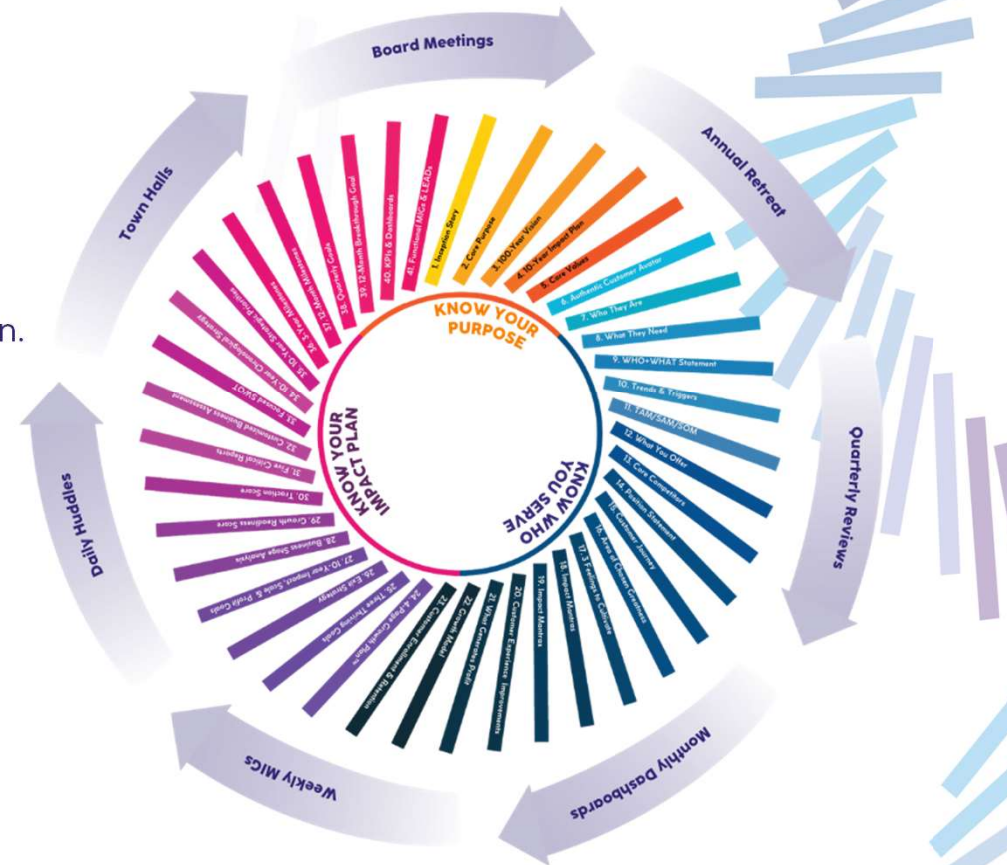
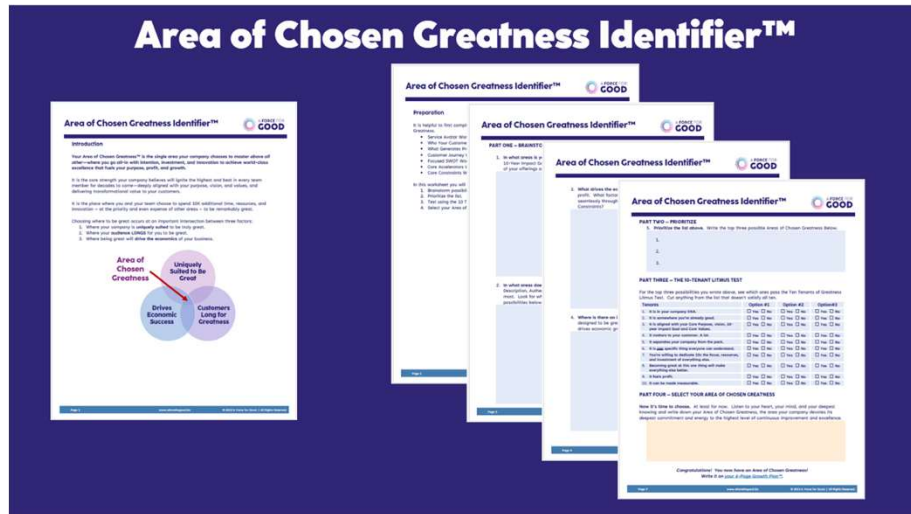
*Every great company is remembered for one thing.
What's yours?*

A FORCE FOR GOOD Today's Focus

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- Core Growth Element: **Area of Chosen Greatness**
- Today's Tool: **Area of Chosen Greatness Identifier™**
- Workshop Goals:
 1. Use the Area of Chosen Greatness Identifier™
 2. Define Area of Chosen Greatness
 3. Identify one High-Leverage Habit and one High-Potency Action.

Download the Area of Chosen Greatness Identifier™ now!





Why Founders Don't Focus on the Area of Chosen Greatness

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- **They fear narrowing focus.**
Many founders equate focus with lost opportunity, when in fact, it creates leverage and clarity.
- **They feel pressure to be great at everything.**
Especially in early-stage companies, leaders may believe that excellence must exist everywhere to be credible.
- **Their current success masks the need.**
When revenue is steady, the urgency to refine focus may not feel critical—until growth stalls or margins shrink.
- **They're too close to the business.**
Founders often struggle to see the forest for the trees and may miss their own hidden jewels.
- **They conflate purpose with excellence.**
Founders may think being “mission-driven” is enough—but transformational value and repeatable excellence require operational focus.
- **They haven't slowed down to do the inner work.**
The process of identifying greatness is part strategic, part soulful. Many teams skip the reflection, research, or tools like the Area of Chosen Greatness Identifier™.

The path to freedom, prosperity, and impact starts with one bold choice: where you will be great.



Why Should Founders Define Their Area of Chosen Greatness?

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- **Your resources are limited—and greatness requires choice.**
Without clarity, you risk spreading time, talent, and capital too thin.
- **Your team is hungry for direction.**
A clearly defined Area of Chosen Greatness ignites alignment, accountability, and autonomy.
- **Your customer needs to know why you're the one.**
Greatness creates differentiation—and becomes the reason your customer says yes, refers others, and stays loyal.
- **Your profit depends on it.**
The place where you choose to be great should directly impact your ability to charge more, scale faster, or retain longer.
- **Your company deserves to be known for something.**
Legacy doesn't come from being competent. It comes from being unmistakably excellent at one thing that matters.

**Don't dilute your genius.
Distill it.**



Example: Allumé

- From the moment I founded Allumé, I was searching for that one clear way we should choose to be great. I thought about it constantly with my team, but it wasn't until we went through the amazing process of mapping out the journey of our customer (which I will invite you to do later on) that the mystery was revealed. In this case, we studied the many needs and challenges of our Authentic Customer, Judy, the mother of a child patient receiving around-the-clock nursing care.
- From this exploration, we discovered two outcomes we wanted to create:
 - 1. selecting nurses who genuinely loved caring for others
 - 2. consistently filled nursing schedules
- We could see that by hiring and keeping the right nurses, and by having a consistently filled nursing schedule, we could create the most acute relief for the patients and families we served. This led us to ask the important question: "What specific area of greatness would help us produce these two outcomes?" After some deliberation, the answer was clear: We needed to be great at hiring and retaining reliable nurses who genuinely love caring for others.
- Pause for a moment, and consider this choice. Allumé was a nursing agency. Yet, our Area of Chosen Greatness was not about nursing or clinical operations. It was about being remarkable at recruiting and retaining the right nurses.
- I offer this for your consideration: sometimes a company's area of greatness is the less-obvious path of focusing on something other than the product or service itself. call-outs were extremely upsetting.
- Our one thing was clear. And choosing to be great at hiring and retaining the right nurses was not only good for our patients and their parents, but it also fueled our company's growth. The more hours that were filled by consistent nurses, the fewer complaints we would receive, which reduced the workload of our schedulers. The more hours filled, the easier it was to oversee the patient care, which meant fewer needed RN Case Managers. After figuring out our Area of Chosen Greatness, our primary constraint to growth was not needing more patients but not being able to hire enough of these high-quality nurses quickly enough to fill all the schedules.



Example: Southwest Airlines

- Southwest Airlines focuses on friendly service to frequent point-to-point locations. Thus, their aim is not to be in every airport going to every location. Rather, they home in on specific hub locations and go back and forth between those locations constantly. This lets them master the art of getting in and out fast, which means each plane makes more profit per minute.
- They have also held true to their identity as a “friendly” airline and haven’t tried to be a “luxury” provider.
- This enables them to focus on a specific market who values a lower price in exchange for some of the perks and luxuries of other airlines.
- All of this allows Southwest to sell lots of tickets at the lowest possible price to the customer they long to serve.



Example: Ikea

- Ikea and its founder, Ingvar Kamprad, unapologetically and proudly declare to their customers that their furniture will come in a box—that customers have to locate and pull from the warehouse shelves themselves—and requires at-home assembly.
- In exchange for this, customers are assured a wide selection of appealing, modern design at the lowest possible price point.
- This model set Ikea apart from the competition, making it the **most valuable furniture retail brand in the world**, valued today at more than \$21 billion.



Area of Chosen Greatness

- Some might call your Area of Chosen Greatness your “unique selling proposition,” but I am incredibly focused on the benefits of being intentional with language. To me, a “unique selling proposition” sounds misguided. It seems centered around success being defined by selling alone, and being influenced by external factors, rather than internal.
- That’s not the energy we’re looking to channel here. Instead, claiming your greatness calls for patience, because what often happens during the journey to getting it right is attempting several things that don’t quite get you there. It can be tempting to try to expedite the process. You’re a business owner, and you need sales. You want to do the thing your customers want, so that they’ll buy from you. And you end up looking in the wrong places. You might check out what your competition is doing; look to see what the headlines are talking about; pull from what’s trending on social media.
- However, finding what your company is designed to be great at is a self-reflective process, not merely an analytical exercise. It’s not about studying the quadrant of different things you could be great at by mapping out speed and precision and cost. It is found through plumbing the DNA already present in what you’re building. It comes from purpose.



3 Core Growth Elements – *Where It Fits on the 4-Page Growth Plan™*

- **4-Page Growth Plan™** – In four pages is everything you need to know to unlock the puzzle of growth in your business.
- On Page 1 of your 4-Page Growth Plan™ -- **Know Who You Serve**
- This section defines your customer – it inspires this Core Growth Element:
 - **Area of Chosen Greatness**
- Influences everything on the 4-Page Growth Plan™.



Area of Chosen Greatness Identifier™

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Brainstorm

Prioritize

The 10-Tenant Litmus Test

Select Y

our Area of Greatness



Area of Chosen Greatness Identifier™

- Let's walk through the **Area of Chosen Greatness Identifier™**
- Example:
 - Fictitious Company: Savvy Kids Shoelaces
 - Shared Avatar: Julie, Mother of 5-Year-Old Pearl



Pause to Acknowledge Wisdom

New Clarity, Deeper Knowing. Practical Power.

- ✓ The ONE area where your team is ready to shine
- ✓ Where you will invest for scale and prosperity
- ✓ The heartbeat of your company's future excellence
- ✓ Where your purpose becomes profit
- ✓ Where you build your company's reputation for greatness

*Greatness isn't about doing it all.
It's about doing what matters most—masterfully.*



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Update Your 4-Page Growth Plan

Update What Generates Profit using your
Area of Chosen Greatness

The image displays four panels of the FFG 4-Page Growth Plan (APCP) form. The first panel, titled 'FFG 4-Page Growth Plan™ (APCP)', shows the 'Business Model' section. A yellow circle highlights the 'Area of Chosen Greatness' field. The second panel shows the 'Revenue & Expenses' section. The third panel shows the 'Profit & Loss' section. The fourth panel shows the 'Growth' section.

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High-Leverage Habits

- **What Are High-Leverage Habits?** Repetitive, reinforcing behaviors that make greatness inevitable
- What weekly or monthly ritual will help you:
 - Review a KPI tied to your Area of Greatness
 - Ask: Are we improving this week?
 - Celebrate progress with the team
- Examples:
 - ✓ Weekly team huddle with Area of Chosen Greatness metric update
 - ✓ Monthly leadership roundtable focused on innovations in ACG
 - ✓ Quarterly customer feedback report focused on ACG
 - ✓ Bi-weekly 'Greatness Story' shared in company Slack
 - ✓ Annual town hall on how your ACG shaped company outcomes

*The most aligned teams aren't following more rules.
They're following **shared greatness**.*

Choose one
**HIGH-
LEVERAGE
HABIT**
you will start this
week.



Identify High-Potency Action

- **What is a High-Potency Action?** – *A bold, one-time step to create momentum*
- **What one action will you take this week to bring your customer journey to life?**
 - ✓ Add your ACG to the next all-hands meeting agenda
 - ✓ Assign a team member as ACG Champion
 - ✓ Redesign onboarding to reinforce the ACG
 - ✓ Create a customer-facing statement about your ACG
 - ✓ Run a customer survey about what they value most from you

*Strategic clarity is an act of leadership.
Choosing your greatness is how it begins.*

Choose one
**HIGH-POTENCY
ACTION**
Improve you will take
this week.



What We Did Today ✨

- Defined one Core Growth Element:
 - **Area of Chosen Greatness**
- Learned how to use the Area of Chosen Greatness Identifier™
- Integrated them into 4-Page Growth Plan™
- Identified a High-Leverage Habit
- Committed to a High-Potency Action

*“The universe buries strange jewels deep within us all,
and then stands back to see if we can find them.”
— Elizabeth Gilbert, Big Magic*



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The Book

- Learn more about the Area of Chosen Greatness and Area of Chosen Greatness Identifier™ in **Chapter 7**
- Purchase the book and gain access to receive the **Force for Good ToolKit™**.
- Instructions for each tool.
- The full Force for Good System™

aforceforgood.biz/book





Force for Good Tool of the Week

- Every week we launch a new tool and masterclass.
- Get the recording and links by signing up.

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A **FORCE** FOR
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Growth Accelerator

- Install the full Force for Good System™
- Install the system of propelling exponential, high-impact growth into your company.
- 12-Module Online System.
- Videos, tools, assessments.
- Alone or with your team.
- Tiered pricing starting at \$599.

aforceforgood.biz/accelerator



Thank you!

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