

KNOWING

Understanding the values, beliefs and traits that shape them. .

DEMOGRAPHICS

We serve CEO's, Marketing directors

We serve HR and CEOs and Managers

EMOTIONAL ENGAGEMENT

The behaviors we do that help them feel cared for now.

KEY BEHAVIORS

- Keep them informed always*
- Keep supplying new ideas and content*
- Quality Control everything*

PROMISE

The promises and commitments and goals we own to serve them better.

BHAG

Have our community be fans of what we are doing.

THEIR VALUES AND TRAITS

- Accuracy*
- Safety*
- Innovation*
- Results*
- Growth*

CUES AND REMINDERS

- weekly updates on Monday. Monthly meetings on schedule*
- Monthly idea and content updates*
- QC sheets for types*

ROCKS

Improve communication cycles

THEIR NEEDS AND WANTS

Marketing: They want their ideas and products to grow in exposure. They want to be represented with excellence.

STORIES WHEN IT WORKS

· When we use our QC we routinely catch a few things that improve quality

OKRs

- Budgets*
- Calendars*
- Outcome #*

KNOWING

Understanding the values, beliefs and traits that shape and motivate us.

OUR TOP VALUES

Learning
Our Team Relationships
Treating our clients well
Candor and Clarity

EMOTIONAL ENGAGEMENT

The behaviors we do that realize our love and care for those on our team.

KEY BEHAVIORS

- *We speak candidly*
- *We encourage the best in one another*
- *We thank each other*
- *We don't blame each other we solve issues*

PROMISE

The promises and commitments I own for the development of our team's best serve.

BHAG

Be a team that others want to imulate and talk about

OUR STRENGTHS/TRAITS

All extroverts
All Learners
Get along well
Experienced in workplace

CUES AND REMINDERS

- *Meetings are candid*
- *Meetings and mornings give feedback*
- *Thank when we receive*
- *Spend some freetime at 7 lunch per week*

ROCKS

Work through a book together in the next 3 months

OUR TEAM WHY

To inspire the world with vision so that people experience greater purpose and clarity in their life and work

STORIES WHEN IT WORKS

- *We see our weekly meetings as building on our individual and group strengths.*

OKRs

Weekly meetings
Weekly lunch

KNOWING

Understanding the values, beliefs and traits that shape and motivate ourselves.

MY TOP VALUES

Learning
Being with People
Creativity
Freedom to Explore
Inspiration

EMOTIONAL ENGAGEMENT

The behaviors I do to realize and grow into my best serve.

KEY BEHAVIORS

- *morning writing*
- *time to read books*
- *shift my physical state when I am down*
- *Morning routine*

PROMISE

The promises and commitments I own for my own development of my serve.

BHAG

Lead the Consulting Industry in 5 years

MY STRENGTHS/TRAITS

ENTP
DI
Strategy, Input, Learning, Idiation, Intelection

CUES AND REMINDERS

- *6:30 start writing*
- *audio books while traveling*
- *when down exercise*
- *Morning routine*

ROCKS

Write workbook, Instructional Videos

MY PERSONAL WHY

To explore and inspire so that those I touch experience greater purpose and clarity in their life and work

STORIES WHEN IT WORKS

- *I went for a walk when I felt brain fog and it went away and my work went better, and I felt like I took care of myself*

OKRs

Workbook 2 pages a week
Instructional Videos