

LEAD	Clarity	Fresh	Committed
	VISION	BRAND	CULTURE
	Confusion	Stale	Compliance
MANAGE	Momentum	Certainty	Healthy
	PROJECTS	PROCESS	NUMBERS
	Noisy	Hope	Poor
COACH	Opportunity	Turned On	Excelling
	PEOPLE	ENGAGEMENT	PERFORMING
	Problem	Turning Up	Under

[illegible]

Creating positive energy in the direction of your vision.
Clearing negative energy in the way of your vision.

1	Clarity of vision and values
2	Healthy discontent for the present
3	Work on themselves, not just on their business
4	High standards of excellence
5	Stays focused with a sense of urgency
6	Strong commitment to implementation
7	Ability to eliminate distractions
8	Builds a strong engaged team
9	A talent amplifier
10	Takes extreme ownership

CULTURE IS CAUGHT, NOT TAUGHT!

- 1 Do we have the right people?
- 2 Are they motivated?
- 3 Do they know what to do?
- 4 Do they know how to do it?
- 5 Is the environment right for achievement?

AGENCY _____

DATE _____

GROWTH

- G**oals
- R**esponsibility
- O**ppportunity
- W**inning Attitude
- T**eamwork
- H**ealth

BUSINESS GROWTH PLAN



KEY 12 MONTH BUSINESS GOALS	

KEY PROJECTS TO DRIVE SUCCESS		LEADER
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

OUR CORE VALUES
What do we stand for?

OUR VISION
What's our purpose, our why?

SALES KEY PERFORMANCE INDICATORS	
Primary Target	
Marketshare	
Sales Transactions	
Average Sale Price	
Average Fee \$+%	
Team	
Productivity	

OUR BRAND POSITIONING
What's the position we choose in the marketplace?

OUR 3 YEAR GOALS & ACHIEVEMENTS
What are we celebrating in three years?

PM KEY PERFORMANCE INDICATORS	
Primary Target	
Managements	
PM Revenue	
Net Growth #	
Average Rental \$	
Average Fee \$+%	
Team	
Productivity	

OUR SERVICE PLAN		LEADER
How do we drive service excellence to another level?		
1		
2		
3		
4		
5		

OUR CULTURE PLAN
How do we enhance our culture even more?

OUR GROWTH STRATEGY
What is our overall direction and focus?