

MODULE 4

Measuring Results & Maintaining Focus



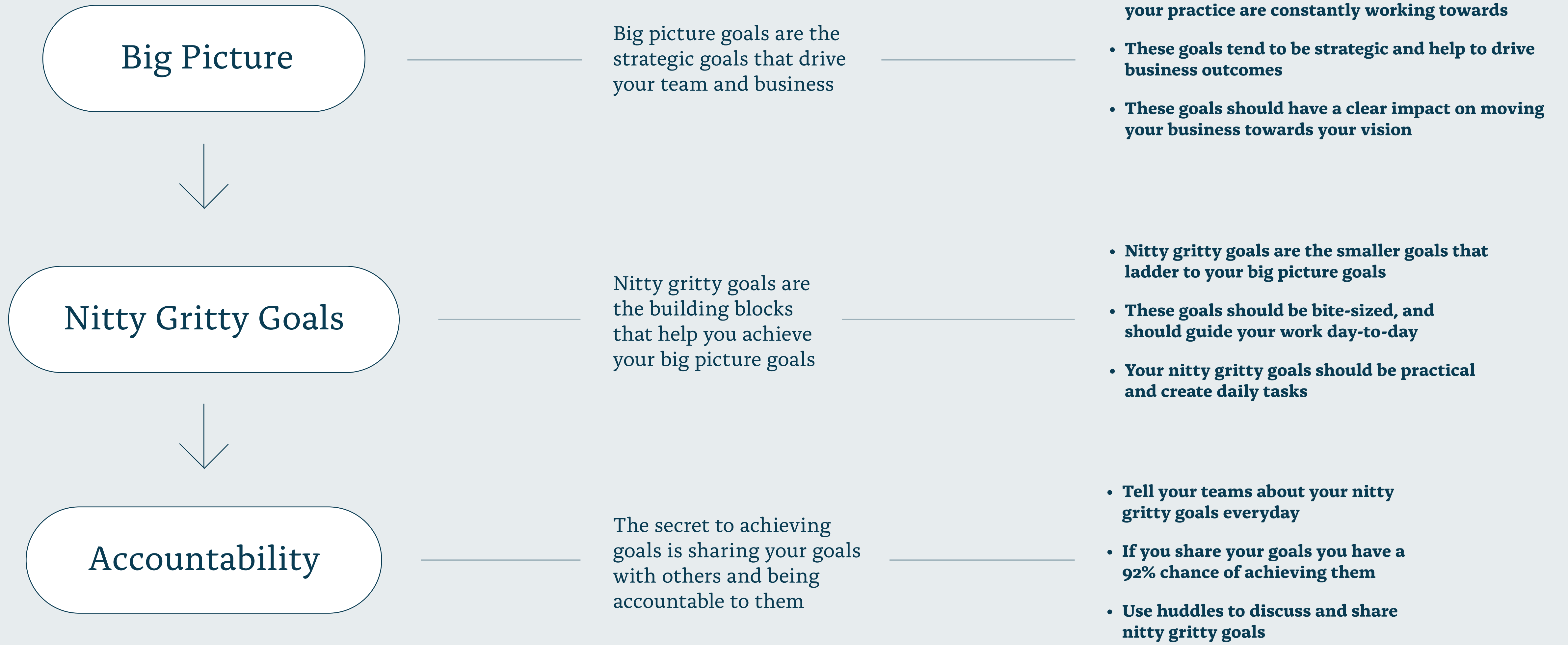
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Why Measure Results & Goals?

- Documenting your business' priorities will help improve your likelihood of success
- Clearly articulating your goals helps you stay accountable to others and yourself
- Goals with Measurable Activity (GMAs) or, Nitty Gritty Goals are the smaller goals and actions that allow you to accomplish the key tasks that build towards you or your firm's vision



Big Picture Goals (Example)

*Improve our customer satisfaction to
x percent in y amount of time*

Nitty Gritty Goals (Example)

Speak to each client at least 25 times a year

- Is it measurable?
- Does it fit my big picture goal?
- Is it simple?

What Is Important Now (What actions do you need to complete TODAY to propel you further down this path?)

- 1 Identify top clients that I need to converse with more frequently*
- 2 Prioritize top clients I haven't spoken to since last quarter*
- 3 Create a calendar and email reminders to reach out to my clients at moments that suit their schedule*

Big Picture Goals

Nitty Gritty Goals

- Is it measurable?
- Does it fit my big picture goal?
- Is it simple?

What Is Important Now

(What actions do you need to complete TODAY to propel you further down this path?)

1 _____

2 _____

3 _____



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