



# Get Your Flywheel Spinning

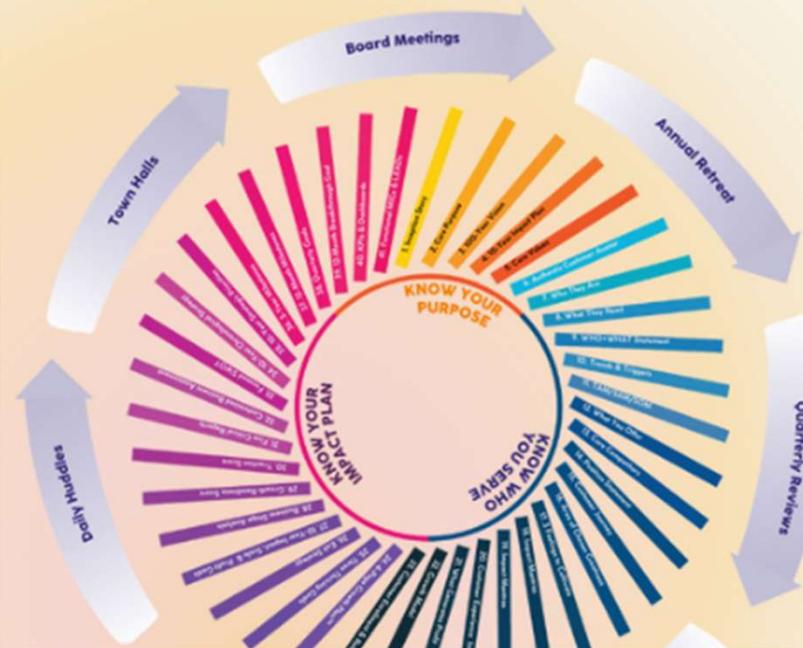
## With the Seven Rituals of Innovation™



### The Seven Rituals of Innovation Handbook

*Build a Culture of Innovation and Accelerate Impact, Scale, and Profit*

By Coco Sellman





# Welcome

- **Welcome to the Force for Good Tool of the Week!**
- **The Force for Good System is an elevated model of perpetual growth.**
- **Each week we introduce tools and mindsets that help you, your team, and your company grow and prosper.**



## Today's Purpose

- Did you start your company with the vision of creating positive impact for customers and team members alike, while also building prosperity and freedom for yourself – but now feel like the business is more of a job and less of a calling?
- Are you spending time focusing “on your business,” or is every moment stuck in the nitty gritty details of running your company?
- Do you feel overwhelmed by the challenges of scaling your business and keep trying new things, but find it difficult to see what's really working and see progress?



# Today's Purpose

- What if every single day you and your team were of highest and best use?
- Every day you (and everyone on your team) took the most powerful, prolific, impactful action to move the company forward?
- Every day you (and everyone on your team) operated from your brilliance?

- **The Seven Rituals of Innovation**
  - How It Fits in the Force for Good System™
  - Why we use the word ritual
  - The Seven Rituals – Overview
  - Installing the first two rituals



# Gifts of the FFG System

- **What is the FFG System?**
  - It is an elevated model of leading high-impact, high-growth companies.
  - It is an operating system you install into your company that fosters growth, innovation, and transformation.
  - It is a flywheel for growth.
    - Company growth
    - Team growth
    - Leadership growth
    - Personal growth



# Perpetual Growth Flywheel

The FFG System is a Growth Flywheel. The Growth Flywheel consists of the Core Growth Elements that empower everyone on your team to participate in the discovery, clarification, and ever-deepening awareness of the Four Crucial Areas of Alignment.

## Perpetual Growth Flywheel



## Four Crucial Areas of Alignment



# The Three Essential Tools





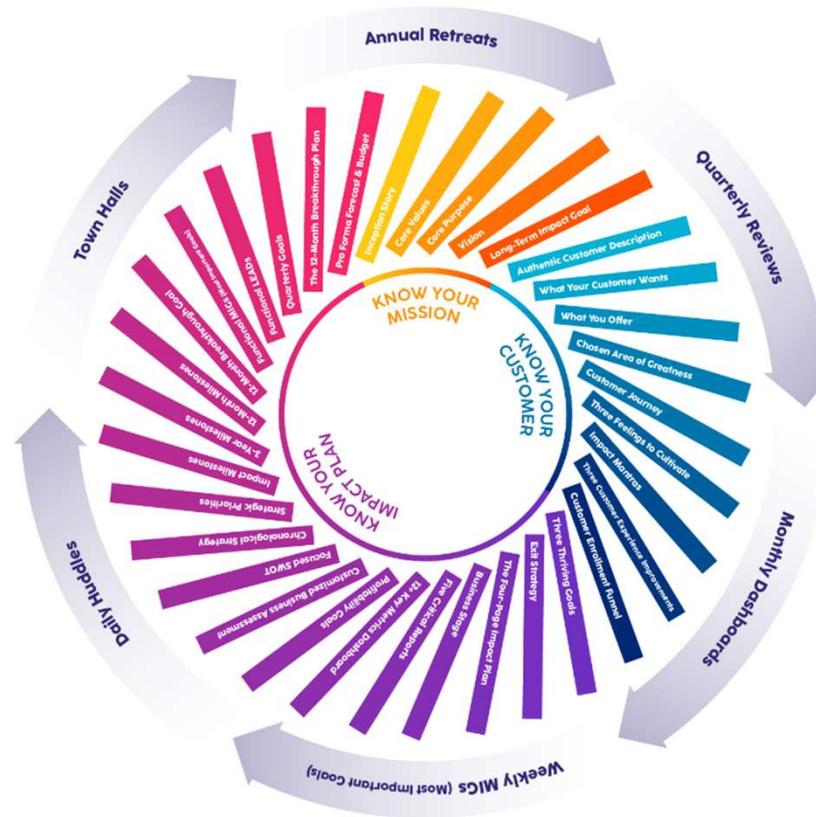
# Innovation Rituals Roadmap™

## • Company Rituals

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

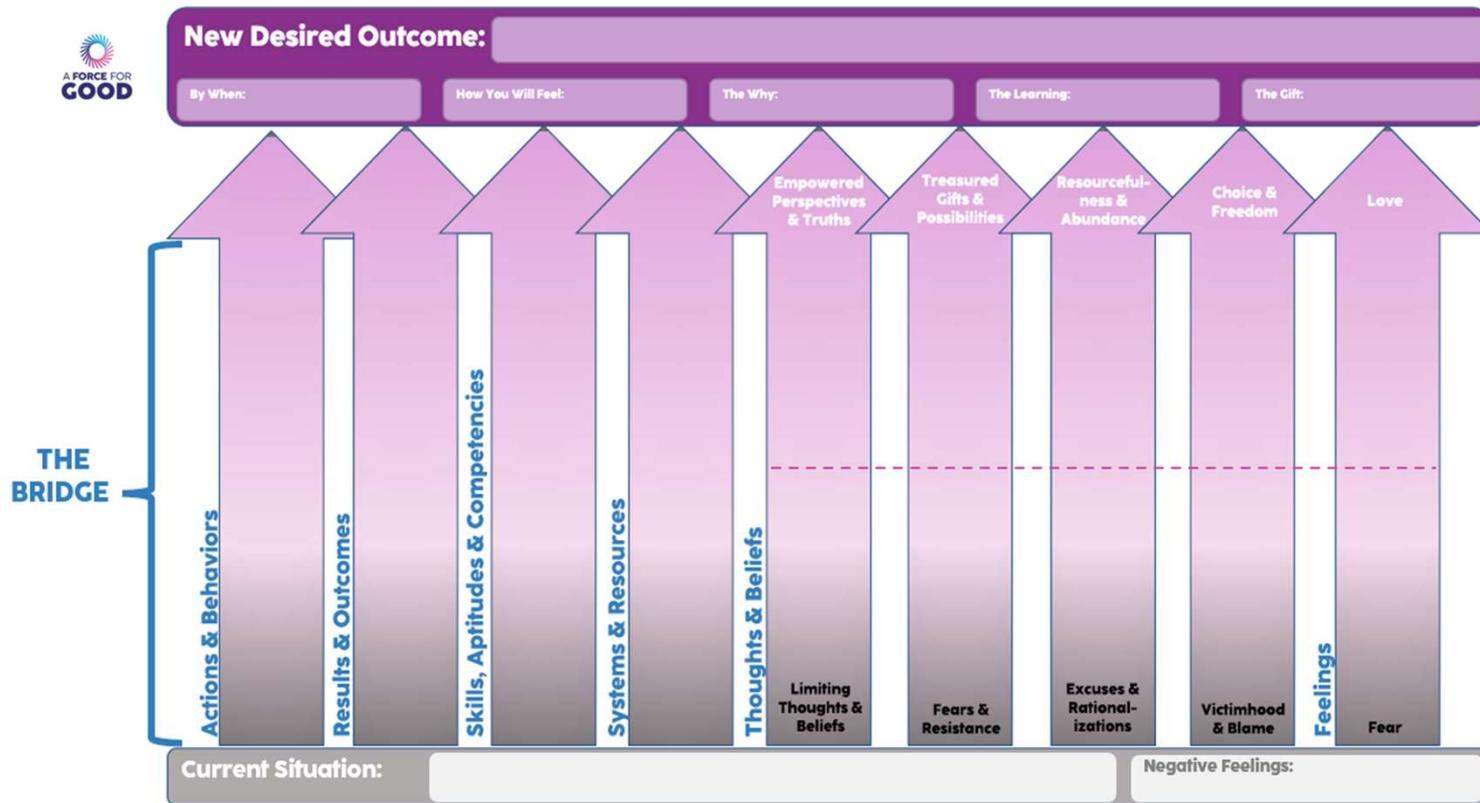
## • Personal Rituals

1. Annual Vision
2. Quarterly Horizon
3. Monthly Celebration
4. Weekly Connection
5. Daily Focus



Each ritual empowers you and your team to discover and act on your **Highest & Best Use** (the 4<sup>th</sup> Crucial Area of Alignment)

# Your Transformation Map™



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# The Seven Rituals of Innovation

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# Why the Word Ritual

- Rituals are routines or ceremonies that we perform in a special, consistent way.
- Each step in a ritual is meaningful and follows a specific order, familiar and comforting.
- These cherished practices can be part of our community and traditions.
- They bring us together, allowing us to share values and celebrate milestones.
- Through rituals, we strengthen our bonds with others and connect.

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# Why the Word Ritual

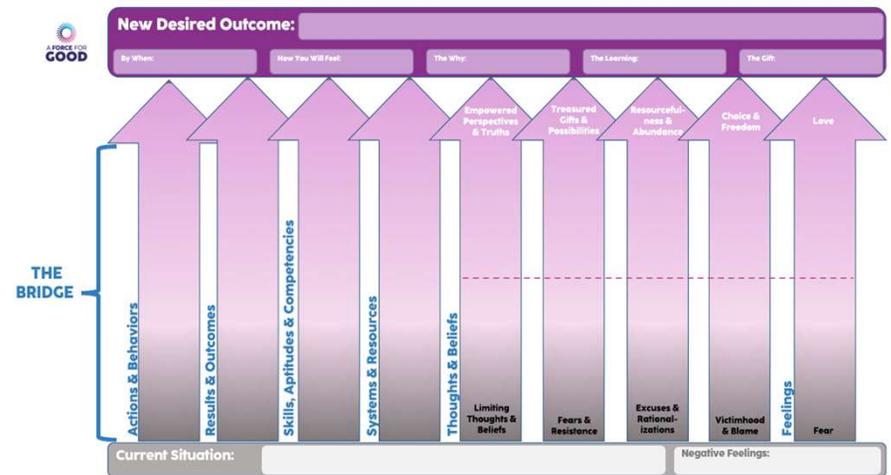
- The Seven Rituals are used in many other entrepreneurial operating systems:
  1. Annual Retreats
  2. Quarterly Reviews
  3. Monthly Dashboards
  4. Weekly MIGs (Most Important Goals)
  5. Daily Huddles
  6. Town Halls
  7. Board Meetings
- But the word ritual implies that it is more than a meeting of numbers and minds.
- It also is a place for connection, belonging, acknowledgment, and celebration.

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# Seven Rituals of Innovation

1. Annual Retreats: Strategic planning for long-term goals (3-10 years).
2. Quarterly Reviews: Assess progress and realign goals (6-24 months).
3. Monthly Dashboards: Track critical metrics and project statuses (30-90 days).
4. Weekly Most Important Goal (MIG) Sessions: Focus on actions and innovations that actualize the 12-Month Breakthrough Goal (7-30 days).
5. Daily Huddles: Daily check-ins to prioritize actions focused on the 12-Month Breakthrough Goal and address immediate needs.
6. Town Halls: Monthly meetings to foster company culture and values.
7. Board Meetings: Strategic sessions to gain insights and oversight from experienced advisors.

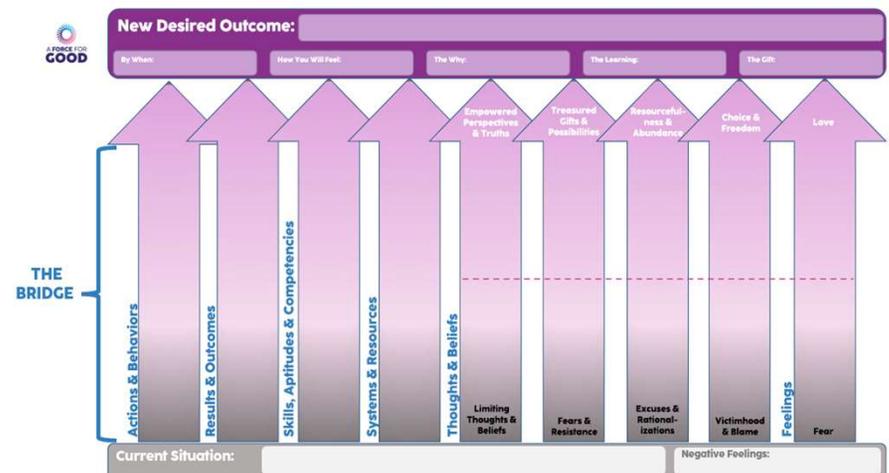


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# Annual Retreats

Strategic planning for long-term goals (3-10 years).

- **Objective:** Set long-term vision and align on the 10-year goals.
- **Activities:** Workshops to define core purpose, impact goals, and strategic initiatives.
- **Outcome:** A refined strategic plan that includes personal MIGs and LEADs for all team members.

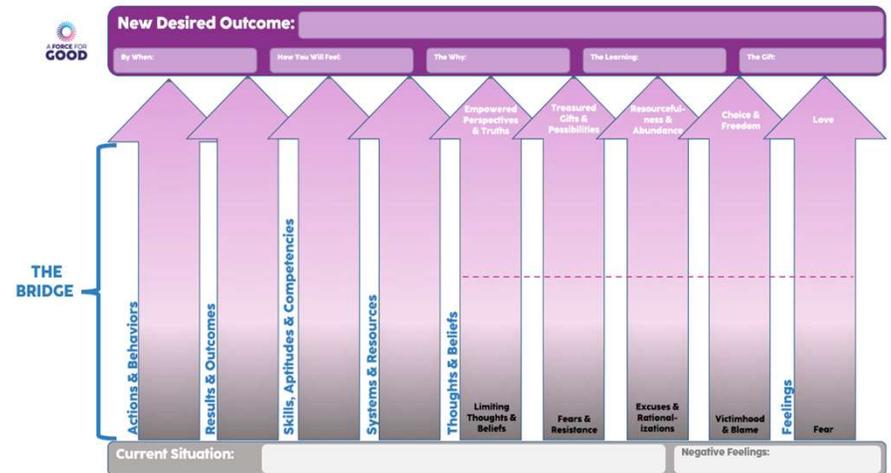


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# Quarterly Reviews

Assess progress and realign goals (6-24 months).

- Purpose: Assess progress towards annual goals, realign strategies.
- Process: Review core purpose, customer needs, and financial health.
- Output: Adjusted strategies and renewed focus areas for the next quarter.

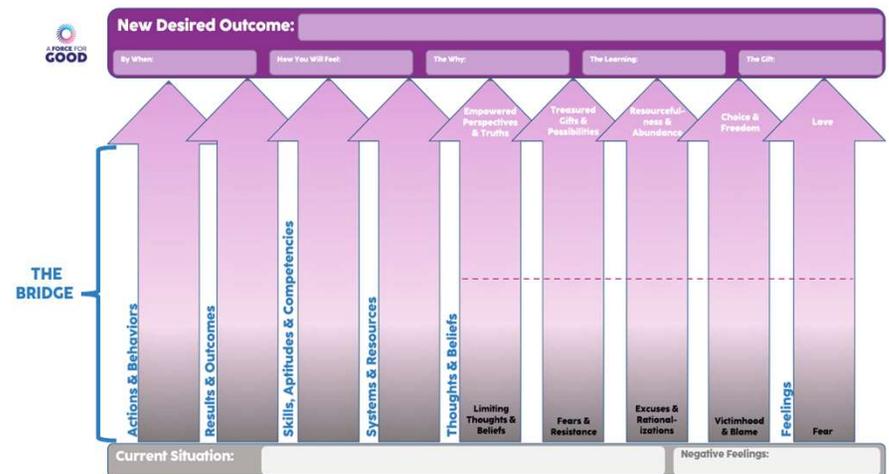


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# Monthly Dashboards

Track critical metrics and project statuses (30-90 days).

- **Purpose:** To provide a snapshot of key performance indicators to monitor the health and progress of the business.
- **Process:** Reviewing data across all functional teams, focusing on critical metrics that align with short and mid-term objectives.
- **Output:** Actionable insights and decisions based on trends, enabling adjustments to strategies and resources allocation.



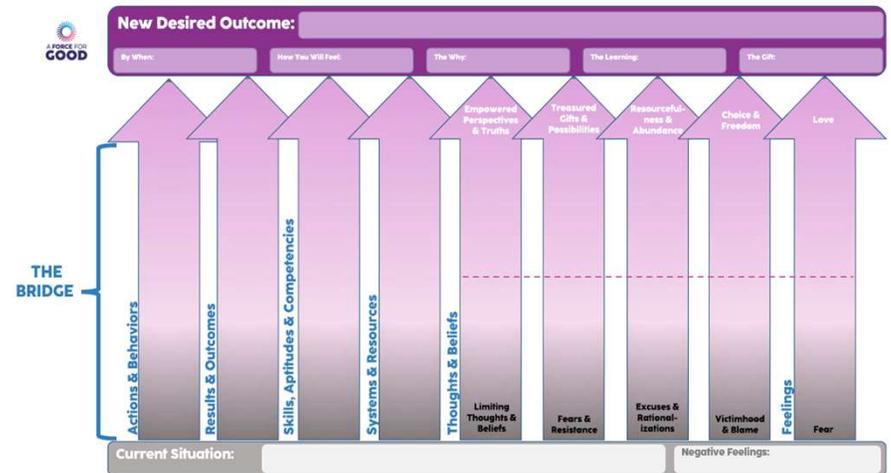
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# Weekly Most Important Goal (MIG) Sessions

Focus on actions and innovations that actualize the 12-Month Breakthrough Goal (7-30 days).

- **Purpose:** To focus the team on the most crucial activities and experiments that will drive forward the most significant outcomes for the week.
- **Process:** Teams gather to discuss measurable progress on their Most Important Goal (leading and lagging indicators). Acknowledge success, progress, lessons learned. Setup new ideas and experiments to test the upcoming week.
- **Output:** A clear weekly action plan for each team member, aligned with making progress on the 12-Month Breakthrough Goal.

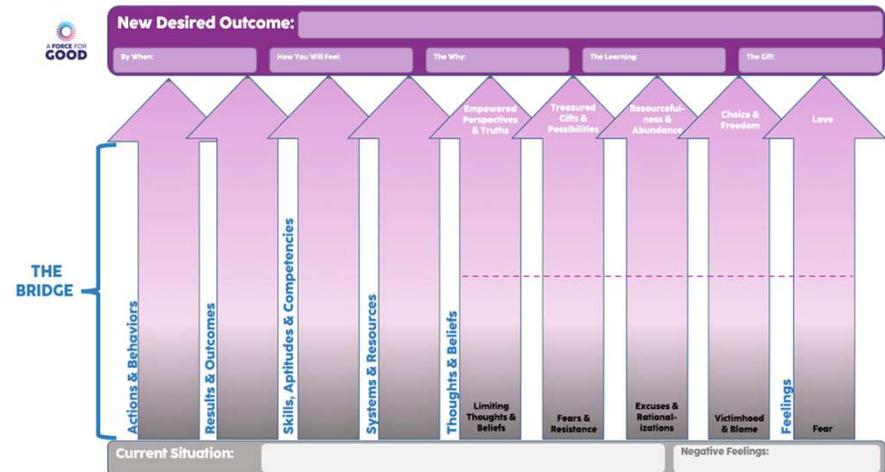


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# Daily Huddles

Daily check-ins to prioritize actions focused on the 12-Month Breakthrough Goal and address immediate needs.

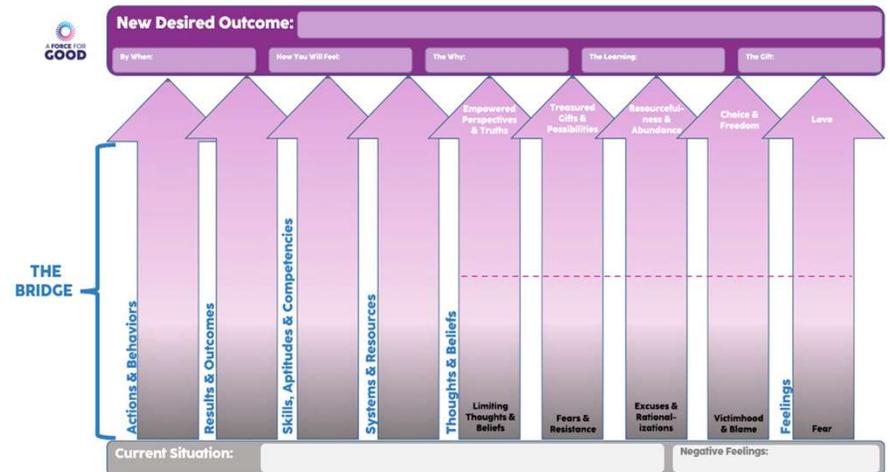
- **Purpose:** To ensure every team member starts the day aligned and focused on their key tasks.
- **Process:** Quick, stand-up meetings where team members share their daily goals and highlight any immediate needs or blockers.
- **Output:** Enhanced team coordination and agility, ensuring everyone is aligned and clear on daily priorities.



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Monthly all-company meetings to foster company culture and values.

- **Purpose:** To foster a strong company culture, align the entire organization, and reinforce the company's vision and values.
- **Process:** Monthly meetings where leaders and employees come together to discuss company achievements, updates, and strategic directions.
- **Output:** A unified workforce that is motivated, informed, and engaged with the company's goals and achievements.

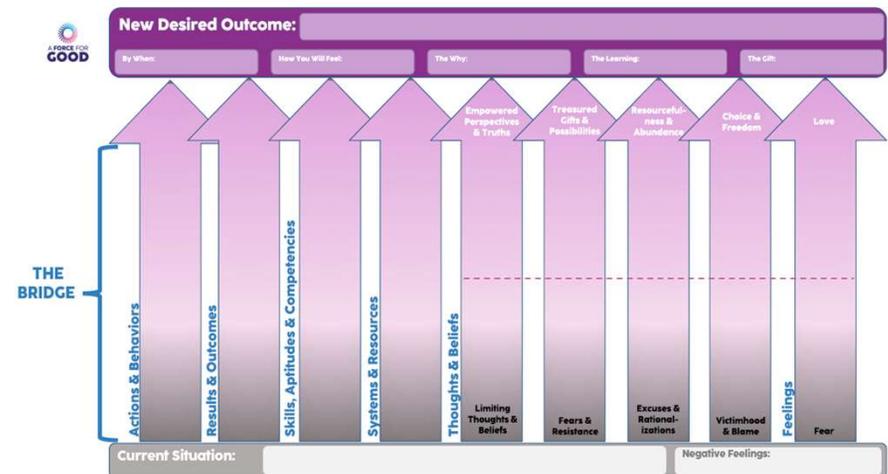


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# Board Meetings

Strategic sessions to gain insights and oversight from experienced advisors.

- **Purpose:** To leverage external expertise and oversight for strategic guidance and governance.
- **Process:** Regularly scheduled meetings with the Board of Directors or Advisors where strategic initiatives, performance, and key business challenges are discussed.
- **Output:** Strategic decisions that guide the company's long-term direction, ensuring compliance and alignment with industry standards and stakeholder expectations.



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## Call to Action

- **Implement Rituals:** Start with weekly and monthly rituals to build momentum.
- **Get the Innovation Rituals Roadmap this week:**  
[aforceforgood.biz/weekly-tool/](https://aforceforgood.biz/weekly-tool/)
- **Force for Good Growth Acceleration Program:**  
[aforceforgood.biz/accelerator/](https://aforceforgood.biz/accelerator/)
- **Book and ToolKit:** Purchase the book and gain access to receive the Force for Good ToolKit.  
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**Thank you!**