

The Force for Good ToolKit

The Full Set of Tools of the Force for Good System

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The Force for Good ToolKit

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Introduction

The Force for Good (FFG) System is designed to amplify scale, profit, and cash flow through alignment of purpose, values, and vision. When implemented, it becomes a transformational flywheel that accelerates the vision and success of your company.

The Force for Good is a transformational flywheel for your business. As you build the flywheel over time, it creates **alignment**, **clarity**, and **potent action** resulting in elevated results.

The flywheel is designed to help you and your team accelerate in the three dimensions that all businesses need to continuously innovate and improve:

1. **Impact** – The good your business brings to customers, your industry, your community, and the world at large.
2. **Scale** – Your company purpose actualized at the level you envision.
3. **Profit** – Ensuring sustainability and prosperity for all stakeholders.

The Force for Good System empowers everyone on your team to participate in the discovery, clarification, and ever-deepening awareness of the **Four Crucial Areas of Alignment**:



This is done by building the flywheel (which consists of the 34 Flywheel Elements that define purpose, who you serve, and your impact plan), and then by using specific rituals to help everyone know, do, and be of highest and best use.

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First – Build the Flywheel



Second – Sping the Flywheel



By incorporating them into Six Rituals used ongoing in your business, the 34 Elements come to life, transforming your business. Together the 34 Elements and Six Rituals amplifies performance by always redirecting you and your team back to what is most important, the primary goals you are aiming to achieve, and what needs elevated innovation and attention to accelerate the path to your vision.

The Seven Rituals include the following:

1. Annual Retreats.
2. Quarterly Reviews.
3. Monthly Dashboards.
4. Weekly MIGs (Most Important Goals).
5. Daily Huddles.
6. Town Halls.
7. Board Meetings

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The Force for Good Toolkit

This handbook provides links to each of the Force for Good Tools, organized into the Four Crucial Areas of Alignment.

How To Use the Tools

The tools will be laid out in the same order they are presented in the book. However, most businesses do not implement them all at once. Most businesses start with some of the core aspects of the flywheel, and then add complexity over time.

Feel free to use the tools in whatever way feels right to you and your team:

- Use them in order as they are laid out here, focusing on each of the Crucial Areas of Alignment one at a time.
- Use them in your own chosen order as you feel inspired to use them.
- Use them as specific needs in your business dictate.

The Essential Three Tools

The Force for Good (FFG) Toolkit is a collection of resources designed to help founders and their teams thrive. At the core of this toolkit are the Essential Three, which are the heart of the Force for Good System™:

1. FFG 4-Page Growth Plan™ (4PGP™) - This plan helps you outline and execute your growth strategy in a clear and concise format.
2. FFG Transformational Map™ - This tool helps you visualize and navigate the changes and progress within your organization.
3. FFG Innovation Rituals Handbook™ - This handbook provides practices and routines that foster a culture of continuous innovation and improvement.

While the Toolkit includes many supportive resources, these three are fundamental. Even if you focus solely on these Essential Three, you'll still experience significant growth within your team and projects.

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Tools for Knowing Your Purpose

Knowing your purpose consists of the first 5 Elements of the Flywheel and focuses on the what your company stands for, its stories of greatness, what it believes, the brighter future it envisions, and what it values.

1 - Inception Story

This is the story of how your company began and why its purpose is important to the Founder(s). Every new employee and customer loves to hear why you began this company. Everyone wants to be part of a heroic and purpose-filled journey. Having your story packaged in the right way and shared throughout the walls of your company will create an ephemeral state that transcends any one person or founder. It creates a certain kind of folklore that everyone can own.

Company Stories Builder™

2 – Core Purpose

Your Core Purpose is the fundamental reason your company exists. It is the aspirational reason why your company is in business.

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

What is that deep, true, unchanging reason why your company exists?

Core Purpose Creator™
Core Purpose Activator™

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3 – Company Vision

What do you expect the world to look like ten years from now when you consider all the ways your company will create goodness for your customers, your team members, and your expanded community? How will people's lives have changed? Really imagine what the culmination of the aligned and empowered choices you and your team will make might look like, infused with the wisdom of your inception story and Core Purpose.

The combined answers to these questions inform your Company Vision, the picture of a brighter, better world made possible through the intentional impact of your business. Your Company Vision describes what is possible when everyone in your company infuses your organization's values and purpose into everything they do.

Company Vision Expander™

4 – Long-Term Impact Goal

What is a Long-Term Impact Goal? It is the primary and specific outcome your company intends to actualize over the coming ten years or more.

An Impact Goal is the intersection between the good you long to create in society–and with your constituents–and financial success.

It's grounded in your Core Purpose and Company Vision, and is an extension of all the stories you tell about your company. It is the pinnacle of what you stand for, what you want to create in the world, and what simultaneously brings financial harvest to the business.

10-Year Impact Goal Distiller™

5 – Core Values

Your company's Core Values are those ideals that are of the greatest importance to you. They answer the question, *"What are the ways each person in your organization will ideally behave in every situation? What qualities will every one need to bring to work every day to achieve our purpose and vision?"*

Core Values are important because they help set the stage for every decision your team makes, providing the attributes and qualities used to help determine what to do next.

Core Values tell you HOW you will succeed by choosing the most critical qualities, characteristics, and guiding principles that will make it possible for your company to live

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its purpose, fulfill its vision, and deliver the full-scale impact and profits you aim to achieve.

Core Values also act as a critical filter for selecting each new person you choose to bring on board. It's important to grow your team with hires who align with the values that underpin your entire operation. This means that it's largely Core Values that help you set the culture of your organization as they articulate HOW we choose to behave individually and collectively as a company.

Core Values don't change. They become the backbone of your business off which everything else extends. Along with your Core Purpose, your Core Values stand as unchanging aspects of your company that give it fortitude, timelessness, and endurance.

Core Values Revealer™
Values-Infused Systems Shaper™
Values-Infused Metric Maker™

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Tools for Knowing Who You Serve

Knowing who you serve is all about helping you and everyone on your team get into the mind of customers, along with the other important stakeholders of your business including team members, vendors, suppliers, industry colleagues, larger community, and world at large.

Being of service is a fundamental aspect of any business that aims to be a force for good.

The next ten Elements of the Flywheel correspond to this Crucial area of Alignment, Knowing Who You Serve.

6 – Authentic Customer Avatar

Your Authentic Customer Persona is the vivid picture and story behind the single person your whole company serves. Developing an Authentic Customer Persona helps you define the specific market you are meant to serve by having the courage to drill it down to just one individual persona. When your company shifts from speaking to the masses with a generalized and impersonal voice, to having every communication feel like it was written to the singular persona, your company has the power to create intimacy and a much deeper connection with the masses.

The Authentic Customer Persona is the description of a specific ideal customer for whom your business is meant to serve. Along with a backstory, it includes the psychographics and demographics, of a specific imaginary person.

Authentic Customer Experience™
Authentic Customer Avatar Designer™

7 – WHO + WHAT

The goal is to move out of our own heads and into the minds of others. This tool invites to to go from relating to customers in a transactional way to providing them a transformational experience. So often as business owners or employees, we focus on the product we offer, rather than the person who will use that product. We think about how great our product is and what it does and how we make it. All of this is about ourselves. To create, deliver, and sell something remarkable, this must change.

Move into to the mind of your customer, and without overthinking, the worksheet encourages you to list all the possible needs and desires your authentic customer might

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have. Use the worksheet to formulate a list of 20+ needs, pains, problems, and desires your customers have, and then dig deeper to see the top three needs your company aims to deliver.

What You Sell Definer™
The WHO + WHAT Builder™
The Size Your Market Maker™
Macro Trends Explorer™
Buying Triggers Mapper™
Competitive Analysis Framework™
Market Positioning Analyzer™

8 – What You Offer

Now that you have a list of key customer problems and desires from the "What Your Customer Wants Worksheet," it is time to map them to what your company offers. What you offer includes far more than your products and services, though certainly they are among the important items to consider. What you offer includes all of the following:

- Your talent attraction, engagement, and retention process. (human resources).
- Your engagement process (marketing).
- Your enrolling process (selling).
- The specific products you sell.
- The way you build or create what you sell.
- Your customer support systems and approach.
- Your customer retention and loyalty process.
- Your customer complaint and resolution process.
- Your quality assurance process.
- Your research and development process.
- The way you bill your customers and receive payments.
- The technology you use in all aspects of your business.
- Anything else you do to satisfy the needs, wants, and desires of a customer.

What You Offer Developer™

9 – What Generates Profit

After using the What You Offer Worksheet to help create a comprehensive list of all the ways your company satisfies the desires of your customer, it is time to think about the specific products and services you sell, what is selling best, and what is generating the most profit. You will use the **What Generates Profit Clarifier** to help you explore your

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many product and service offerings, and identify which solutions amplify profit. This information will be helpful both now and later, when you build a strategy and create a big picture plan for your company.

Empower your team with clear knowledge about which offerings have the highest profitability, which offerings sell the most, and which offerings to focus attention on accelerated growth.

What Generates Profit Clarifier™
Pricing & Break-Even Calculator™

10 – Customer Journey

Coming from the customer's perspective rather than the company perspective, the Customer Journey is the 17-Step experience your customer takes while being introduced to your company, deciding to become a customer, being onboarded as a customer, and being served long-term as a customer, including during any times of conflict, complaint, or disappointment.

In this experience, you imagine the journey of a customer through the Five Lenses of Experience:

- Physical Experience
- Thoughts
- Feelings & Intensity
- Interactions with the People, Contant, and Tools of Your Company
- Background Systems

The goal of the Customer Journey is to better understand the needs of your customer so that you can create ongoing improvements to improve transformation and connection with them.

Customer Journey Map™

11 – Area of Chosen Greatness

One of the greatest challenges as a leader lies in declaring where you want to be great. It is the novice leader who thinks that all parts of the business are critically important. They give into the temptation to try to be excellent at everything. Unfortunately, being super at everything essentially means being great at nothing.

Greatness requires commitment, determination, innovation, and investment. Your Chosen Area of Greatness is where you and your team opt to spend additional time and

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resources–at the priority and even expense of other areas–to be remarkably great at meeting the needs of your Authentic Customer.

Your Area of Chosen Greatness is the specific key strength featuring what is unique about your business AND something your customer longs for. It is a unique aspect of your company you intend to build upon and devote 10X energy to being truly great.

Area of Chosen Greatness Identifier™

12 – Three Feelings to Cultivate

At the heart of every customer journey lives a set of needs and desires. How do your customers feel before these are met by your company? How do you hope they will feel after? Here is where you select **Three Feelings to Cultivate**, which consciously chosen, will help you internally, consistently connect with the hearts and minds of those you serve. The aim is to move the emotional experience of customers:

- From a problem to the solution.
- From pain to relief.
- From overwhelm to calm.
- From happy to fulfilled.

What feelings are your customers having that they want to transform? What are the feelings they want to elevate? Where do you want them to end up? The three feelings that you choose to deliberately create for your customer through every interaction, communication, written tool, piece of technology, or system.

Three Feelings to Cultivate Finder™
Feelings Words List™

13 – Impact Mantras

Impact Mantras inspire the best in ourselves and our teams to be set free. As entrepreneurs, we are given the privilege of building a community – composed of both the people we work with and those we serve – whose lives can be bettered through our companies, should we allow it.

Impact Mantras can transcend the workplace and get to the very heart of why purpose-led businesses are a force for good. They foster intentional living and positivity that can

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spread to our homes and larger communities, shifting the way we agree to interact with one another.

Impact Mantras not only inspire your team to be and do better, but they help create consistent experiences inside the walls of your company and out in the world. Like the feelings we choose to cultivate, these words empower the company to know how to serve each other and the customer.

Use the Impact Mantras Worksheet to help you craft 3-5 guiding phrases you repeat with your team and customers to remind everyone of your Core Purpose and what you stand for. These mantras will help keep what is most important top of mind, and they will give your team words they can use and embody to support the team purpose.

Impact Mantras Developer™

14 – Three Customer Improvements

Building your company culture to bolster both employee and customer experience is a constant pursuit. Your company is a living, breathing organism. It requires attention and oxygen to thrive. Always having three areas of improvement you're actively working on ensures your culture continues to grow and evolve. Especially for high-growth companies, what worked to create culture for a team of four likely needs to evolve when the team becomes fifty. And while having certain traditions in place fosters continuity and an unshakeable base, introducing new mechanisms reminds yourself and the team of what you stand for and wards off stagnation.

It is valuable to have a running list of ways you would like to improve your customer experiences, employee experiences, and overall company culture. Returning to the list on a quarterly basis and choosing three to implement or improve is a great way to keep attention on being of service, and is also incredibly rewarding and fun for everyone involved. This process is a virtuous cycle that feeds the fire of customer and employee loyalty.

Three Customer Improvements Selector™

15 – Customer Enrollment Funnel

There are five stages in the Customer Enrollment & Loyalty Funnel. Each stage further down the funnel represents a deeper level to connection and commitment to your products and serves. The funnel is an intentionally designed method of helping build transformational relationships with every customer you serve. The funnel converts

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suspects into prospects, and prospects into customers, moving them all the way along into ultimately transforming into loyal brand ambassadors:

1. **Shine Your Light** – Make it possible for your ideal people can first learn your company exists. Much like a lighthouse, you employ marketing channels that attract future customers to you at a rate and frequency needed to support the vision, growth, and prosperity of your company. *This funnel stage attracts suspects to the top of your funnel.*

2. **Deliver Profound Experiences** – Once someone discovers your company exists, you can provide intentionally-designed experiences that help suspects learn more about how your company can serve their wishes and needs. This could be a free report, assessment, free trail, personalized meeting, or some other specific way that delivers value to them before they spend a dime on your products and serves. In this process, a suspect provides more information about who they are (i.e. name, email, phone) so that your company can connect directly with them an see how you can deliver value. *This funnel stage moves suspects into being prospect.*

3. **Make Invitations that Build Trust** – These are additional intentionally-designed experiences that allow a prospect to get to know your company, learn about products and services, meet the important members of your team who can support them, and be given opportunity to have questions answered. This stage satisfies the emotional and rational needs a prospect so they can feel ready to make a purchase. *This funnel stage moves prospects into being qualified prospect.*

4. **Invite Them to Be Your Customer** – This is the moment you invite someone to be your customer. The three stages leading to this moment fosters trust and gives each prospect what she or he needs to say "Yes, I'd love to be your customer!" *This funnel stage moves qualified prospects into being customers! (Whoohoo!)*

5. **Connect & Nurture –** Beginning with customer onboarding, this is a (hopefully) long and fruitful stage where your company serves customers for years to come. *This funnel stage moves customers into loyal customers and later into loyal ambassadors.*

Customer Enrollment and Retention Funnel Designer™
Build Your Customer & Retention Funnel eBook

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16 – Build & Tune Your Growth Model

Once you have built your Customer Enrollment Funnel, the next question to consider is: **how many customers do you need to build the business you envision?**

The Build & Tune Your Growth Model Worksheet helps you anticipate **how many suspects, prospects, and offers** you will deed to actualize weekly, monthly, and annually to deliver the volume of customers, revenue, and profits your company wants to generate.

This worksheet provides a way to track and tune your funnel so that you have plenty of customers buying your solutions at any given time.

Growth Model Builder™ - PDF
Growth Model Builder™ - Excel
Revenue Model Developer™

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Tools for Knowing Your Impact Plan

Knowing your Impact Plan consists of the next 8 Elements of the Flywheel and focuses on knowing where you are, where you want to go next, and how to get there.

17 – Prosperity Expander

Your business must feed not just your customers and team members, but it must also nurture *you*. The Force for Good System is meant to help you survive and thrive not only as an entrepreneur, but as a holistic person. The needs of you and your family are an essential inclusion in the plan you are about to create.

In the Prosperity Expander, you will explore the **Four Lenses of Thriving**–profit, freedom, impact, and security –to examine your relationship with your company.

Prosperity Expander™

18 - 4-Page Impact Plan

This tool is the cornerstone of the entire Force for Good System. It embodies all 34 Elements of the Flywheel. Attended to regularly, the 4-Page Impact Plan is the tool you refer to weekly, monthly, quarterly, and annually to move your company forward.

Your 4-Page Impact Plan is the living, breathing guide you return to every quarter to chart your progress and realign toward your long-term Impact Goal.

This plan is critical: to cut through the overwhelm of daily demands and problems, to know where to direct effort, to align your team, to rally your company in a unified direction, and to ensure that you are making progress each day.

Because an Impact Plan is grounded in purpose and service, it also ensures that how you and your team conduct business is aligned with the values and impact you stand for.

The map contained in the Four-Page Impact Plan is leading you to one destination: the intersection between your Long-Term Impact Goal and your profitability goal.

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The 4-Page Impact Plan is designed to:

1. Help you capture your entire plan in just four pages.
2. Provide a clear picture of how all the elements of the plan connect with one another.
3. Have a document you can easily share and update with others – your team, investors, advisors, and other constituents.

FFG 4-Page Growth Plan™ (4PGP™)

19 – Company Stages

There are four stages companies experience on their way to scale, impact, and profits, as well as a list of attributes, challenges, goals, and freedoms generally inherent to each:

Stage 1 – Existence
Stage 2 – Survival
Stage 3 – Scaling
Stage 4 – Impact

The Force for Good System is designed to help you move through these stages with confidence, success, and personal satisfaction. There are 10 facets we explore to each of the four stages:

1. Common Situations
2. Primary Goal
3. Team size and complexity
4. Decision Making
5. Systems complexity and efficiency
6. Challenges to solve
7. Rewards
8. Impact goal progress
9. Exit Options
10. Company Dependence on Founder

FFG Company Stage Assessment™

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20 – Six Critical Reports

To begin the process of building your Four-Page Impact Plan, start by engaging in the important process of collecting key data to help you know where you are today, so you can design your journey to your impact, scale, and profit goals. The information you start collating today, and on an ongoing weekly and monthly basis, will empower you to make informed strategic choices about how to navigate into the future of your business.

In the Force for Good Model, we encourage every business to collect and review the **Six Critical Reports** (along with any others you deem valuable) at least monthly:

1. **Profit & Loss (P&L) Statement, By Month, Year-to-Data.** A P&L (aka income statement) summarizes the revenues, costs, and expenses during a specific period of time, allowing you to see your ability to generate profit by increasing revenues and lowering costs and expenses.

P&L 3-Year Template - PDF
P&L 3-Year Example - PDF
P&L 12-Month Template - PDF
P&L 12-Month Example - PDF
P&L Worksheet Template - Excel

2. **Balance Sheet.** This important report shows a company's assets, liabilities and shareholder equity at a specific time. In other words, it outlines what a company owns and owes, along with how much has been invested in the company by owners, revealing how much a company is worth.

Balance Sheet Template - PDF
Balance Sheet Example - PDF
Balance Sheet Worksheet Template - Excel
Balance Sheet Workbook - Excel

3. **Statement of Cash Flows.** This report outlines the movement of cash in and out of the business over time. Similar to the P&L, it helps you see revenues, expenses, and the leftover cash that remains, but it is based on when the cash actually moves through your bank account, whereas the P&L might book revenue today that you won't actually get paid for 90 or more days. So a company could have P&L that shows profits, but if you aren't collecting invoices fast enough, or you are paying bills too soon, then you could have negative cash flow. That's why this simple, often neglected report, matters so much.

Statement of Cash Flows - 12 Months - Template - PDF

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Statement of Cash Flows - 12 Months - Example - PDF
Statement of Cash Flows - 2 years - Template - PDF
Statement of Cash Flows - 2 years - Example - PDF
Statement of Cash Flows Template - Excel

4. **Accounts Receivable Aging Report.** Unless your company gets paid immediately (or even before) the product/service is delivered, knowing what is owed to you by your various customers at any given time is critical. Accounts receivable are debts owed to a company by its customers for products/services already delivered, that have not yet been paid for. You can configure these reports to cater to your specific business and the typical timeline it takes to be paid by your customers. The data presented here can help you decrease the time it takes to collect payment from customers, which is extremely beneficial to your company.

AR Aging Worksheet Template - Excel
AR Aging Template - PDF
AR Aging Example - PDF

5. **Accounts Payable Aging Report.** Accounts payable refers to the money a business owes to its suppliers, vendors, or creditors for goods or services received on credit. When a company purchases goods or services on credit terms, it creates a liability, which is recorded as an accounts payable in its financial records. This is a short-term liability since the payments are expected to be made within a relatively short period, usually within 30 to 90 days. An accounts payable aging report provides a detailed breakdown of a company's outstanding accounts payable balances. It is a crucial tool used by businesses to monitor and manage their payable obligations to suppliers, vendors, and creditors. The report categorizes payables based on their age, showing how long invoices have been outstanding and unpaid.

AP Aging Worksheet Template - Excel
AP Aging Worksheet Template
AP Aging Worksheet Example

21 – Build Your Key Metrics Dashboard

To build a successful business that consistently grows impact and profit requires devoted measurement to a set of key metrics that diagnose the health of the business.

The Build Your Key Metrics eBook will help you choose the essential numbers to track on a regular basis. It's good to start with around twelve metrics. More than that will be unwieldy as you're getting started. Less than that will mean you miss important areas

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of discovery. The numbers these metrics reveal, tracked over time, will tell an invaluable story to help you know exactly what to do next to move the needle on your business.

As you start tracking key metrics, you will discover areas that need more attention. Let this be an invitation to explore the factors, or leading indicators, that produce an improved result. This means you will likely discover more than 12 metrics that need monthly, weekly, and sometimes daily attention, but 12 metrics is a good place to start.

We explore the **Four Essential Measures**:

1. Metrics that measure purpose.
2. Metrics that measure scale.
3. Metrics that measure profit.
4. Metrics that measure cash flow.

Once you select the metrics, you will decide which ones need daily, weekly, and monthly tracking.

Key Metrics Dashboard Handbook
Monthly Dashboard Template - Excel
Monthly Dashboard Template - PDF
Weekly Dashboard Template - Excel
Weekly Dashboard Template - PDF

22 – Assess Where You Are

Prior to conducting a Focused SWOT (next step), it is helpful to assess your business.

We recommend creating a customized, detailed assessment of all the functions of your company, including R&D; Product & Service Operations; Marketing; Sales; Quality Assurance; Human Resources; Finance; and Technology, Equipment & Facilities.

For each function there are key systems, outputs, and competencies. These will be measured on a scale of 1-5, with 1 being a level of very low or non-performance, and 5 being outstanding performance.

The listed criteria in the Business Assessment Template are intended to be a starting point that you can then customize, as each company is different. Keep the functions

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that apply, remove what is not relevant, and add specific items that apply to your business. The more specific you can be, the better.

While you can certainly conduct the business assessment on paper, the process of aggregating the data is much easier using a basic survey system like Google Forms or Survey Monkey, enabling you to quickly see the average score for each criterion, as well as the disparity between scores for an individual criterion. This will give you an immediate list of items to bring into the next stage of the process.

FFG Growth Readiness Assessment™
FFG Company Stage Assessment™
FFG Traction Assessment™
Common Traction Metrics
FFG Customized Business Assessment™ - Excel
FFG Customized Business Assessment™ - PDF

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23 – Focused SWOT

All of the in-depth work done thus far sets you up beautifully to conduct a SWOT (**strengths, weaknesses, opportunities, and threats**) Analysis.

The purpose of doing a SWOT Analysis is to help you assemble a plan for how best to achieve your goals. There are about a million ways for your company to get from point A, where it is now, to point B, where it wants to be. The route you choose will ideally lean on your company's strengths, minimize your company's weaknesses, and avoid as many threats as possible along the way as you seek out the external opportunities that could help you make progress. The skill of SWOT will help you see the best way forward, ensuring your company is operating at its highest and best ability.

The Force for Good SWOT focuses not just on what our strengths are, in general, but our strengths in achieving the specific goal at hand. Thus, the process in the Focused SWOT Worksheet is designed to help you specifically tease out the key strengths, most detrimental weaknesses, most helpful opportunities, and the most constrictive threats as it relates to:

1. Reaching your Impact Goal.
2. Fulfilling scale you long to achieve.
3. Achieving your profitability goals.

FFG Focused SWOT Analysis™

24 – Formulate Strategy & Milestones

Everything we've covered thus far along the Force for Good journey is in the service of helping you see what to do: today, this week, this month, this year, this decade.

With this tool, potent action will be further clarified by knowing your strategy and the corresponding milestones that delineate the path to our Impact Goal, Scale Goals, and Profit Goals.

A strategy simply answers the question "How...?"

- How are you going to reach the Impact Goal?
- How are you going to attract, enroll, and retain more customers?
- How are you going to boost revenues?

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- How are you going to build profits?

In its simplest form, strategy can be articulated in two ways: chronologically and by priority:

- **Chronological Strategy: How will you scale your business and achieve your Impact Goal?** This is where you describe "how" you will get to your goal through a time-based framework: "First, we will focus on ...," "Then, we will focus on....," and "Finally, we will focus on...."

- **Strategic Priority: which strategic priorities will you maintain deliberate focus on to reach your impact and profit goals?** Priorities tell you where to invest time and resources; importantly, they also reveal where not to focus attention, something that is almost as important for making daily decisions.

We can then translate these into a set of clear, measurable **Milestones** that chart our way there.

Strategy and Milestones Developer™
Allume Milestone Example

25 – 12-Month Breakthrough Goal & Plan

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.

Using the Select a 12-Month Breakthrough Goal Worksheet, you will choose a high-impact goal:

- 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?

Next using the 12-Month Breakthrough Plan Worksheet, you will align every person in the company to contribute the most potent goals, actions, and habits in the service of ensuring your company achieves breakthrough this year.

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12-Month Breakthrough Guidebook
MIGs and LEADs Handbook™
MIGs and LEADs Tracker™

26 – Pro Forma Forecast & Budget

Your pro forma budget and forecast will translate your long-term strategy, three-year milestones, and your 12-month breakthrough plan into numbers, thus helping you fund your dream.

The Pro Forma Forecast & Budget Tool will guide you through five sequential steps to create a pro forma forecast and budget, against which you will be able to test all of your assumptions and predictions moving forward, helping you improve your ability to bring a forecasted reality to fruition in your business over time.

1. Your Offerings – Price and Cost of Goods Sold
2. Volume Predictions Over Time
3. The People You will Need
4. Operations Expenses
5. The Integrated Model

Pro Forma Budget and Forecast Generator™ - Excel

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Tools for Knowing Your Highest & Best Use

The remaining Tools are dedicated to helping you know how you, and everyone on your team, can be of greatest service to fulfilling the purpose, customer promises, and team values. These tools address the specific potent actions each of us can take, and the most beneficial states of being we can bring to the business every day, week, month, quarter, year, and decade.

27 – The Seven Rituals of Innovation

The Force for Good is a transformational flywheel for your business. The first step is to build the flywheel, which consists of the 34 Elements that empowers everyone in you company.

Building the flywheel, however, does not produce the acceleration of impact, scale, and profit every company needs. The flywheel needs regular rituals to get it moving. Like any flywheel, it takes a certain level of effort to get it moving, but once it starts to spin, it creates momentum and, in time, will spin almost on its own. This handbook will guide you in implementing the Six Rituals of Innovation which spin the flywheel.

The Six Rituals include:

1. Annual Retreats
2. Quarterly Reviews
3. Monthly Dashboards
4. Weekly MIG (Most Important Goal) Sessions
5. Daily Huddles
6. Town halls
7. Board Meetings

The Seven Rituals of Innovation™ Handbook

28 – Force for Good QuickStart Manual

You are ready to implement the Force for Good System! The Force for Good Quick-Start Manual provides detailed instructions for drafting the 4-Page Impact Plan in seven days, and then, over 90 days, implementing it throughout your organization.

Once you have completed the Seven Day Launch, the basic flywheel of your business will start spinning. With the 34 Elements drafted, the 4-Page Impact Plan in place, and the Seven Rituals scheduled and started, the next 90-days will help you integrate the full system into your organization.

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This guidebook will show you precisely what you need to do to implement the Force for Good (FFG) System in three phases:

- First – Launch the System in 7 Days
- Second – Reinforce and Revise over 90 Days
- Third – Update Annually & Review Quarterly Ongoing

Force for Good QuickStart™

29 – Be Wise

You now have all the Elements and Rituals that make up the Force for Good System. But the System is no more than an empty container until you and your team fill it with your collective wisdom, passion, and vision. Here we come to the most essential question of all:

Who do you want to be along this journey?

The quality and energy of your being will make or break your enterprise. There are three states of being cultivated throughout the Force for Good System: Be Wise

Here we focus first on being wise.

In the book, we explore the three parts of ourselves that offer us wisdom:

- The Thinking Self
- The Feeling Self
- The Knowing Self

All are available to consult for guidance. All are here to serve your higher good. The tricky thing is that in business, we have over-indulged in the Thinking Self, often misunderstood the Feeling Self, and for the most part completely forgotten the Knowing Self.

By choosing to cultivate the likely underdeveloped Knowing Self, by electing to bring kindness and understanding to the Feeling Self, and by allowing the Thinking Self to take a break from time to time:

- A new feeling of calmness starts to emerge.
- People on the team feel lighter and more energized.

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- Answers to puzzles seem to come more easily.
- Difficult relationships tend to soften and feel less challenging.
- Overwhelm gives way to certainty and clarity.
- You and your teammates are empowered to take actions they haven't taken before.

In short, when we integrate the higher purpose and gift of each of these parts of ourselves, we form and can tap into an elevated level of personal power.

Knowing Self Connection™
Knowing Self Guided Visualization™ - PDF
30-Day Wisdom Challenge™

30 – Be Transformative

If we define "being wise" as what you need to cultivate within yourself as a Force for Good Leader, then **"being transformative," is the space you hold to bring out the brilliance, innovation, creativity, and expansion of everyone else** – your team, customers, suppliers, investors, and your community at large.

Entrepreneurs are creators. We start with an idea and bring it to life. Unlike an artist, however, who might create mostly alone and view the creative journey as an individual quest, being an entrepreneur, founder, and leader asks you to co-create masterpieces with others. This unique dimension adds to both the gifts and challenges of the journey and must be considered and understood for you to manifest the vision, prosperity, and impact you desire.

Neither creation nor transformation follow a linear path. Rarely in business do you make a plan and follow it exactly. Intuitively, you *know* that building a company is just as much art as it is science. It is a blending of all your gifts to align everyone and everything to manifest a higher potential.

Embracing this important, intuitive aspect of leadership– naming it, clarifying, it and codifying how it works– will help you bridge gaps in performance, outcomes, and impact.

Being transformative invites you to consider who you would need to *be*, and what you would need to *do differently*, to hold the space for a new reality to unfold.

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FFG Transformational Map™
FFG Journey of Transformation Process™
Core Truth Transformer™

31 – Be of Highest & Best Use

If being wise helps us cultivate what brings out the best in you and being transformative helps you nurture what brings out the best in others, **being of highest and best you implores you to seek purposeful action with impact.**

The entire Force for Good System, including the 34 elements, the Seven Rituals, your wisdom, and your transformative mindset will give you everything you need to know, each and every day, and will help answer what you can do to be of highest and best use.

Every day, everyone in the company is encouraged to complete their LEADs and MIGs and move towards the 12-Month Breakthrough Goal, which is inextricably linked to the longer-term Impact Goal.

To help discover which actions and habits ensure everyone is always being of highest and best use are the tools below to help identify high-leverage habits, high-potency actions, constraints to growth, and accelerators of growth.

CEO Priority Identifier™
Highest & Best Use Tracker™
High-Leverage Habits™
High-Leverage Habits Tracker™
FFG 5-Day Activities and Habits Audit™
High-Potency Actions™
Constraints and Accelerators
Financial Accelerators
Financial Accelerators Model - Excel

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Thank You and Next Steps

Thank you for being a part of the Force for Good Movement!

As you continue to explore and implement the tools in the Force for Good Book and Toolkit, remember that you are not alone in this journey. Support is readily available to ensure you can maximize your impact and achieve remarkable growth.

Whether you're just starting out or looking to deepen your existing practice, consider the following options to enhance your journey:

1. Book a Strategy Session - Gain personalized insights and guidance tailored to your specific needs and challenges.
2. Sign up for the Growth Accelerator or Founders Circle - Join a program designed to fast-track your growth and expand your capabilities within a supportive community.
3. Learn How to Work Together with a Force for Good Implementer - Partner with an expert who can help you integrate and optimize the Force for Good tools in your business operations.

These resources are designed to support you every step of the way, ensuring that you not only meet but exceed your business objectives. By engaging with these opportunities, you'll be well on your way to harnessing the full potential of the Force for Good System™.

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