

Introduction

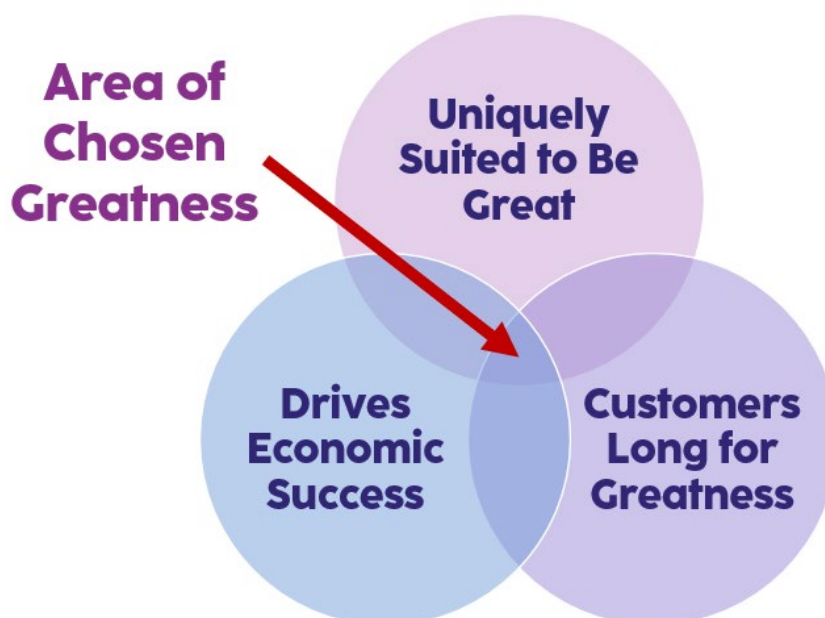
Your Area of Chosen Greatness™ is the single area your company chooses to master *above all other*—where you go all-in with intention, investment, and innovation to achieve world-class excellence that fuels your purpose, profit, and growth.

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.

- Neuro-science based learning tools, toys, and products
- Great product design.
- Colorful products kids notice and love.
- Videos and games to be used with products that encourage learning through fun and play.
- Highly scientific and data driven Google conversion for kids learning tools and products.
- Selling kids products through Amazon - being the first brand listed.
- Great customer service where parents can call in and immediate 1:1 help.
- Getting high-visibility product placements with kids television brands.
- Fast and easy ordering process.
- Follow-on products that keep helping your child grow.

2. **In what areas does your customer long for your company to be great?** Consider your Service Avatar, 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.

- Making it super easy, low stress, and fun for my child to learn a new skill.
- Making it okay for kids and parents to be who they are in whatever form they are in right now.
- Kids feeling good about their abilities and progress.

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?

- Selling lots of product.
- Selling multiple products to the same customer. Repeat sales.
- We will need more than just shoelaces. It costs too much to capture a customer and then just sell a single pair of shoelaces. We need to capture the customer and provide more value to them in a myriad of ways.

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.

- Learning experts creating videos and games to be used with products that encourage learning through fun and play.
- Making it super easy, low stress, and fun for my child to learn a new skill.
- A selection of physical products (like shoelaces) that are designed for learning a new skill, that bring parents and children to an online subscription for play-based learning.

PART TWO – PRIORITIZE

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

1. Everyday kids products redesigned for skill-building using an online play-based learning system.
2. Everyday children's products reimaged with neuroscience-based learning principles.
3. An exceptional learning platform based on neuroscience that utilizes everyday children's products.

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 checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
2. It is somewhere you're already good.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3. It is aligned with your Core Purpose, vision, 10-year Impact Goal and Core Values.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
4. It matters to your customer. A lot.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5. It separates your company from the pack.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
6. It is <u>one</u> specific thing everyone can understand.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
7. You're willing to dedicate 10x the focus, resources, and investment of everything else.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
8. Becoming great at this one thing will make everything else better.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
9. It fuels profit.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
10. It can be made measurable.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" 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.

Everyday kids products redesigned for skill-building using an online play-based learning system.

Congratulations! You now have an Area of Chosen Greatness!
Write it on [your 4-Page Growth Plan™](#).