

Masterclass Summarized Transcript



Welcome

[00:00:00]

Welcome to **Get Your Flywheel Spinning!** *With the Seven Rituals of Innovation™*

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.

Let me ask you:

- 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, does it sometimes feel like the business has become more of a job and less of a calling?
- Do you ever feel overwhelmed by the challenges of scaling—trying new things, but struggling to see what’s really working?

You are not alone. *I have been there, time and time again.*

What I want you to know—deeply, in your heart—is that a new way, a better way, is available for you.

Imagine This

Imagine coming into your business each day—or maybe even sitting on a beach while it runs—and knowing:

- Every team member is fully aligned with your **core values, purpose, and vision.**
- Everyone knows their highest and best use.
- Every single day, each person takes the most prolific, powerful, impactful action needed to move the company forward.
- You and your team feel energized to bring your very best—to the company, to the purpose, to each other, and to your customers.

This is exactly what the Force for Good System is designed for.

Today's Focus

Today, we're going to talk about:

1. **The Seven Rituals of Innovation.**
 2. How these rituals fit into the larger Force for Good System.
 3. Why we use the word *ritual* instead of *meeting*.
 4. A walkthrough of each ritual.
 5. A tool you can download—the ***Seven Rituals of Innovation Handbook™***—to implement them in your company right away.
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The Force for Good System™

The Force for Good System is an **operating system for high-impact, high-growth companies.**

It's filled with:

- Rituals
- Habits
- Practices

These are installed little by little into your company, creating a culture that fosters innovation, growth, and transformation.

Think of it as a flywheel for growth.

This system builds your company. It builds your team. It grows you as a leader. And it even fuels your personal growth—so that the best of you, and the best of your team, is always brought forward.

The Seven Rituals we'll cover today is the wind that makes this flywheel spin.

The Three Essential Tools

Before we get to the rituals, let me share the **three essential tools** of the Force for Good System:

1. The Four-Page Growth Plan™

- This is the **flywheel** itself.
- Four concise pages that contain everything you need to focus on:
 - Core purpose
 - Customer
 - Products/services
 - Acquisition funnel
 - KPIs
 - Financials
 - Short- and long-term goals
 - Strategy

2. The Transformation Map™

- A **visual model of change**.
- Shows what you need to do:
 - Actions to take
 - Skills to build
 - Systems to create
- Also reveals what's happening inside you as a leader and inside your team.

Together, the Growth Plan and Transformation Map™ guide every ritual. They keep you oriented on where you're going and what thresholds you need to cross.

3. The Seven Rituals of Innovation Handbook™

- This is the practical guide.
- It lays out each ritual, the agenda, and the purpose.
- It helps you *install* the rhythms that bring your plan and transformation to life.

Why “Rituals” and Not “Meetings”?

You might wonder: why call them *rituals*? Why not just *meetings*?

Because rituals are **different**.

- **Meetings** often feel rote, flat, or defensive.
- **Rituals** are intentional. They are special practices that connect us emotionally, not just functionally.

Rituals:

- Have a familiar order and agenda.
- Create comfort, connection, and belonging.
- Invoke feelings—*curiosity, joy, acknowledgement, and celebration*.
- Become cherished traditions in your company.

For example:

- One founder’s team started every weekly ritual with a joke.
- Another had a “quote of the week.”
- Another used music or poetry.

These small touches matter—they turn a meeting into a ritual that your team actually looks forward to.

Rituals bring us together. They allow us to share values, vision, purpose, and celebrate milestones. They build culture.

The Seven Rituals of Innovation™

Here they are:

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

Let's explore each one in detail.

1. Annual Retreats

- **Objective:** Strategic planning for long-term goals (3–10 years).
- **Focus:**
 - 10-year goals
 - 3-year milestones
 - 12-month breakthroughs
 - Quarterly goals
- **Workshops Include:**
 - Defining core purpose
 - Mapping customer & value proposition
 - Identifying core competitors
 - Clarifying Area of Chosen Greatness™
 - Designing growth model (*Whale, Deer, Rabbit, Mouse*)
 - Building customer acquisition funnels

Outcome:

- A refined *Four-Page Growth Plan*.
- Cross-functional teams (marketing, sales, product, finance, etc.) aligned on their most important goals and leading indicators.

2. Quarterly Reviews

- **Objective:** Assess progress against the annual plan.
- **Focus:**
 - Progress toward 12-month breakthrough.
 - Quarterly milestones.
 - Data, financials, KPIs.
- **Output:** Adjusted strategies, renewed focus areas, and possibly refined KPIs.

Time commitment: ~½ to 1 day per quarter, ideally with the leadership team and functional teams.

3. Monthly Dashboards

- **Objective:** Monitor the health and progress of the business.
- **Focus:**
 - Review 4-Page Growth Plan™ (purpose, values, vision, customers).
 - Look at financials: income statement, balance sheet, cash flow.
 - Review KPIs (customer funnel, customer success, growth metrics).
- **Outcome:** A clear snapshot of health and progress, guiding action toward quarterly and 12-month goals.

4. Weekly MIG Sessions

This is the heart of the system.

- **Objective:** Align and focus on the *Most Important Goal (MIG)*.
- **Structure:**
 - Each team has one big breakthrough goal + three leading indicators.
 - Each member reports weekly commitments, results, and lessons.
 - Ritual includes:
 - Acknowledgements
 - Gratitudes
 - Lessons learned
 - Hypotheses and experiments
- **Example:**
 - *“I committed to 20 sales calls, completed 17, and converted 5. Here’s my learning and what I’ll try next week.”*
- **Output:** Weekly action plans, energized iteration, and momentum toward the 12-month breakthrough.

This ritual creates belonging, connection, and safety. It’s never about “not enough”—it’s about learning, celebrating progress, and generating new ideas.

5. Daily Huddles

- **Objective:** Prioritize and protect time for the 12-month breakthrough.
 - **Format:** Quick stand-up, under 8 people.
 - **Focus:**
 - Daily goals.
 - Immediate blockers.
 - Support reallocations (e.g., shifting call coverage so someone can focus).
 - **Output:** Everyone knows exactly what matters today to move the long-term breakthrough forward.
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6. Town Halls

- **Objective:** Build culture and unite the entire company.
 - **Format:** Whole-company gathering (in-person, virtual, or hybrid).
 - **Content:**
 - Core purpose & values.
 - Vision and 10-year impact goal.
 - Inception story.
 - Customer stories.
 - Tools like the Customer Journey™ exercise.
 - **Outcome:** A motivated, engaged workforce that feels belonging and pride.
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7. Board Meetings

- **Objective:** Accountability, guidance, and external expertise.
- **Format:** Quarterly meetings with an advisory or formal board.
- **Focus:**
 - 4-Page Growth Plan™ and Transformation Map™.
 - Current challenges.
 - Strategic decisions.
- **Outcome:** Long-term alignment, expanded networks, and leadership accountability.

Tip: Even without investors, create an advisory board for perspective and support.



How to Get Started

I encourage you to begin with:

- **Weekly MIG Sessions** (to build rhythm and momentum).
- **Monthly Dashboards** (to ground decisions in data).

Then, add annual, quarterly, daily, town hall, and board rituals as your company grows.

Resources

-  Download the **Seven Rituals of Innovation Roadmap™** free this week at aforceforgood.biz/weekly-tool.
-  Read *A Force for Good* for full details on every ritual and tool.

Closing

Thank you for being on this journey with me.

💡 Reflection for you: *What makes your company's meetings feel special, engaging, and safe? How can you transform them into rituals?*

And remember:

The world is made better by women-led businesses. Let's go make the world a better place.