

LEAD	Clarity	Fresh	Committed
	VISION	MARKETING	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

KEY TEAM QUESTIONS

- 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 UNIT GROWTH PLAN

KEY 12 MONTH BUSINESS GOALS		KEY PROJECTS TO DRIVE SUCCESS		LEADER	MARKET POSITIONING		OUR BUSINESS VISION	
		1			What position do we want to own?		What's our purpose, our why?	
		2						
		3						
		4						
		5						
		6						
		7						
		8						
		9						
		10						

KEY PERFORMANCE INDICATORS		OUR SERVICE PLAN		LEADER	MARKETING STRATEGY		OUR 3 YEAR GOALS & ACHIEVEMENTS	
		How do we drive service excellence to another level?			What key marketing initiatives drive growth?		What are we celebrating in three years?	
		1						
		2						
		3						
		4						
		5						

CRM BUSINESS BASE STRATEGY		TEAM DEVELOPMENT		OUR GROWTH STRATEGY	
How are we focused on relationship building?		How do we enhance team performance?		What is our overall direction and focus?	