

Introduction

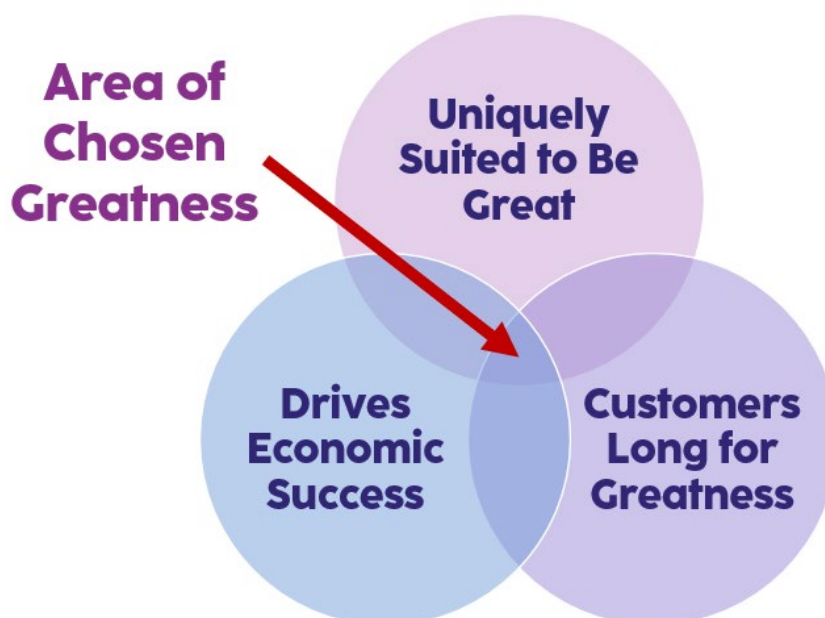
Your Area of Chosen Greatness™ is the single area your company chooses to master *above all other*—where you go all-in with intention, investment, and innovation to achieve world-class excellence that fuels your purpose, profit, and growth.

It is the core strength your company believes will ignite 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 10X additional time, resources, and innovation – at the priority and even expense 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 LONGS** for you to be great.
3. Where being great will **drive the economics** of your business.



Preparation

It is helpful to first complete the following FFG worksheets prior to deciding on an Area of Chosen Greatness.

- Service Avatar Worksheet
- Who Your Customer Is & What They Need Worksheet
- What Generates Profit Worksheet
- Customer Journey Worksheet
- Focused SWOT Worksheet
- Core Accelerators Worksheet
- Core Constraints Worksheet

In this worksheet you will do the following:

1. Brainstorm possibilities for an area to be great.
2. Prioritize the list.
3. Test using the 10 Tenants of Greatness
4. Select your Area of Chosen Greatness.

PART ONE – BRAINSTORM

1. **In what areas is your company uniquely suited to be great?** Consider your Core Purpose, 10-Year Impact Goal, Company Vision, and Company Values. Also consider the strengths of your offerings and services. Brainstorm the list of possibilities below.

2. **In what areas does your customer long to be great?** Consider your Shared Avatar Description, Authentic Customer Definition, who your customer is, and what they need most. Look for what is most urgent and important to them. Brainstorm the list of possibilities below.

3. **What drives the economic prosperity of your company?** Consider what drives scale and profit. What factors ensure you are competitive? What moves prospects and customers seamlessly through your funnel? What are your Core Accelerators? What are your Core Constraints?

4. **Where is there an intersection between these three:** (a) areas your company is uniquely designed to be great (b) where your customer longs for you to be great, (c) and what drives economic growth? Name the short-listed items below.

PART TWO – PRIORITIZE

5. Prioritize the list above. Write the top three possible Areas of Chosen Greatness Below.

1.

2.

3.

PART THREE – THE 10-TENANT LITMUS TEST

For the top three possibilities you wrote above, see which ones pass the Ten Tenants of Greatness Litmus Test. Cut anything from the list that doesn’t satisfy all ten.

Tenants	Option #1	Option #2	Option#3
1. It is in your company DNA.	<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. It is somewhere you’re already good.	<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. It is aligned with your Core Purpose, vision, 10-year Impact Goal and Core Values.	<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. It matters to your customer. A lot.	<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. It separates your company from the pack.	<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. It is <u>one</u> specific thing everyone can understand.	<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. You’re willing to dedicate 10x the focus, resources, and investment of everything else.	<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. Becoming great at this one thing will make everything else better.	<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. It fuels profit.	<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. It can be made measurable.	<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 4-Page Growth Plan™](#).



Order the Book

- The Force for Good (FFG) System™ is designed to amplify scale, profit, and cash flow through alignment of purpose, values, and vision.
- It is a transformational flywheel accelerating the vision and success of your company.
- The tool above is part of the Force for Good System™ shared in the book.
- Order the book and receive the full FFG Toolkit today.

www.aforceforgood.biz/book

Elevate Your Growth Potential

- Scoring 80 or higher reveals immediate opportunities for exponential growth.
- Complete the assessment to pinpoint where to channel your energy and expertise for rapid acceleration.

www.aforceforgood.biz/quiz



Growth Accelerator

- Step-by-step guidance to install the elevated system of perpetual growth.
- The flywheel to help you and your team accelerate:
 1. **Impact** – The good your business brings to the world
 2. **Scale** – Your company purpose actualized at the level you envision.
 3. **Profit** – Ensuring sustainability and prosperity for all stakeholders.

www.aforceforgood.biz/accelerator



The *Three Essential Tools* of the Force for Good System™

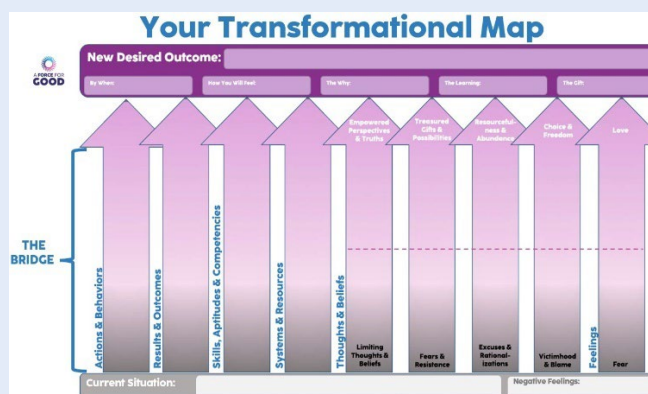
- The **4-Page Growth Plan™** restores your power as a leader. It reminds you that you and your team already have what you need to take the next brave step.
- In four pages is everything you need to know to unlock the puzzle of growth in your business.
- The visual summary of the Transformational Flywheel, customized for your company.

[Download 4-Page Growth Plan™](#)



The 4-Page Growth Plan™

A FORCE FOR
GOOD
BUSINESS
Light



- Your **Transformational Map** helps teams grow – from inside out.
- Growth requires change. The map unlocks the hidden, unconscious reasons why we resist change.
- Helps you step into your role as a Transformational Leader.
- Each business breakthrough becomes a path to both business growth -- and personal growth for leaders and teams.

[Download Transformational Map](#)

- The **Seven Rituals of Innovation™** spin the transformational flywheel of your business.
- Specific daily, weekly, monthly, quarterly, and annual rituals together with your team.
- Redirecting you and your team back to what is most important, these moments accelerate the path to your vision.

[Download the Seven Rituals of Innovation™ Handbook](#)

