



# FOUNDATION OF FOCUS

## INTERNAL FOCUS

<b>VISION</b> (WHY/PURPOSE)			<b>SO THAT ...</b> (WHAT WILL HAPPEN)		
<b>MISSION</b> (HOW/WHAT/BY)			<b>MEASURED BY</b> (WHAT OUTCOMES)	(OUTCOME 1)	(OUTCOME 2)
<b>VALUES</b> (SHARED RULES AND BELIEFS – FILTERS TO DECISION MAKING)					
<b>DESCRIPTION OF VALUES</b> (SHORT SENTENCE/QUOTE THAT DESCRIBES THE VALUE – ADDS CONTEXT)					
<b>CORE PROCESSES</b> (NEED AT LEAST 6 – TRY TO MAKE ONE OF THE OPERATIONS FUTURE/INNOVATION FOCUSED)	<b>OPERATIONS</b>		<b>MARKETING</b>		<b>SALES</b>
	<b>OPERATIONS</b>		<b>PEOPLE</b>		<b>PEOPLE</b>
			<b>RECURRING REVENUE</b>		<b>RECURRING IMPACT</b>
<b>BRAND PROMISE</b> (THE TWO OR THREE THINGS WE PROMISE TO DELIVER)				<b>BRAND PROMISE KPI</b>	

## EXTERNAL FOCUS

<b>THE BIG PROBLEM</b> (THE PROBLEM WE SOLVE IN THE WORLD)			<b>MEASURED BY</b> (WHAT OUTCOMES)	(OUTCOME 1)	(OUTCOME 2)
<b>ANNUAL PRIORITY</b> (OBJECTIVE, THEME OR LEAD DOMINO)			<b>SO THAT ...</b> (WHAT WILL HAPPEN WHAT CAN WE MEASURE)		

DAILY HUDDLE / WEEKLY FIX 1 THING / MONTHLY LEARN SOLVE AND ADJUST / QUARTERLY RELOAD ROCKS



# ACCELERATION OF ALIGNMENT

<b>ROCKS</b> (INITIATIVES TO SUPPORT ANNUAL PRIORITY/OBJECTIVE)  <b>KPI WHEN COMPLETE:</b>  <b>WHO OWNS IT:</b>	INITIATIVE NAME:		INITIATIVE NAME:		INITIATIVE NAME:	
<b>KEY ACTIONS</b> (ORGANIZED BY QUARTER – ADD QUARTER ENDING DATES AT TOP)  <b>KPI WHEN COMPLETE:</b>  <b>WHO OWNS IT:</b>	Q1	Q2	Q1	Q2	Q1	Q2
<b>KEY ACTIONS CONTINUED</b> (ORGANIZED BY QUARTER – ADD QUARTER ENDING DATES AT TOP)  <b>KPI WHEN COMPLETE:</b>  <b>WHO OWNS IT:</b>	Q3	Q4	Q3	Q4	Q3	Q4

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# ACTION SCOREBOARD

RESTATE YOUR FOUNDATION OF FOCUS HERE TO ALIGN YOUR INTENTION

<b>VISION</b> (WHY/PURPOSE)	
<b>MISSION</b> (HOW/WHAT/BY)	
<b>BRAND PROMISE</b> (THE TWO OR THREE THINGS WE PROMISE TO DELIVER)	

## SCOREBOARD

Mission KPI Goal		As of:		Brand Promise KPI Goal	
Mission KPI Actual				Brand Promise KPI Actual	
★ ★ ★				★ ★ ★	
Key Action KPI Goal	Key Action KPI Goal			Key Action KPI Goal	Key Action KPI Goal
Key Action KPI Actual	Key Action KPI Actual	Time Left:		Key Action KPI Actual	Key Action KPI Actual
★ ★ ★	★ ★ ★			★ ★ ★	★ ★ ★
To Do List (owners and due dates)				Problems to Solve / Questions to Answer	
★ ★ ★				★ ★ ★	

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