Performance Driven Triple Bottom Line

The Elements To Scale Your Business **Rapidly**, **Continuously** and **Consciously**

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Overview of What We Will Cover

- Review what is a Triple Bottom Line – or P3
- What is lacking about the standard P3 model
- What is a Performance Driven P3 Model
- Why is it critical to embrace a PD-P3 Model in rapid scaling your business
- What are the elements of a PD-P3 Model
  - ✓ Profit - Pure business elements of rapid scale
  - ✓ People – Maximize human performance and great lives
  - ✓ Planet – Leverage passion for making positive social impact

Overview of What We Will Cover

Overall goals of talk…

- Illustrate importance of PD-P3 Model
  - ✓ How it works
  - ✓ Why it is necessary
- How to
  - ✓ Integrate into your business
  - ✓ Show you how we've done it in with our 90-Day Game System
- Provide you the opportunity to ask questions throughout
- Tell you about and opportunity to work with us

A Little About Me

How Do I Know Anything About This?

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- Expert in Systems Development
  - Cornell University Grad
  - Masters Mechanical Engineering
  - Minor Educational Psychology
- Performance Nut
  - Systems to Maximize Performance
  - Sustainable A+ Human Performance
  - Semi-pro soccer
  - National level X-C skiing
- Been There
  - 2nd in command at Speck Products ($0-$22M in 3yrs)
  - Now a $100M company
  - #41 on Inc. 500's Fastest Growing Private Companies List
  - Pachamama Alliance facilitator
  - Board of Center for Integral Wisdom – and the RiseUp Summit
- Committed to Ongoing Training and Development
  - 15yrs + of personal / organizational transformation and development

speck
best case scenario

Gazelles
GROWING LEADERS – GROWING COMPANIES

Pachamama Alliance

RISE UP

Landmark®

P3 Line Vs. PD-P3

Difference Between Triple Bottom Line and
Performance Driven Triple Bottom Line

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What do we mean by Triple Bottom Line – or P3…

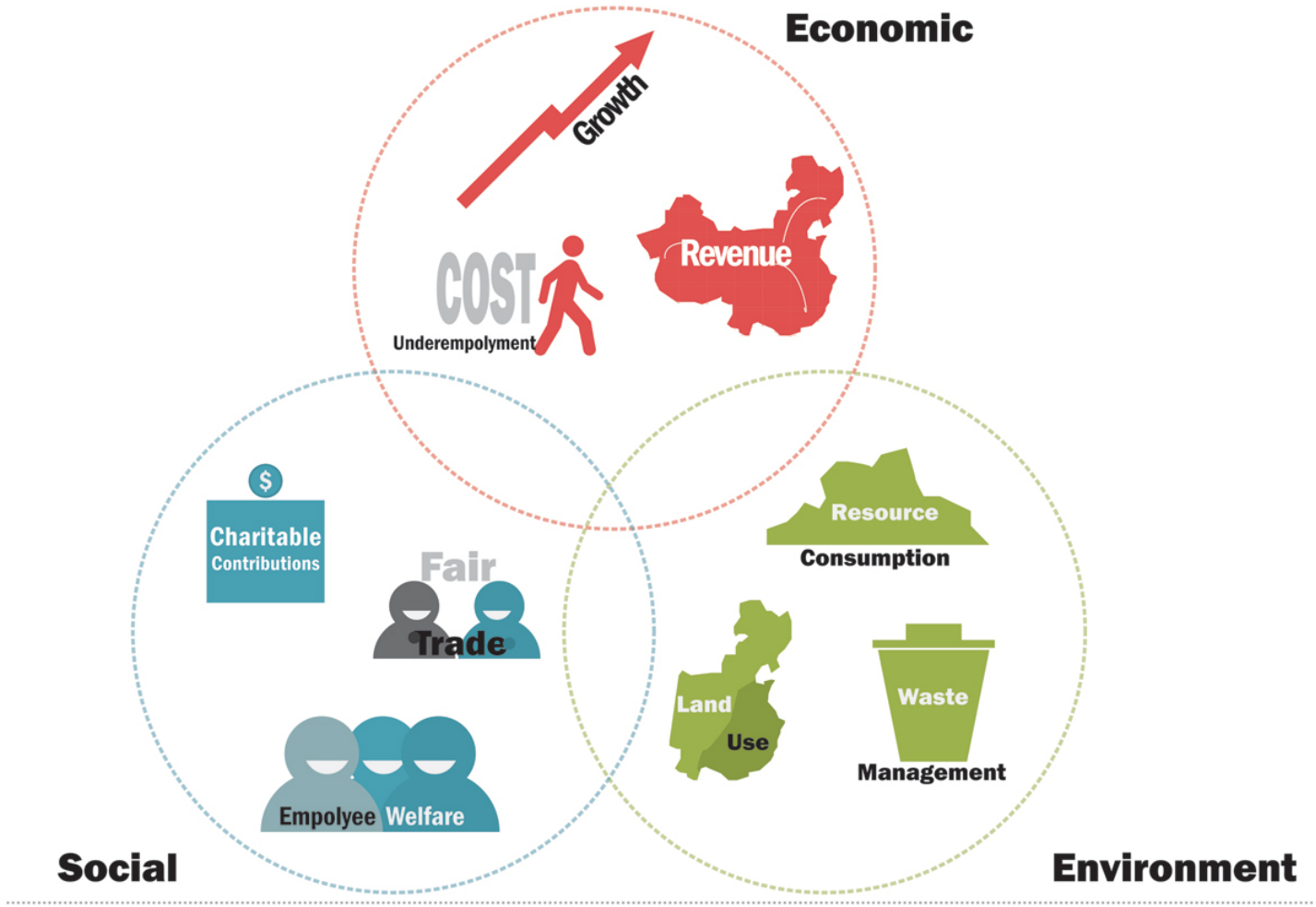
Bottom Line refers to either the "profit" or "loss" of a business

Triple Bottom Line is a phrase coined by John Elkington in 1994 (deemed by Business Week in 2004 as a dean of the corporate responsibility movement for the past 3 decades).

Is a way that businesses use to evaluate their performance in a broader perspective to create greater business value to include

1. People
2. Planet
3. Profit

New and Improved P3 Model



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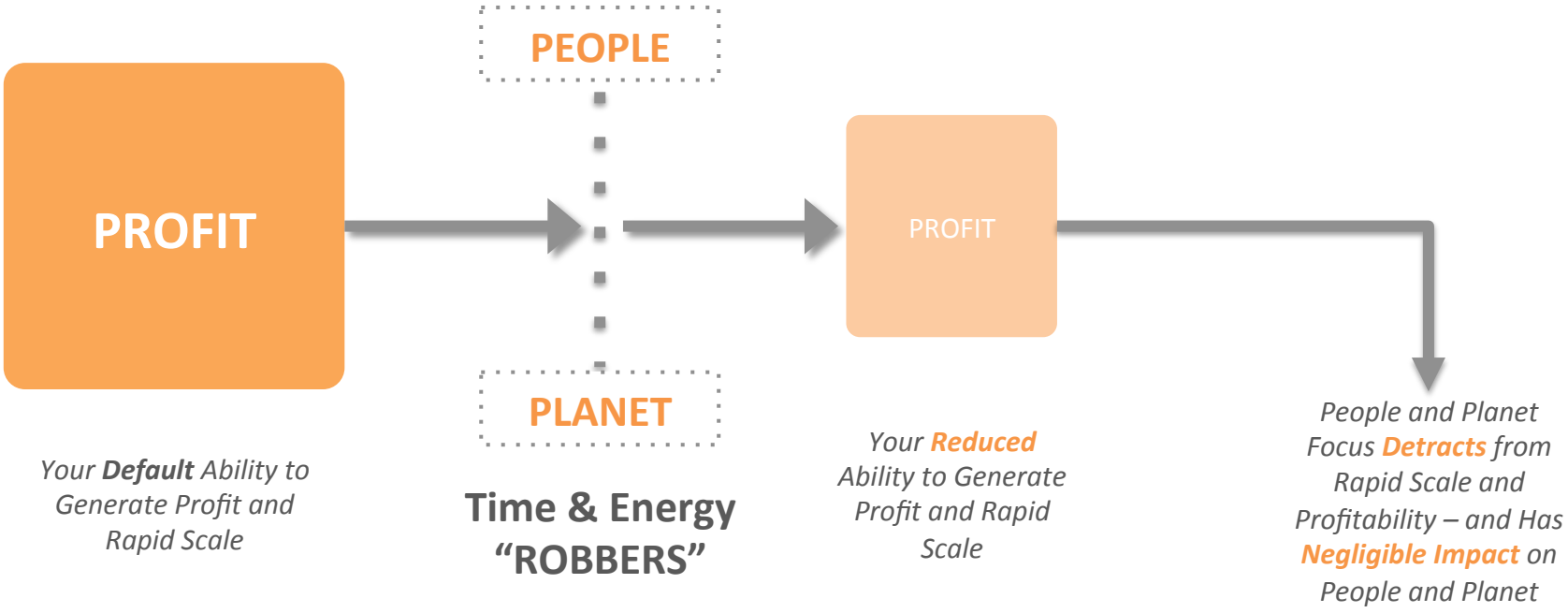
What is lacking in the traditional P3 Model?

- The People and Planet part can often be "window dressing" that do not really drive the most critical part of a company – it's *financial bottom line*.
- Hard for small business owners to justify the time, energy, resources to the People and Planet parts when they are just *trying to survive*.
- Hard for larger businesses to justify the time, energy, resources to share holders.

In most cases, the People and Planet elements while trying to create a more comprehensive "Bottom Line" – often

Detract from a companies ability to increase revenues

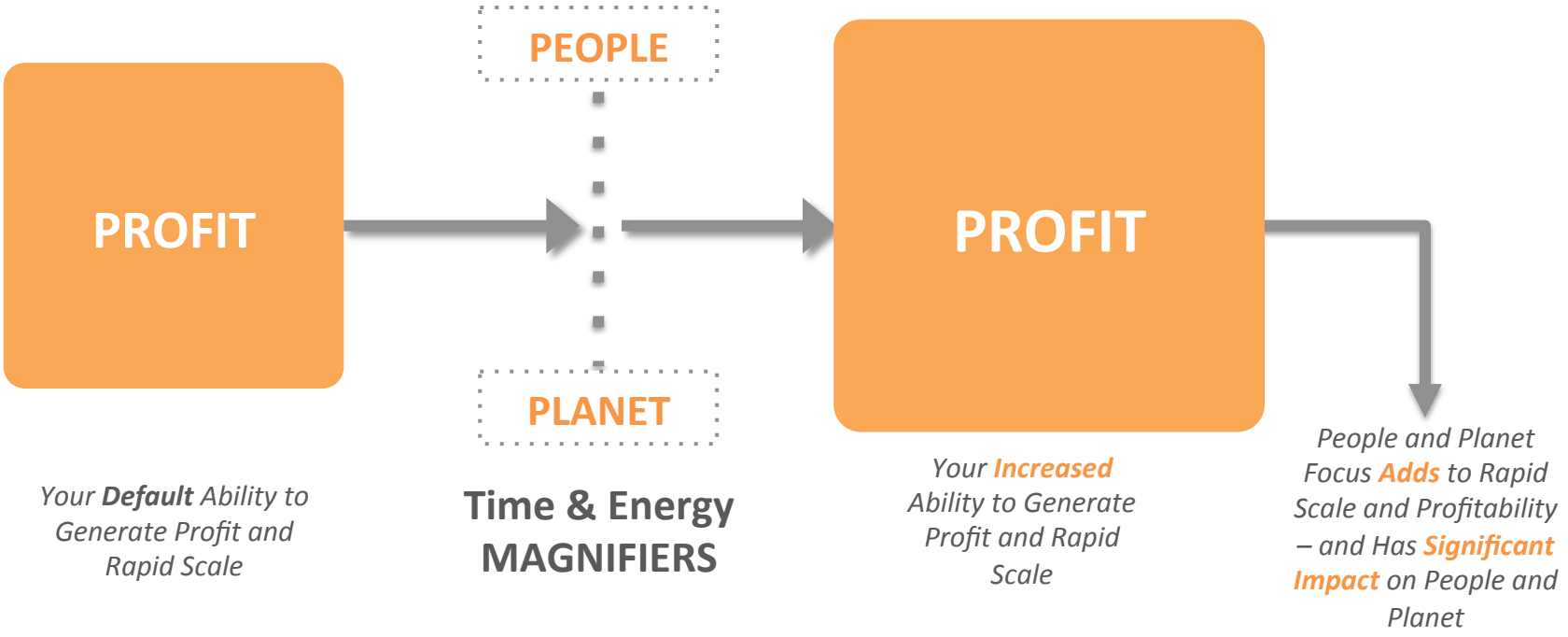
Don't really have a substantial impact of People and Planet



With a PD-P3 Model, the People and Planet elements while do create a more comprehensive "Bottom Line" – while

Significantly adding to a companies ability to increase revenues

AND have a massive positive impact on People and Planet



Why is PD-P3 So Important - NOW

The Power of Small Business and Why We Must Leverage It

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Why is it critical as small business owners to embrace a PD-P3 Model for Rapid Scale – instead of just purely focusing on maximizing your profits?

- Small business is one of the most powerful forces on the planet
  - ✓ 28M small businesses in U.S. accounting for 54% of all U.S. sales
  - ✓ Small businesses provide 55% of all jobs and 64% of the net new jobs created between 1993 and 2011 (or 11.8 million of the 18.5 million net new jobs).
- We are at a critical point in our history as a planet
  - ✓ Challenged by extinction level problems
  - ✓ Everywhere we look we are faced with unbearable suffering
- Living in a time when a small group can make a big difference for billions of people
- It WORKS - it supports continuous rapid growth

Let’s Dive In

How To Create a PD-P3 System

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How to create a PD-P3 System that integrates…

- Sound rapid scale business principles
- Best of how to maximize human potential…
- AND give people hope again and the tools to live a life they love
- Provide a way to leverage the limitless energy people have to make a difference

All integrated to produce continuous, conscious non-linear rapid growth in **YOUR company**.

Sound Business Principles

What Do the Greats Say It Takes To Successfully Scale….

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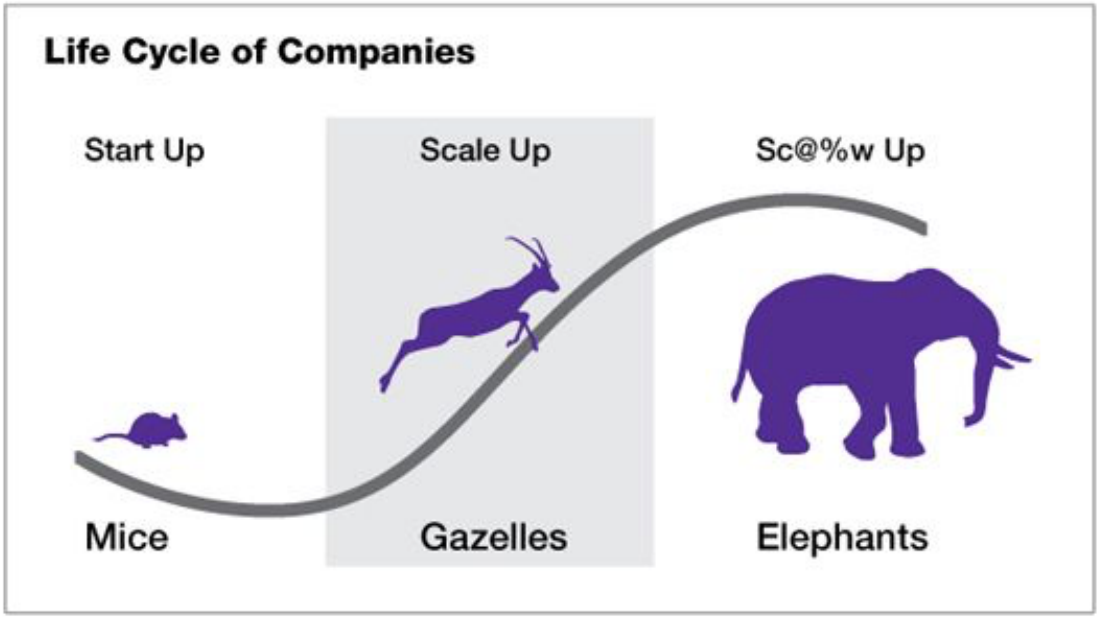
Millions of people start new ventures – and of those that survive, 96% remain mice.



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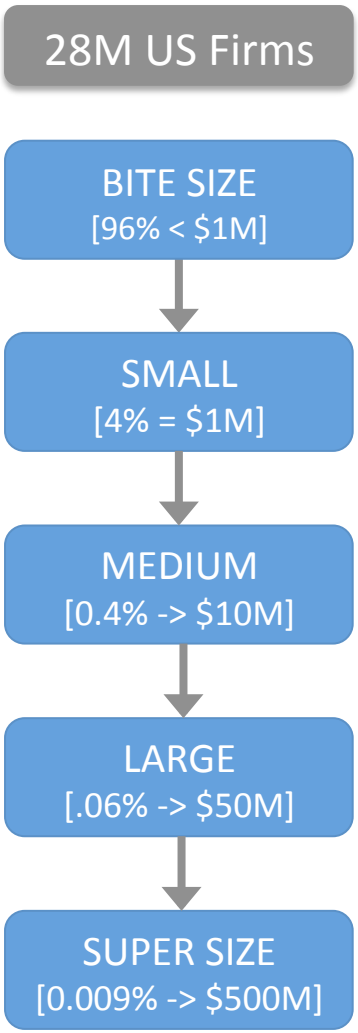
Scaling Up – The Odds Are Not In Your Favor



- 96% of all companies earn less than $1M in revenue.
- Less than 4% of all companies reach $1M in revenue.
- 0.4% reach $10M in revenue (1 out of 10 that make it to $1M) y y
- 0.06% pass $50M (17,000 companies)
- 0.009% are larger than $500M (2,500 companies)

The odds are not in your favor – will you make the cut?

One of the main problems we face as rapid-scaling business owners is that…

- There are so many complex elements to building a sustainably scaling business – and even if we know them all…
- we are so busy keeping our ship afloat doing the "Urgent Important" things...
- that we don't have enough time to create a system that ties together all of the foundational elements of creating a sustainable, rapid scale business.

So – what do you do?

We've created a simple, **quick-to-implement**, yet comprehensive set of principles and tools – along with a system to quickly integrate them into your business in a way you can grow with in a fun and sustainable way.

And it is my goal today to convey some of the key principles to you so you can integrate what we have learned into the operations of your business.

"Great By Choice" by Jim Collins:

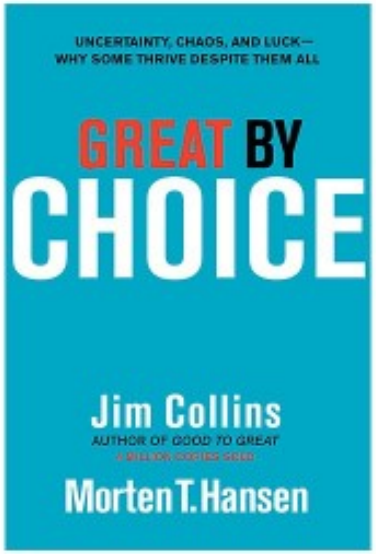
Companies with **steady growth** year in and year out dramatically outperform companies that experience wild swings in revenue and profit.

The spoils of victory go to those that maintain a steady pace day in and day out - in all kinds of weather and storms.

And it is this

predictability - driven by effective processes

that is ultimately the key to crafting an organization that attracts and keeps top talent, creates products and services that satisfy customer needs, and generates significant wealth.



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"Rockefeller Habits" and "Scaling Up" by Verne Harnish:

Growing a business is a dynamic process as the leadership team navigates the evolutions AND revolutions of growth.

And like the growth stages of a child, they are predictable and unavoidable.

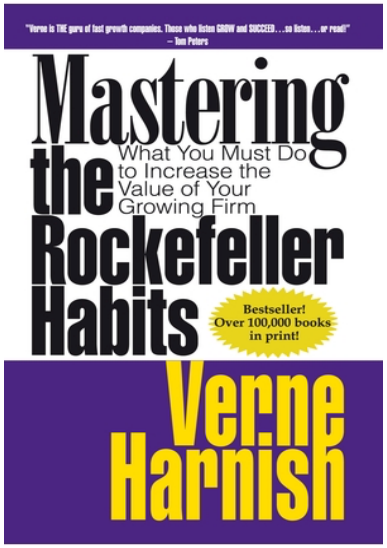
The 4 Keys to successfully navigating these stages of growth are:

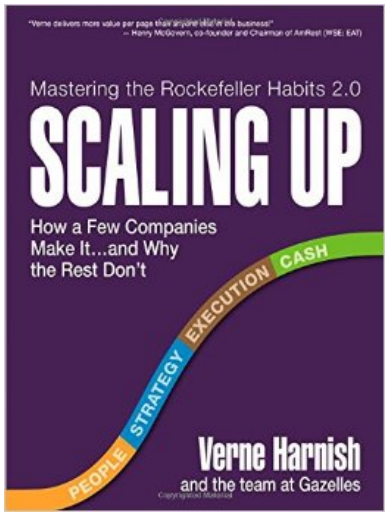
1) Attracting and keeping the right **People**

2) Creating a truly differentiated **Strategy**

3) Driving flawless **Execution**

4) Having plenty of **Cash** to weather the storms





Culture is a balanced blend of human psychology, attitudes, actions, and beliefs that combined create either **pleasure** or **pain**, **serious momentum** or **miserable stagnation**.

A strong culture flourishes with a clear set of values and norms that actively guide the way a company operates.

Employees are actively and passionately engaged in the business, operating from a sense of confidence and empowerment rather than navigating their days through miserably extensive procedures and mind-numbing bureaucracy.

Performance-oriented cultures possess:

- Statistically better financial growth
- High employee involvement
- Strong internal communication
- Acceptance of a healthy level of risk-taking

FAST COMPANY

Some key facts on what makes a great culture from the “Great Workplace” based on extensive surveys:

- Management's credibility
- Overall job satisfaction
- Camaraderie
- Methods of internal communication
- Training
- Recognition programs

We then boiled this information down to 6 key interrelated business principles necessary to scale any business…

1. Establishing steady pace and growth day in and day out – Predictability
2. Attracting, keeping and developing the right People
3. Creating a differentiated Strategy / staying on top of Market Dynamics
4. Installing a Scalable Infrastructure / driving Flawless Execution
5. Having plenty of Cash to weather the storms
6. Developing a top-notch High Performance Culture

To succeed you must master these 6 fundamentals:

1) Predictability / Scalability

- Companies with steady growth year in and year out dramatically outperform companies that experience wild swings in revenue and profit.

- The spoils of victory go to those that maintain a steady pace day in and day out - in all kinds of weather and storms. And it is this predictability - driven by effective processes that is ultimately the key to crafting an organization that attracts and keeps top talent.

Barriers: Lack of focus (mostly due to time) on creating the systems and processes to organize and build your business around.

2) Attracting and Keeping the right Leaders & Employees

- Take a page from parenting: Establish a handful of rules, repeat yourself a lot, and act consistently with those rules.

- This is the role and power of Core Values. If discovered and used effectively, these values guide all the relationship decisions and systems in the company.

Barriers: The inability to staff/ grow enough leaders throughout the organization who have the capabilities to delegate and predict.

To succeed you must master these fundamentals:

3) Creating a Truly Differentiated Strategy

- You don't have a real strategy if it doesn't pass two tests.
  - ✓ First: What you're planning to do really matters to enough customers
  - ✓ Second: It differentiates you from your competition.

Barriers: Not having enough wisdom and/or time.

4) Installing a Scalable Infrastructure / Driving Flawless Execution

- Implement three key habits:
  - ✓ Set a handful of Priorities (the fewer the better)
  - ✓ Gather quantitative and qualitative Data daily and review weekly to guide decisions
  - ✓ Establish an effective daily, weekly, monthly, quarterly, and annual meeting Rhythm to keep everyone in the loop

Barriers: The lack of systems and structures (physical and organizational) to handle the complexities in communication and decisions that come with growth.

To succeed you must master these fundamentals:

5) Having plenty of Cash to weather the storms

- Don't run out of it!
- This means paying as much attention to how every decision affects cash flow as you would to revenue and profitability.

Barriers: Lack of focus on creating predictable, sustainable revenue generators.

6) Top-Notch, High Performance Culture

- Management's credibility
- Overall job satisfaction
- Camaraderie
- Methods of internal communication
- Training
- Recognition programs

Barriers: The lack of key personal / interpersonal growth and development tools and absent leadership.

"If these 6 factors are missing you will experience barriers to growth - feeling like there is an **anchor holding you back**.

If these 6 factors are in place, the anchor holding you back will turn into **wind blowing at your back** supporting your boat in sailing ever faster…

…supporting you in leaping from one white cap to the next, *without falling into the valleys of death*."

Let's Focus the Meta

Company Core – 5 Priorities – Rhythm & Pulse

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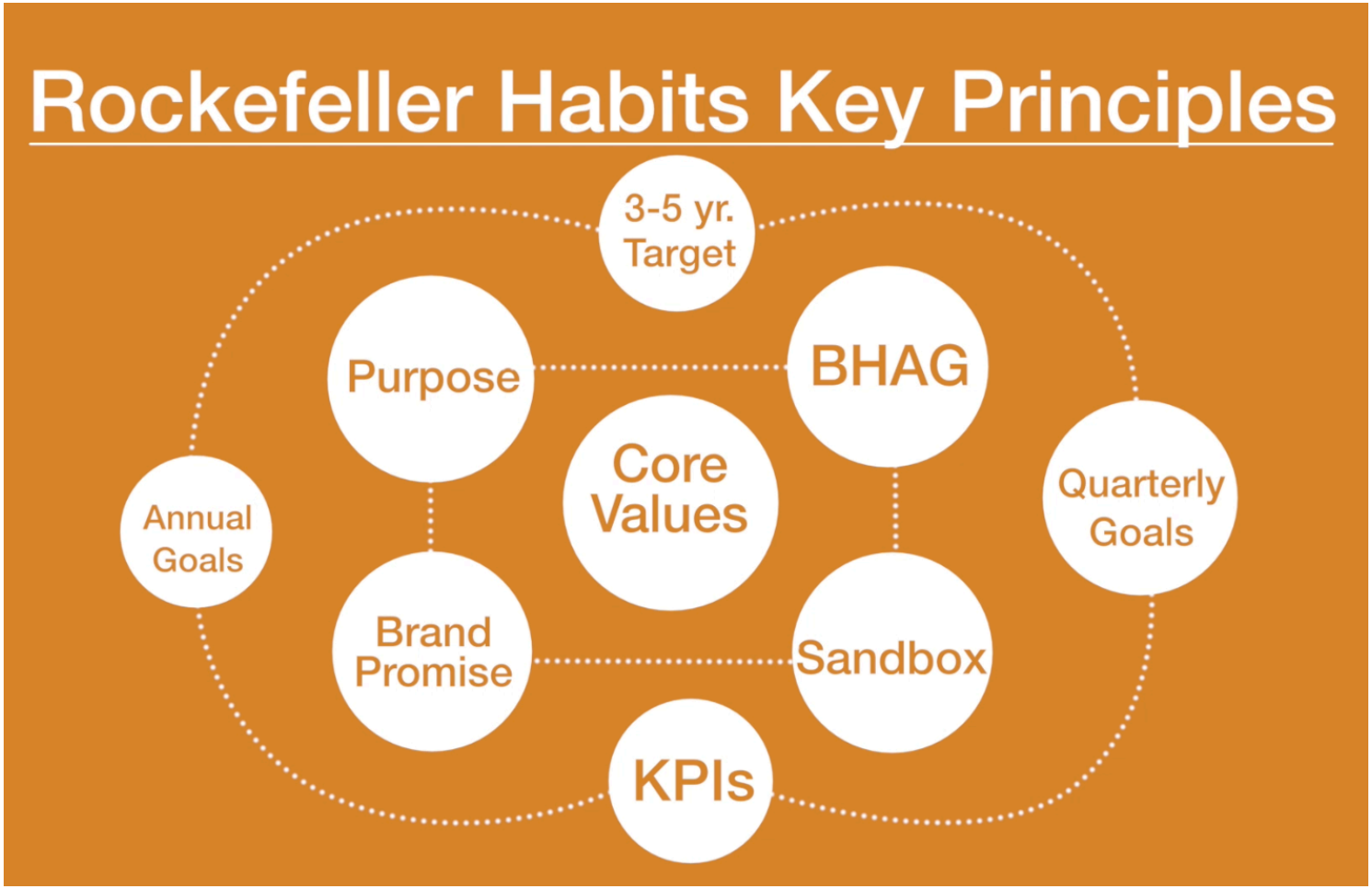

Rockefeller Habits Key Principles
3-5 yr. Target
Purpose
BHAG
Annual Goals
Core Values
Quarterly Goals
Brand Promise
Sandbox
KPIs

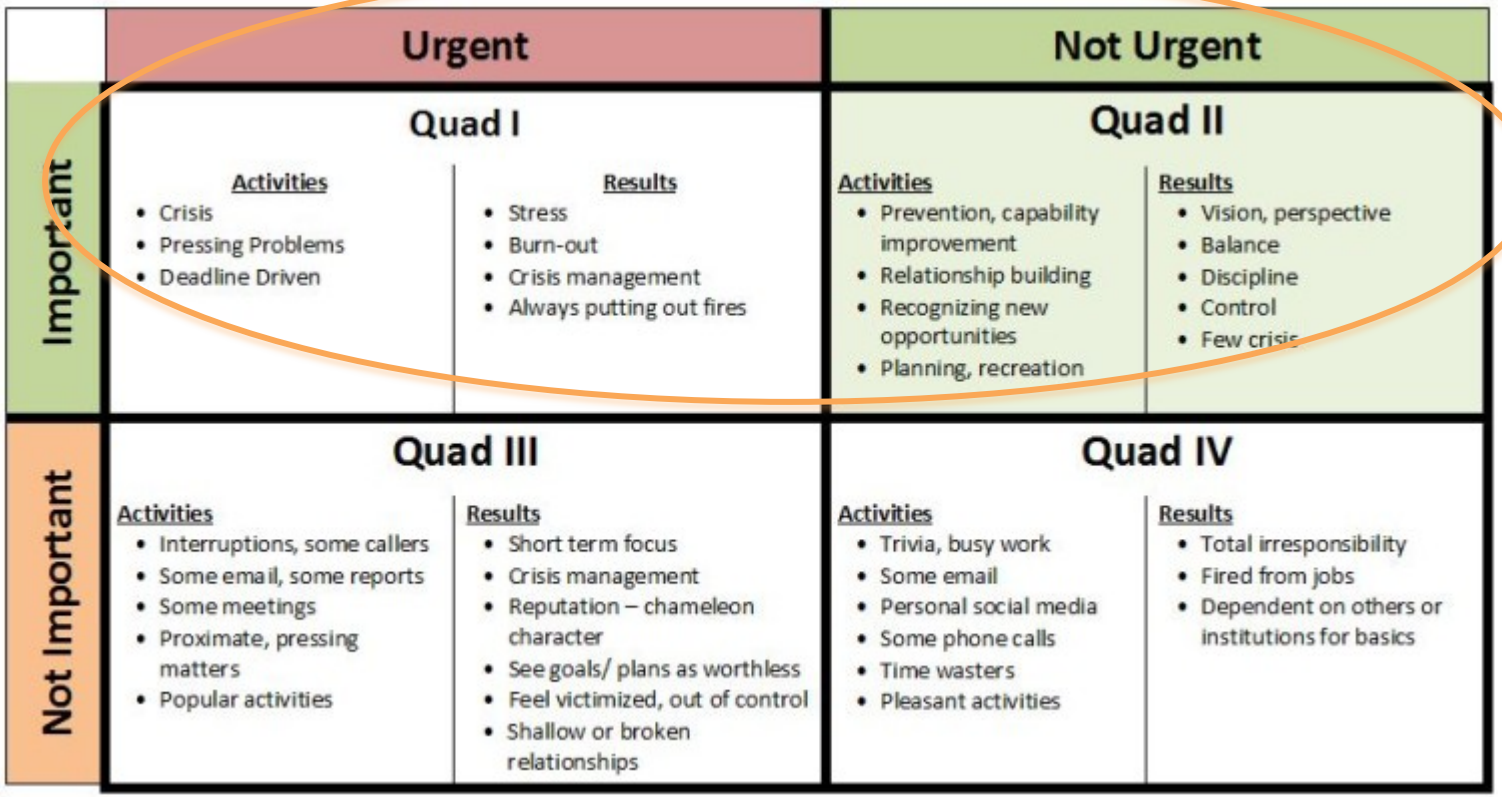
Rockefeller Habits Key Principles

Priorities - Top 5 priorities for the year & quarter.

Data - Weekly data on company & market.

Rhythm - Meeting rhythm to maintain alignment and drive accountability.

Steven Covey's 4-Quadrants…



	Urgent	Not Urgent
Important	**Quad I** **Activities** • Crisis • Pressing Problems • Deadline Driven **Results** • Stress • Burn-out • Crisis management • Always putting out fires	**Quad II** **Activities** • Prevention, capability improvement • Relationship building • Recognizing new opportunities • Planning, recreation **Results** • Vision, perspective • Balance • Discipline • Control • Few crisis
Not Important	**Quad III** **Activities** • Interruptions, some callers • Some email, some reports • Some meetings • Proximate, pressing matters • Popular activities **Results** • Short term focus • Crisis management • Reputation – chameleon character • See goals/ plans as worthless • Feel victimized, out of control • Shallow or broken relationships	**Quad IV** **Activities** • Trivia, busy work • Some email • Personal social media • Some phone calls • Time wasters • Pleasant activities **Results** • Total irresponsibility • Fired from jobs • Dependent on others or institutions for basics

The Transformance 90-Day Game by design trains your team to balance focus on:

- Quadrant 1 - What needs to be done now to maintain your business

AND

- Quadrant 2 - What needs to be done now to grow your business

Let's Focus In On - Leadership

Prediction, Delegation, Repetition

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"As goes the leadership team, so goes the rest of the company. Whatever challenges exist in the company can be traced to the cohesion of the executive team and its capabilities in prediction, delegation and repetition." – Verne Harnish

Prediction:

- Leaders do not need to be years ahead - just minutes ahead of the market, the competition, and those they lead.
- They key is frequent interaction with the market, competitors, and employees.
- This is much easier when the company is small and the leaders are personally handling everything directly. And becomes increasingly more difficult as the company scales.
- Senior leaders become further isolated from customers and frontline employees losing their gut feel for the business and marketplace.

** The Transformance 90-Day Game System **frees leaders up to spend 70% of the week** on market, competitor and employee facing activities.

Delegation:

Delegation is one of the most important skills a leader must develop.

Letting go and trusting others to do things well is one of the more challenging aspects of being the leader of growing an organization. Successful delegation requires 4 components:

1. Delegate to the right person or team.
2. Pinpoint what the person or team needs to accomplish – Priorities
3. Create a measurement system for monitoring progress - KPIs
4. Provide feedback to the team or person – Meeting Rhythm
5. Give appropriately timed recognition and/or reward – MVP / Bonus

** The Transformance 90-Day Game System **is designed** to handle #1-5 **allowing leaders to delegate effectively and efficiently**.

Repetition:

The leader's final job is to keep the main thing the main thing - to keep the organization on message and headed in the same direction.

Repetition encompasses consistency. Finish what you start. Mean what you say, and don't say one thing and do something else.

Consistency is an important aspect of repetition. This includes:

- Core Values - the handful of rules defining the culture
- Core purpose - the top leaders regular stump speech
- BHAG - the 10-25yr goal that provided constant context
- Priorities and Themes - a handful of 3-5yr, 1yr quarterly priorities

** The Transformance 90-Day Game System **is designed** to allow **leadership to deliver frequent messaging and metrics to deliver these key attributes**.

If you embrace these principles they are proven to:

- ✓ Reduce by 70% the time it takes the top team to manage the business (operational activities)
- ✓ Refocus the senior team on market-facing activities
- ✓ Realign everyone else (onto the same page) to drive execution and results

And when these tools are successfully implemented, organizations attain these four outcomes:

1. At least double the rate of cash flow
2. Triple the industry average profitability
3. Increase the valuation of the firm relative to competitors
4. Help the stakeholders — employees, customers, and shareholders — enjoy the climb

Let’s Focus In On - Culture

“Culture Eats Strategy for Lunch” – Fast Company

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Some key facts on what makes a great culture from the "Great Workplace" based on extensive surveys:

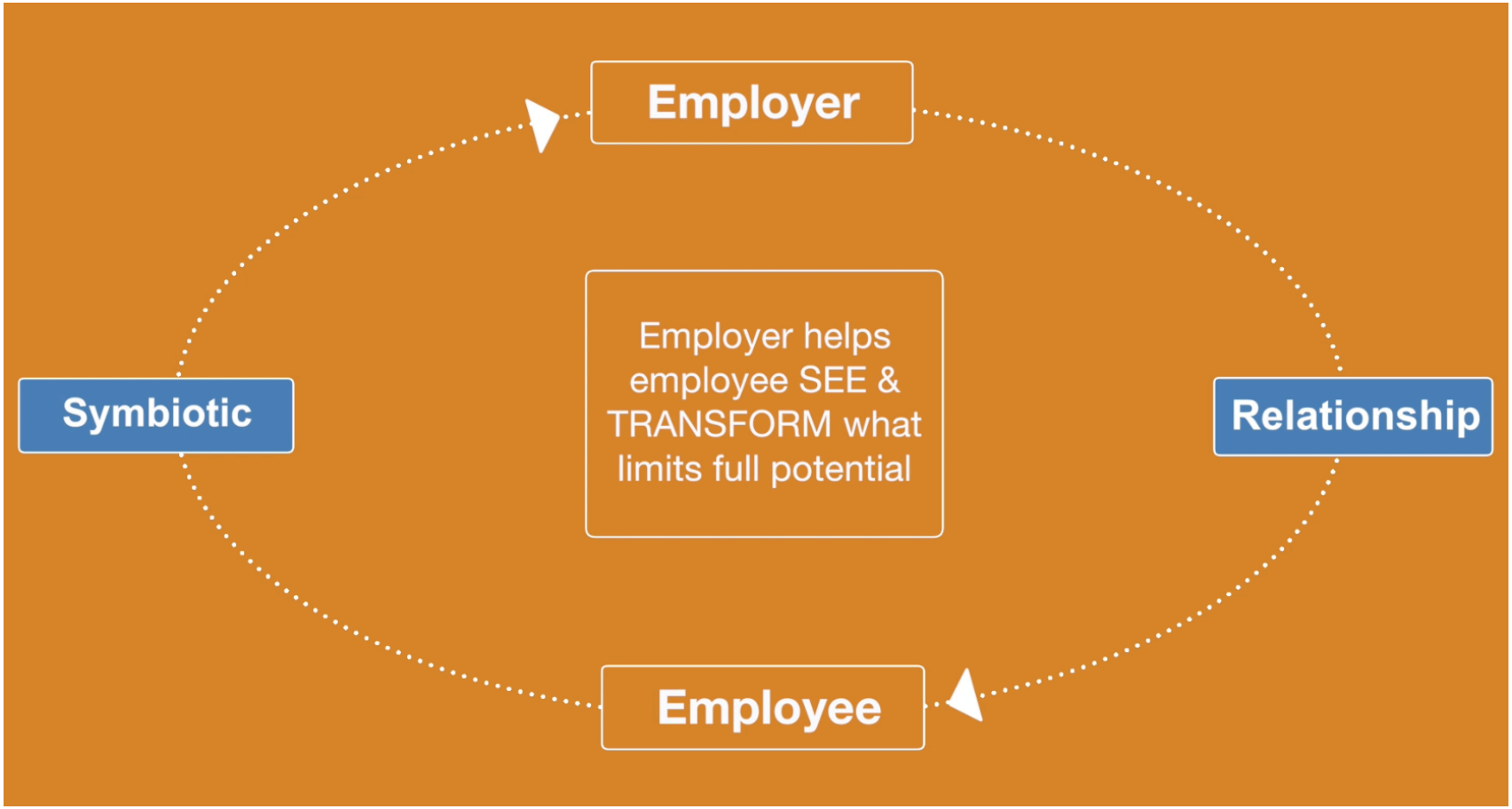
- Management's credibility
- Overall job satisfaction
- Camaraderie
- Methods of internal communication
- Training
- Recognition programs

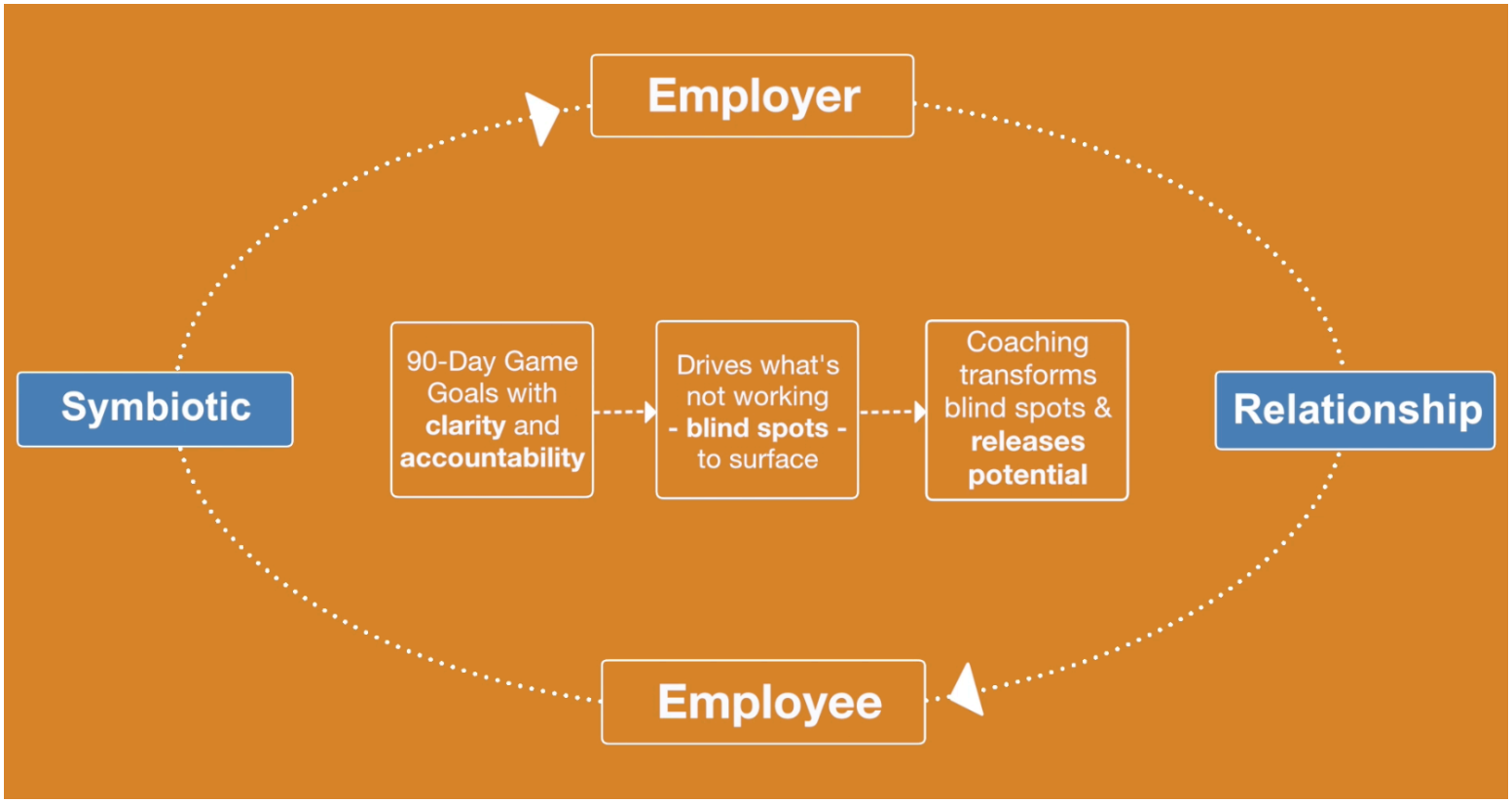
** The Transformance 90-Day Game System **is designed** to integrate **all of these key elements of creating a great, high-performance culture**.

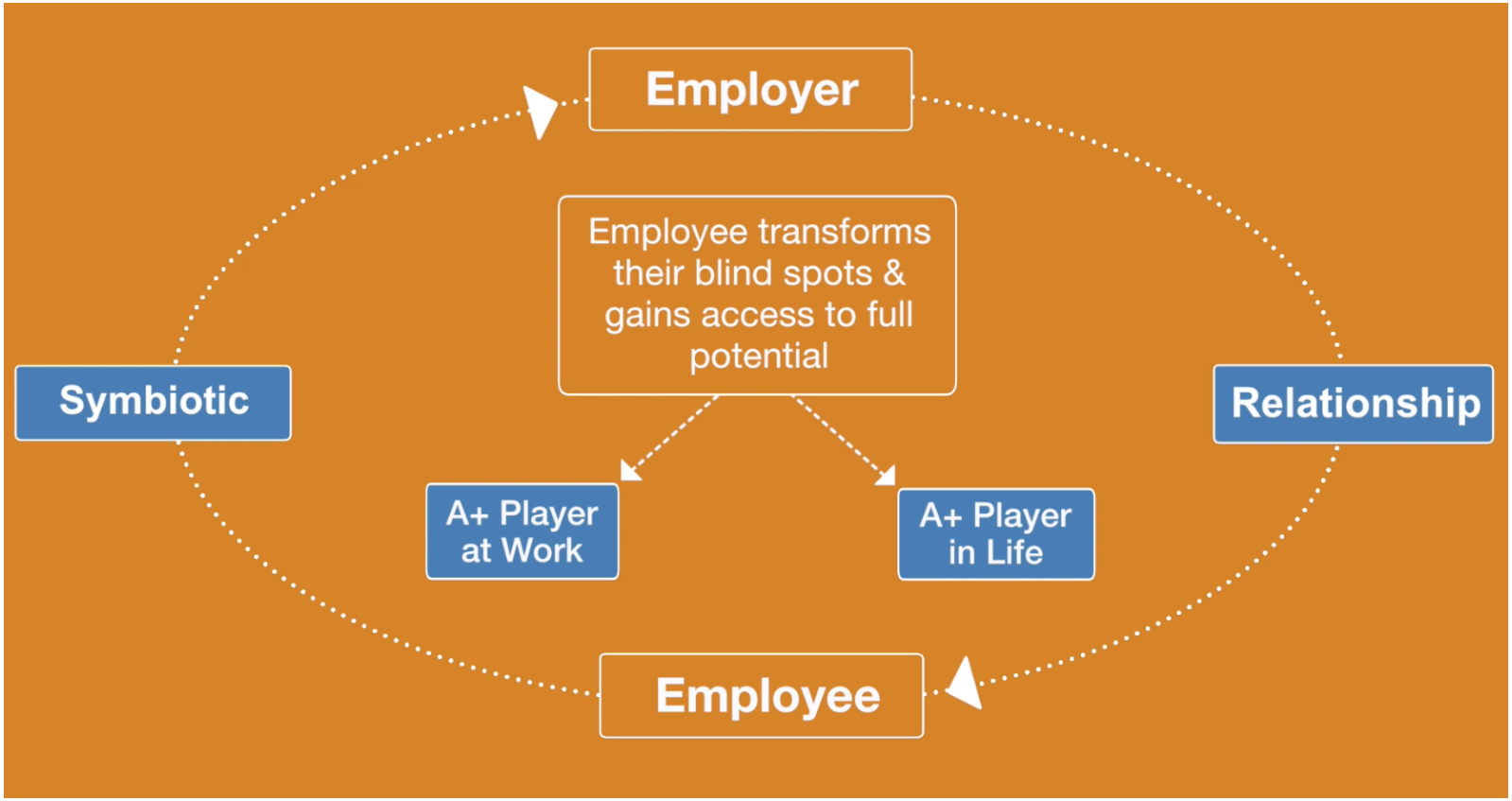
We take it a step further…

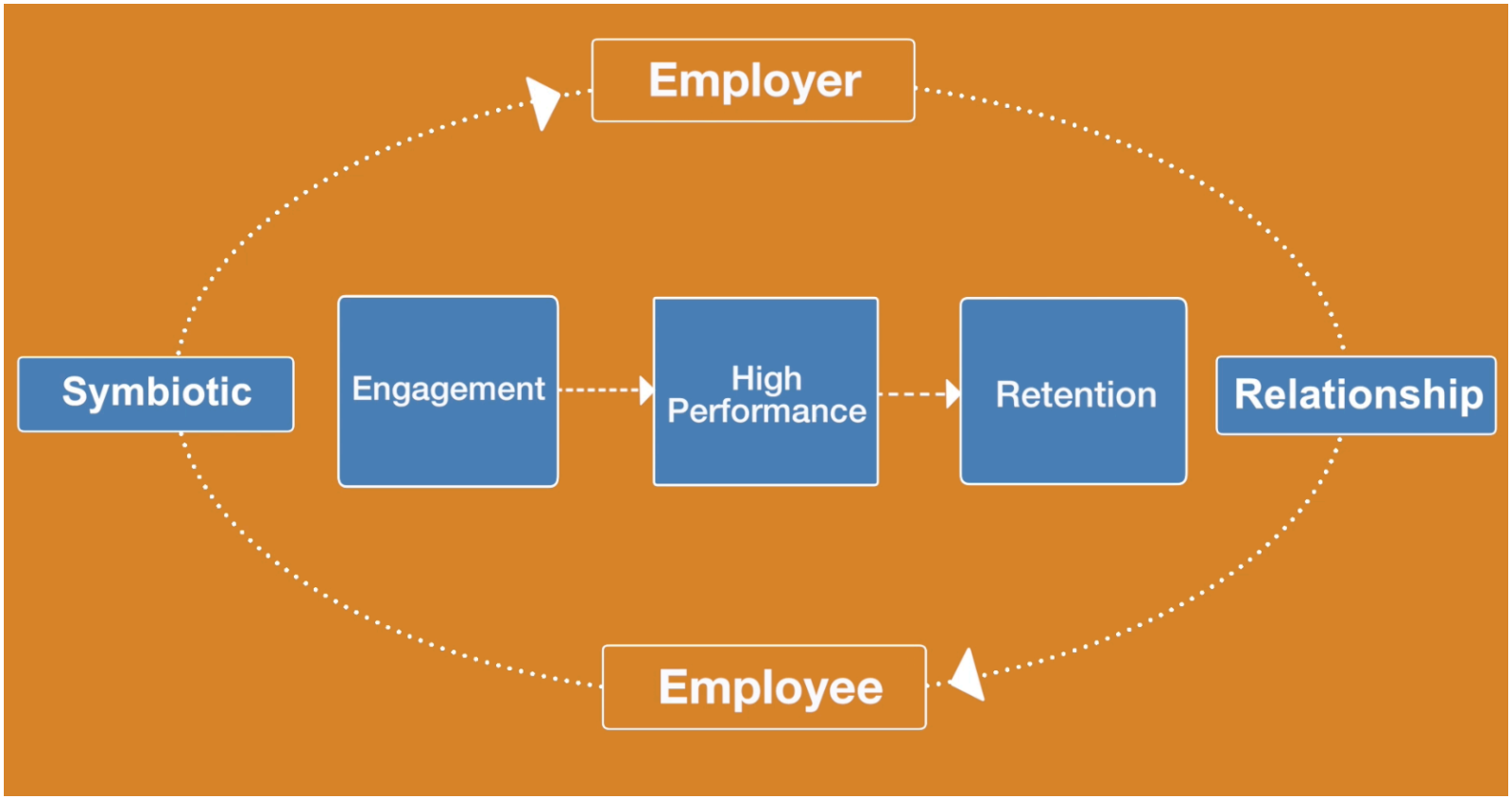
We say that as employers, we have the opportunity and it is our responsibility to:

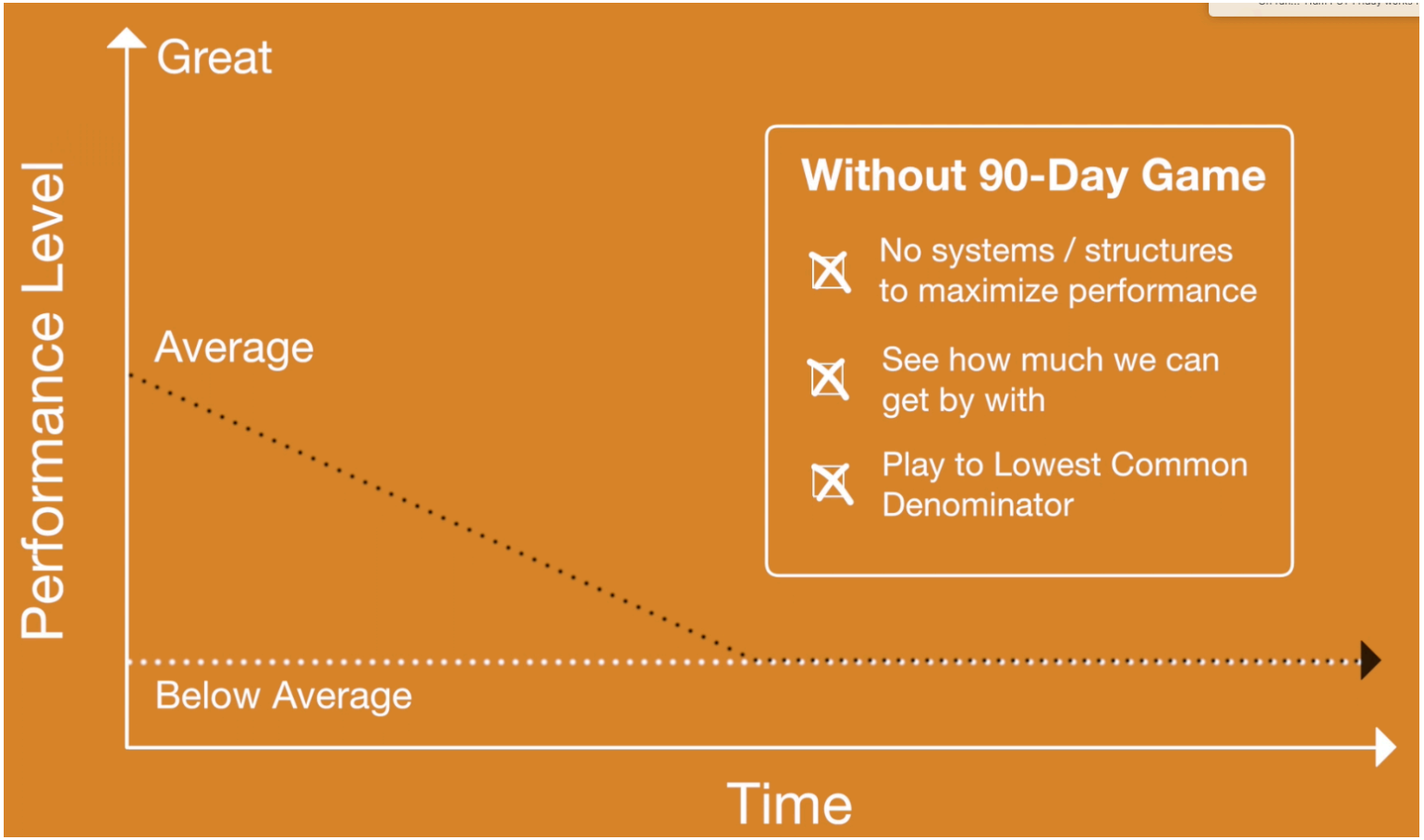
- ✓ Give our people back the hope and confidence they can have life look the way they want it
- ✓ Teach our people the skills to lead a great life
- ✓ To breath life into our employees lives
- ✓ They will then breath life into your company's life

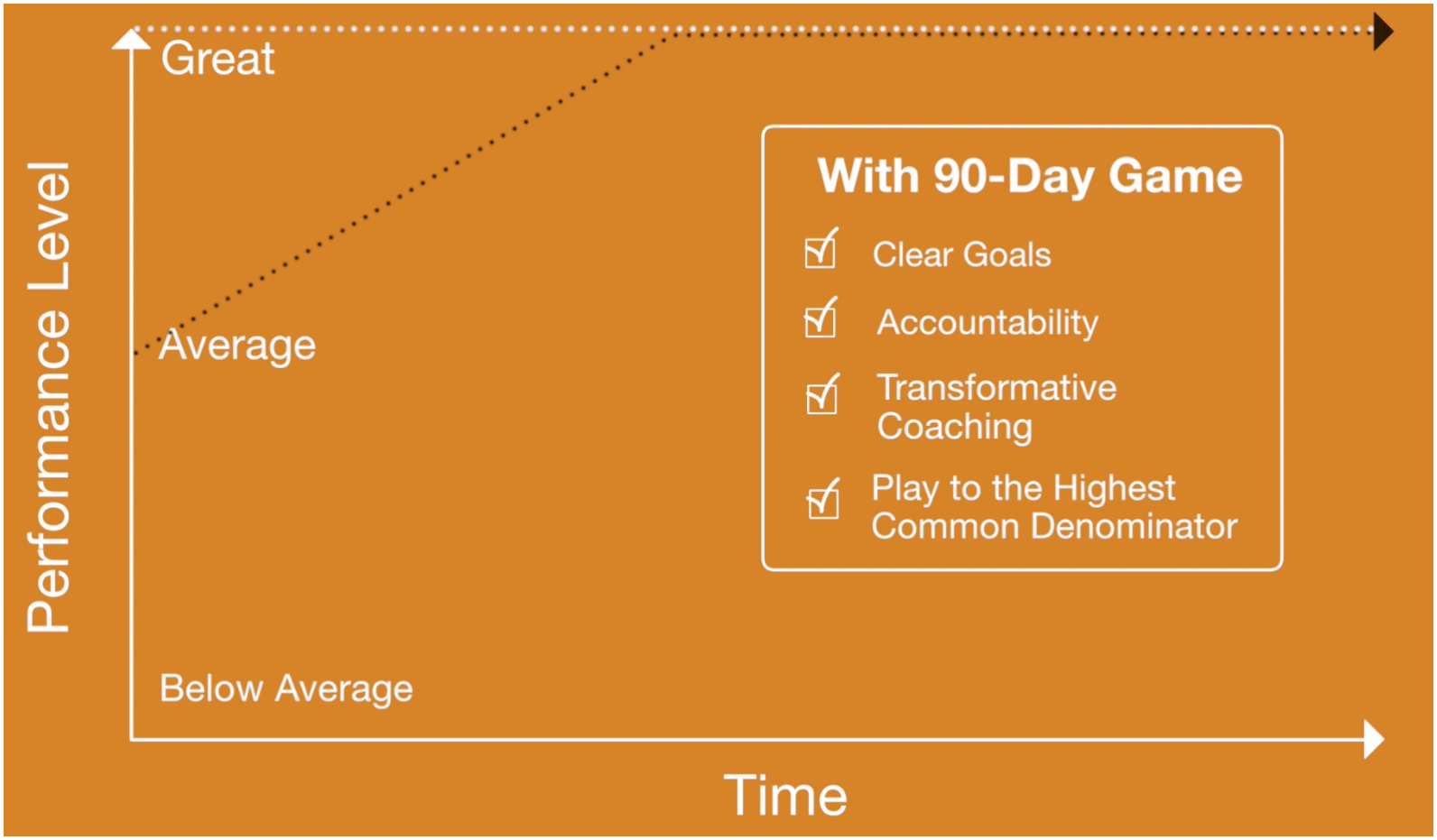

Employer
Employer helps employee SEE & TRANSFORM what limits full potential
Symbiotic
Relationship
Employee


Employer
Symbiotic
90-Day Game Goals with clarity and accountability
Drives what's not working - blind spots - to surface
Coaching transforms blind spots & releases potential
Relationship
Employee


Employer
Employee transforms their blind spots & gains access to full potential
Symbiotic
Relationship
A+ Player at Work
A+ Player in Life
Employee


Employer
Symbiotic
Engagement
High Performance
Retention
Relationship
Employee


Great
Performance Level
Average
Below Average
Time
Without 90-Day Game
No systems / structures to maximize performance
See how much we can get by with
Play to Lowest Common Denominator


Great
Average
Below Average
Performance Level
Time
With 90-Day Game
Clear Goals
Accountability
Transformative Coaching
Play to the Highest Common Denominator

Motivation

Leveraging Different Facets of What Motivate Us

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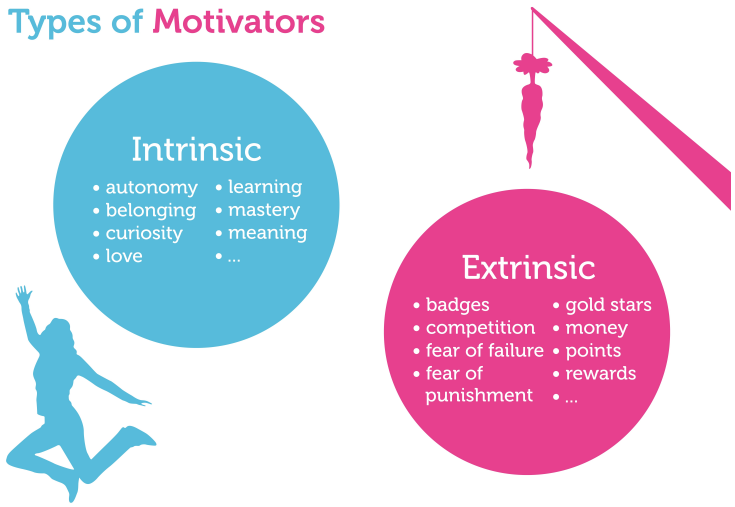
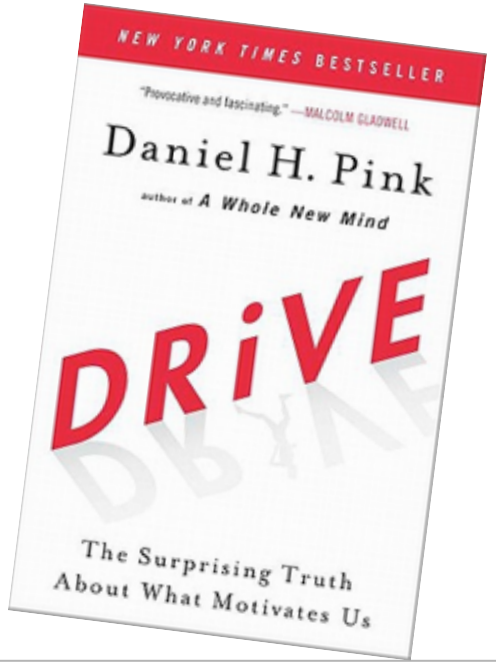
Daniel Pink argues that human motivation is largely intrinsic, and that the aspects of this motivation can be divided into autonomy, mastery, and purpose.

He argues against old models of motivation driven by rewards and fear of punishment, dominated by extrinsic factors such as money.

We embrace all models of motivation…





Performance Limiting Box

How To Do Better Than Just Learn More and Work Harder

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We say that what you currently have in your life is what your PLBs allow for.

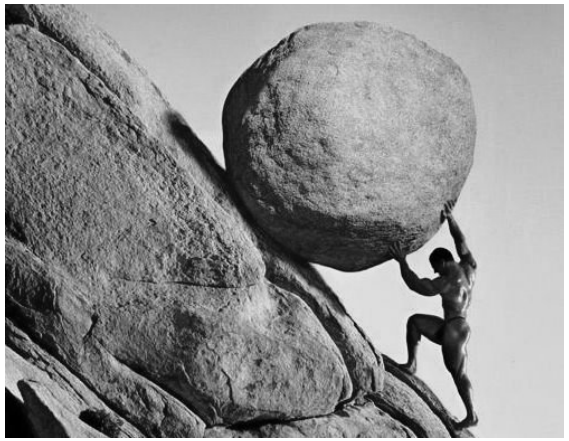
- ✓ What you have lives inside of your box.
- ✓ What you want lives outside of your box.

When you want something that lives outside your box you work harder, longer, even smarter – *against your PLB*

Taking action from inside your PLBs requires LOTS of will power, results in ineffective action, and is unsustainable.

What you **Want** In Your Life & Don't Have

- Why is it so hard to accomplish your goals?
- Reaching goals requires *taking successful action over time*
- We usual operate *inside* our PLBs
- Your PLBs limit your access to your full human potential



mind
matter

Your PLBs are comprised of three layers…

Layer 1: What you think and believe

Layer 2: Your habits and behaviors

Layer 3: Your externals conditions

Over-Arching Structure

90-Day Game Container With a…

Beginning – Middle - End

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The Transformance 90-Day Game

Delivery Timeline

GAME CREATION & SETUP [days 1-10]

1. TRANSFORMANCE OFFSITE [3 Days]
2. GAME FINISHING TOUCHES
3. GAME SYSTEM SET UP [3 Days]

- ✓ Company Core
- ✓ 3-Yr Key Thrusts and Capabilities
- ✓ 1-Yr Goal Zone & KPIs
- ✓ 90-Day Goal Zone & KPIs
- ✓ Personal Game Creation
- ✓ Wrap up 90-Day Goal Zone Creation virtually
- ✓ Create gamification elements including Theme and Completion Bonus
- ✓ Choose charities and form teams
- ✓ Set up Game System and Game Site

TRAINING CAMP [week 1]

1. TRAIN LEAD TEAM ON WLH [1hr]
2. TRAIN PLAYING TEAM ON WAM [1hr]
3. TRAIN PLAYING TEAM ON WAS [1hr]

- ✓ Train the Lead Team how we do the Weekly Leadership Huddle
- ✓ Train the Playing Team how we do the Weekly Alignment Meeting
- ✓ Train the Playing Team how to do Completion and Creation Process and how to use the Weekly Alignment Sheet

PLAYING GAME [weeks 2-12]

1. WEEKLY LEADERSHIP HUDDLE [1hr]
2. WEEKLY COMPLETION AND CREATION [30min]
3. WEEKLY ALIGNMENT MEETING [1hr]
4. CULTURE TRAINING & COACHING [30min]

- ✓ Lead Team meets to ID week priorities, address Goal Zone Health, solve roadblocks, leadership training
- ✓ Playing Team Completes past week and Creates coming week
- ✓ Playing Team meets to get connected, accountability for last week, and get aligned on coming week
- ✓ Playing Team gets trained on Culture Equation and access to spot coaching

COMPLETING GAME [week 13]

1. SOLO COMLETION PROCESS [30min]
2. TEAM COMPLETION PROCESS [1hr]
3. LEAD TEAM PLAN NEXT STEPS [1hr]

- ✓ Playing Team independently does Completion Survey
- ✓ Solidify accomplishments, failures, key lessons learned, any EBIs
- ✓ Playing Team meets to participate in facilitated Completion Process
- ✓ Declare 90-Day Game complete!
- ✓ Lead Team meets to discuss details of next Game Cycle

Weekly Flow Commitment:

- Weekly Leadership Huddle [Thursday - 1hr]
- Weekly Completion and Creation Process [Friday - 30min]
- Weekly Alignment Meeting [Monday - 1hr]
- Weekly Transformance Trainings [Wednesday - 30min]
- Spot Coaching [As Assigned – 30min sessions]

Total Time Commitment Per Week:

- 2hrs for employees
- 3hrs for team leads

Productivity Increase

Set Up Time and Weekly Time Commitment – and Is It Worth It?

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On average for small businesses, between 15-30% of your gross revenue ($150k to $300k on each $1M gross revenue earned) goes to salaries.

Increasing team productivity is one of the most clear cut ways that you can increase profit margins.

According to Brian Tracy's "Law of Planning"

- Every minute that you spend planning your goals, your activities, and your time in advance **saves ten minutes** of work in the execution of those plans.
- Therefore, careful advance planning **gives you a return of ten times** on your time investment.
- Just 12 minutes of planning each day in advance will save you approximately two hours per day, or a **25% increase in productivity**.

These principles of planning and execution at the year, quarter, week and day level **automatically** integrates Brian Tracy's Law of Planning and the associated 25% increase in productivity per employee per day into your business – every day you are using the system.

"In just 90 days we experienced a 100% increase in productivity through the 90-Day Game. We got done in 3 months what would have normally taken us 6 months. "

- Kate Maloney (CEO – RiseUp The Movie)

"The 90-Day Game brought a whole new level of power and accountability to my company. Through the Game System we increase productivity by 50% helping my company to grow faster and more profitable than ever before."

- Zac Adler (Founder and CEO – Bodywork Sites)

Main Elements of 90-Day Game

Performance Driven Triple Bottom Line [PD-P3 System]

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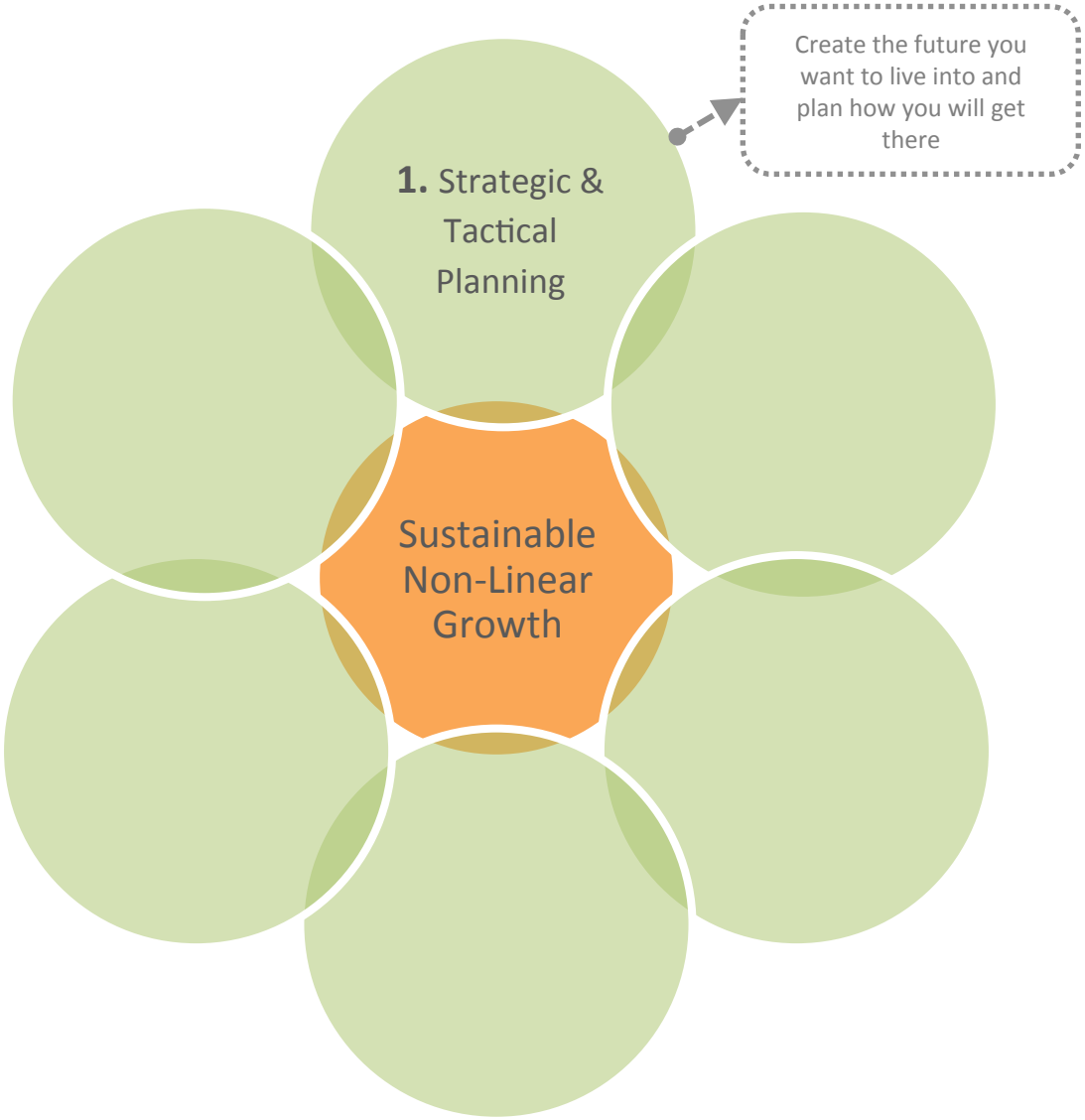
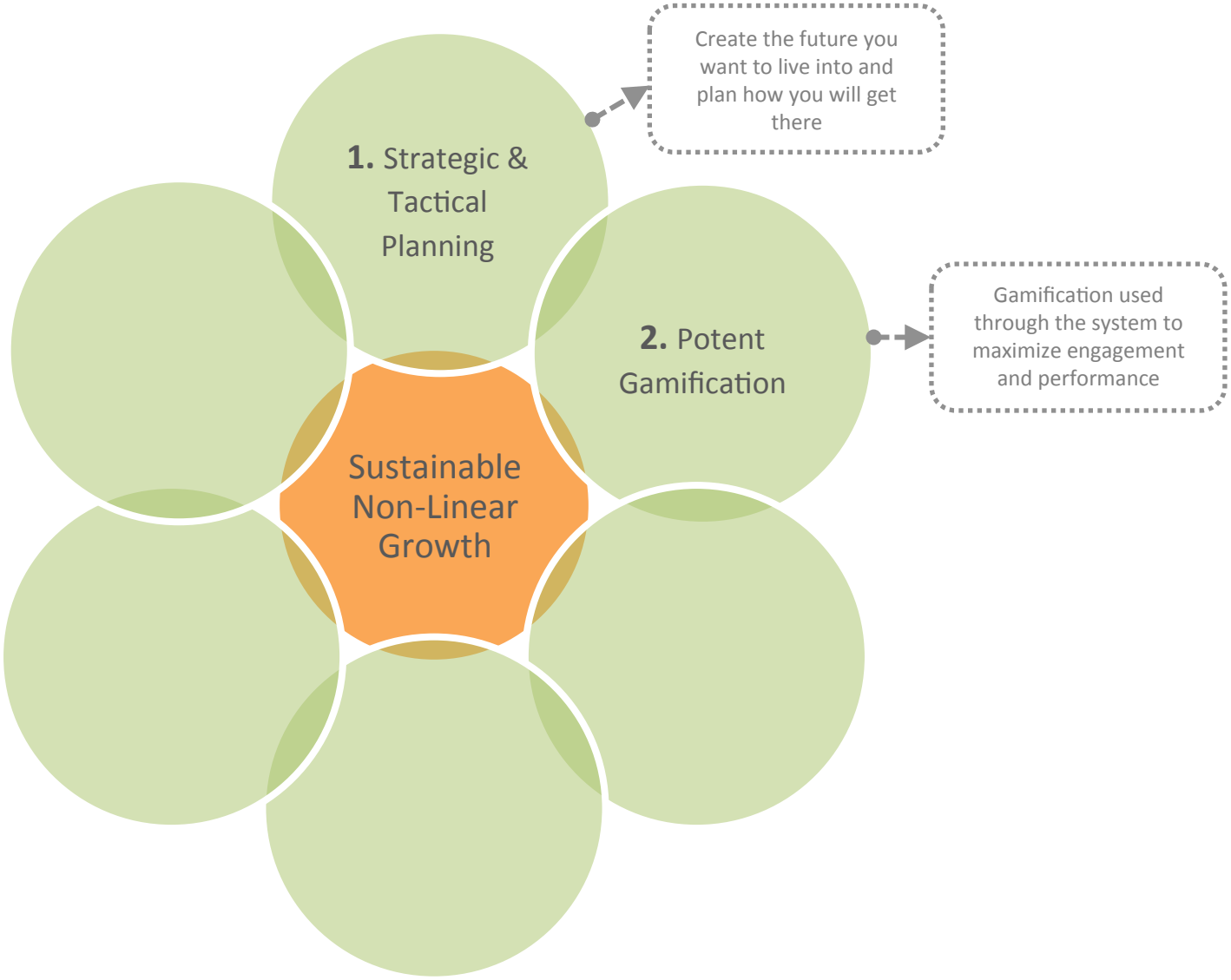

Create the future you want to live into and plan how you will get there
1. Strategic & Tactical Planning
Sustainable Non-Linear Growth

Strategic Planning to create the future you want to live into…

- ❑ Company Core
- ❑ 3-Year Key Thrusts and Capabilities
- ❑ 1-Year Goal Zone

Tactical Planning to create how you are going to get there…

- ❑ 90-Day Goal Zone
- ❑ Individual Goal Zones


Create the future you want to live into and plan how you will get there
1. Strategic & Tactical Planning
2. Potent Gamification
Gamification used through the system to maximize engagement and performance
Sustainable Non-Linear Growth

Potent Gamification to maximize performance sustainably…

- Game Theme
- 90-Day Game Score
  - Goal Zone Completion %
  - Financial Targets
  - Personal Game Completion %
- 90-Day Game Completion Bonus
- Weekly Commitments Score
- Weekly Most Valuable Player

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The 90-Day Game Theme…

The 90-Day Game Score…

Activation
A New Level For Your Health

The Pursuit of Healthyness

You want to be healthy? You have to work for it. If you want something, go and get it. Period.

GAME AREA	WEIGHT	MIN DESIRED	STRETCH	ACTUAL
90-Day Game Completion Score:	65%	90%	95%	89%
Revenue Generated:	25%	$5.25M	$8.75M	82%
Personal Game Score:	10%	80%	90%	76%
			OVERALL DESIRED:	85%
			TOTAL:	86%

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The 90-Day Game Completion Bonus…

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The Weekly Completion Score…

02. Anthony	Week Intention: Make a big dent in the Transformance game tasks	Present ? y			Week Score	84%
Top 1-6 Goal Zone Deliverables [This Week's Big Rocks]:	**Chunk Down:**	**Est Time**	**Act Time**	**Weight**	**% Week**	**% Comp**
D1. [COGS] Complete detailed COGS sheets for each product with Karl and Jason	1: Have meeting with Karl and Jason in boardroom 2: Enter all data during that meeting, do not leave until data is entered and templates are perfect 3:	3.00	0.00	10	11%	98%
D2. [BLACK CUMIN FUNNEL] Review copy from Jeremy Reeves. Send him feedback.	1: Ensure that Ian reads the copy and gives his feedback. 2: I read it too and do the same. 3: Review the state of the funnel with Jeremy and ETAs.	4.00	0.00	7	7%	20%
D3. [EASE FUNNEL] Stay in contact with John B to keep the project moving	1: Ensure that Ian reads the copy and gives his feedback. 2: Call VSL production guy, Gerald. Get work quote, decide whether to work with him. 3:	4.00	0.00	7	7%	50%
D4. [FUNNEL MANAGEMENT] Catalogue all past, current and future funnels	1: Monday meeting with Luke to show him the system and catalogue as much as possible 2: Keep on cataloguing all week 3:	10.00	0.00	10	11%	100%
Other Activities:		**Est Time**	**Act Time**		**% Week**	**% Comp**
Personal Game Habit: Spend at least 30min per week on Charisma on Command Course [50%], and do a 30min Leadership Coaching call with Raj with the goal of learning better speaking skills, communication skills, conflict resolution and self-control [20%]. As part of my 1-1 Coaching with Raj, I will prepare each week by reviewing my Leadership Self-Survey and identify 1 situation during the week where I did not show up the way I wanted to with regards to one of the top 5 leadership qualities I have identified - and bring that to the coaching session [10%]. I will also take the key action each week that stems from my 1-1 Coaching with Raj [10%].		0.00	0.00		5%	80%
Up-Level Action: Restart the use of Asana and Heartbeat. Lead by example by being highly organized and effective.		2.00	2.00		5%	100%
Previous Week Reflection:	**Individual Goal Zone % Complete: 55%**	**Totals:**	**39.00**	**2.00**	**100%**	**84%**

My Personal Game Intention:

Become a great leader. Respected by the people I meet in life, inspiring them to take action to follow my vision, and being of service to them to bring out the best in them.

Reflection:
This week was very busy working on building teams and discovering resources for funnel building, which was also very successful. Actually "doing" the trench work was overcome by training and developing systems.

Wins:
Successfully started daily #Hearbeat.

Roadblocks:
Lack of input/agreeance from higher up on some projects prevented me from moving forward on some of my deliverables. However to be fair, the work the higher ups were doing was more important than the affected deliverables.

Up-Level Action:
Continue training marketing team on the use of the Funnel Management System. Continue to work with marketing consultants to complete and improve funnels. Ensure the team is 100% ready to launch the Christmas promo.

Performance Points: **Points Earned: 5**

The Weekly Most Valuable Player Award…

The Weekly MVP Award is valued at $30 and the winner can choose from the following options:

- **Prize Option 1:** **$30 Good Food Gift Card**
  - Good Food Gift Cards: Cobourg Health Shop, Suntree Natural Foods Marketplace (Port Hope)
- **Prize Option 2:** **$30 Local Restaurant Gift Card**
  - Local(ish) Restaurant Gift Cards - Cravingz, Buttermilk, Harden and Huyse, The Social, St. Anne's Spa, The Grafton Village Inn (serves breakfast and lunch), The Drake Devonshire in Prince Edward County
- **Prize Option 3:** **$30 pre-paid Visa Gift Card**

And the Weekly MVP Award Goes To - Drum Roll Please...

Tara for demonstrating…

Core Value 5:
Activation's Culture attracts and supports high performance individuals who are on a mission to create value exponentially..

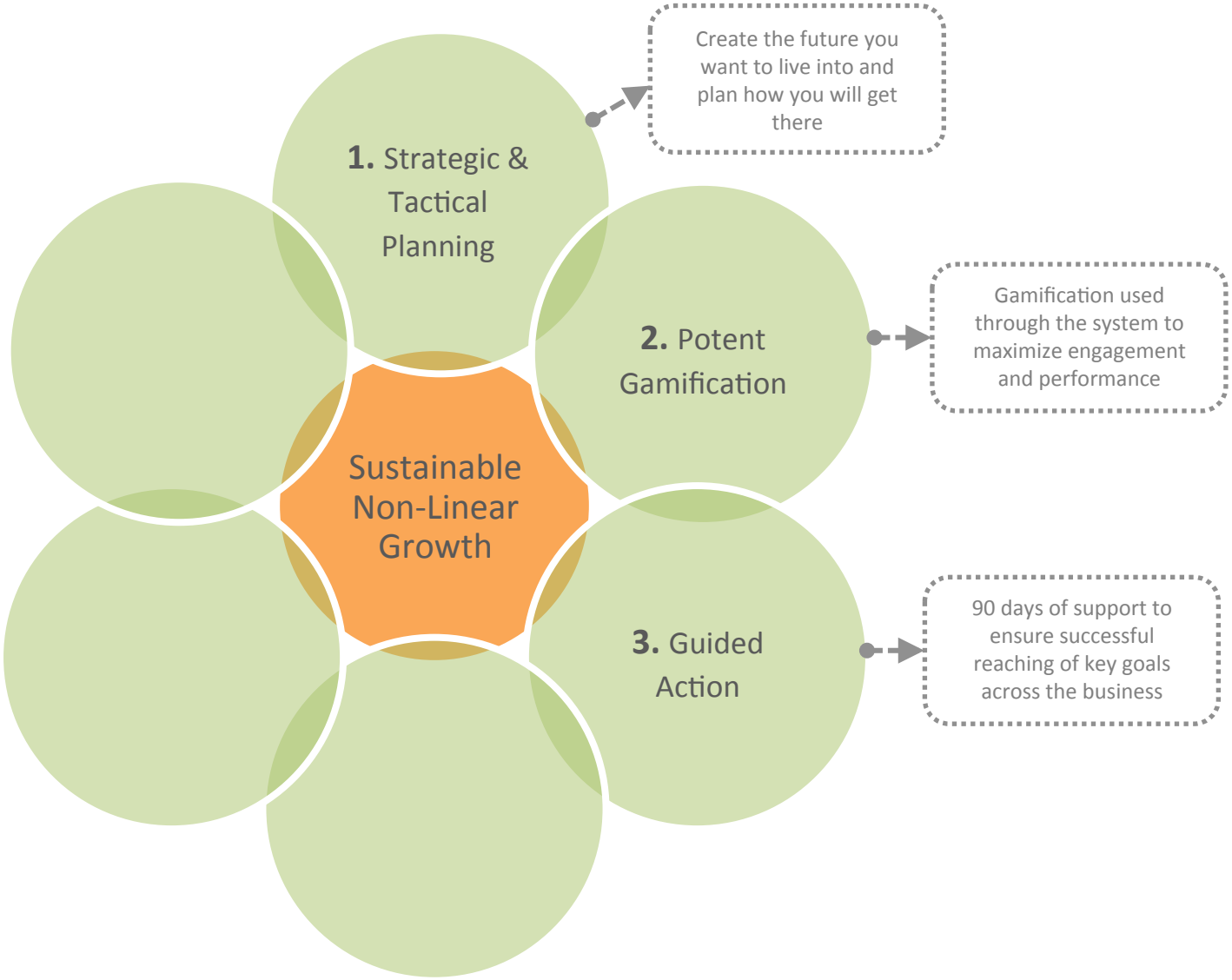
Core Value 9:
Provide accurate product/health information with confidence.

Tara stepped up and really helped out while Ashley was away last week. There was a steady volume of calls and she handled the team well!

Tara is the only staff member to get MVP twice in the game!

The Transformance 90-Day Game

Researched, Integrated, Tested



Guided Action to fulfill on that future…

- ❑ Weekly Leadership Huddle
- ❑ Weekly Alignment Sheet
- ❑ Weekly Alignment Meeting

Weekly Leadership Huddle Format (60min):

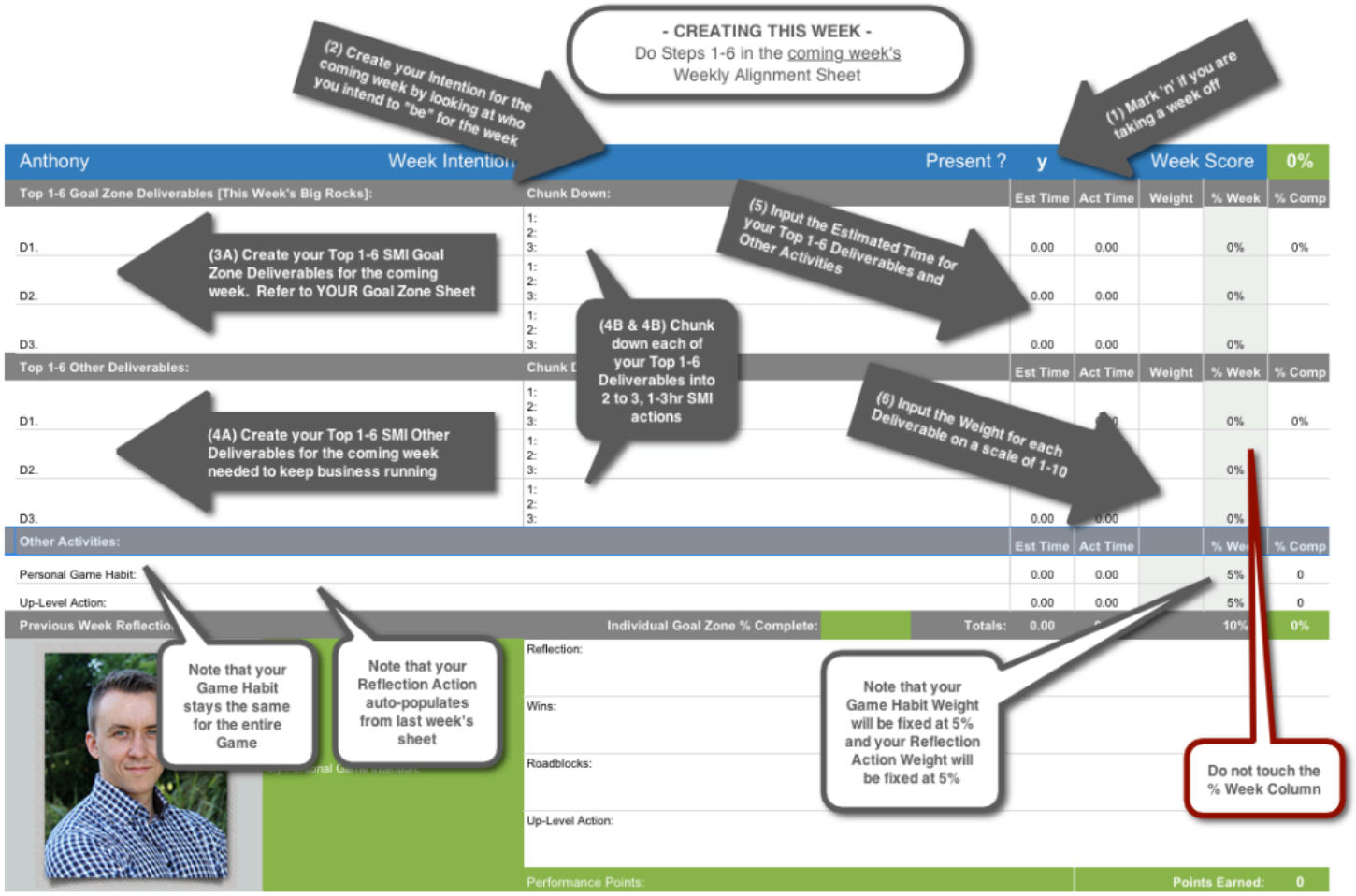
Each Area Lead reports on…

- ❑ Goal Zone Areas of Ownership % Complete(s)
- ❑ Share any key Goal Zone Level wins you want to share with the Area Leads
- ❑ Give an update on actions taken from last week's Area Lead Huddle
- ❑ ID any key roadblocks in the way of at least 90% in your Goal Zone Area(s)
- ❑ ID 1 key action to remove above roadblocks and capture in WAS
- ❑ ID key Goal Zone level objectives of coming week
- ❑ Make clear asks for things that you need from other Area Leads

As Lead Team review:

- ❑ Review Modified / Add / Remove Projects and Approve
- ❑ Speaking the Unspoken
- ❑ Targeted Coaching Needs

Weekly Alignment Sheet – Creating …



Weekly Alignment Sheet – Completing…

- COMPLETING THIS WEEK -
Do Steps 1-4 in the past week's
Weekly Alignment Sheet

Anthony	Week Intention:	Present ?	y	Week Score	0%

Top 1-6 Goal Zone Deliverables [This Week's Big Rocks]:	Chunk Down:	Est Time	Act Time	Weight	% Week	% Comp
D1.	1: 2: 3:		0.00		0%	0%
D2.	1: 2: 3:		0.00		0%	
D3.	1: 2: 3:		0.00		0%	

Top 1-6 Other Deliverables:	Chunk Down:			Weight	% Week	% Comp
D1.	1: 2: 3:					0%
D2.	1: 2: 3:	0.00	0.00			
D3.	1: 2: 3:	0.00	0.00		0%	

Other Activities:	Est Time	Act Time		% Week	% Comp
Personal Game Habit:	0.00	0.00		5%	0
Up-Level Action:	0.00	0.00		5%	0
Previous Week Reflection:	Indivi	0.00		10%	0%

My Personal Game Intention:

Reflection:

Wins:

Roadblocks:

Up-Level Action:

Performance Points: Points Earned: 0

(1) Input the Actual Time it took to complete your Top 1-6 Deliverables and Other Activities

(2) Update % Completes for the past week's Top 1-6 Goal Zone Deliverables, Top 1-6 Other Deliverables, and Other Activities

(3) Look back on your week - do an overall Reflection (what worked and did not work) and then capture your key Wins and Key Roadblocks for the past week

Note that your Reflection Action auto-populates from last week's sheet

(4) Create a VERY specific and measurable Up-Level Action to take next week to improve on your Key Roadblock this week

Do not touch the % Week Column

Weekly Alignment Meeting Format (60min):

As Team…

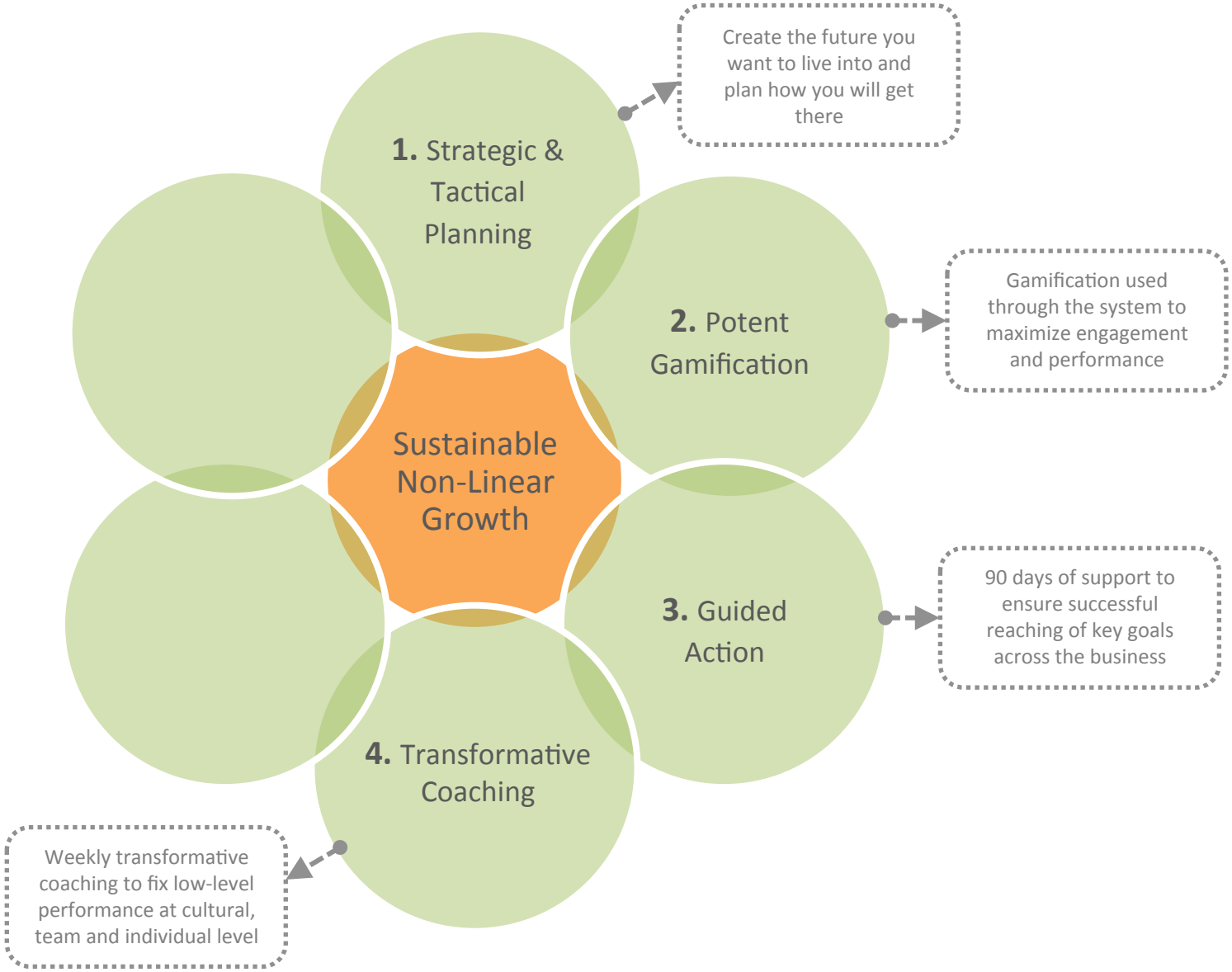
- ❑ Read 90-Day Game Vision Statement
- ❑ Announce Weekly MVP winner
- ❑ Announce Charity Team winner
- ❑ Top level company updates
- ❑ Game performance metrics review

Employee Power Talk Time:

- ❑ Overall Completion Scores (weekly level, individual goal zone level)
- ❑ 1 Weekly Deliverable win / 1 personal Game win
- ❑ ID Key Roadblock and what will do to remove
- ❑ Up-level Action for coming week
- ❑ Key Deliverable for coming week
- ❑ Input from team leads on proper focus

The Transformance 90-Day Game

Researched, Integrated, Tested



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Transformative Coaching to cause non-linear, sustainable jumps in performance…

- Weekly Leadership Huddle
- Weekly Alignment Meeting
- Weekly Focused Spot Coaching

The Culture Equation, Leadership Coaching, Spot Coaching:

” Through the 90-Day Game and Raj's coaching, our team experienced a profound shift in the level of engagement and the way we dealt with issues. Beyond the positive change towards improved efficiencies and customer experience, the way the team is working inter-personally are having a ripple effect across the organization in breaking down silo behaviors and dysfunction.”

- Mark Rumer (Founder and CTO – Occam Networks)

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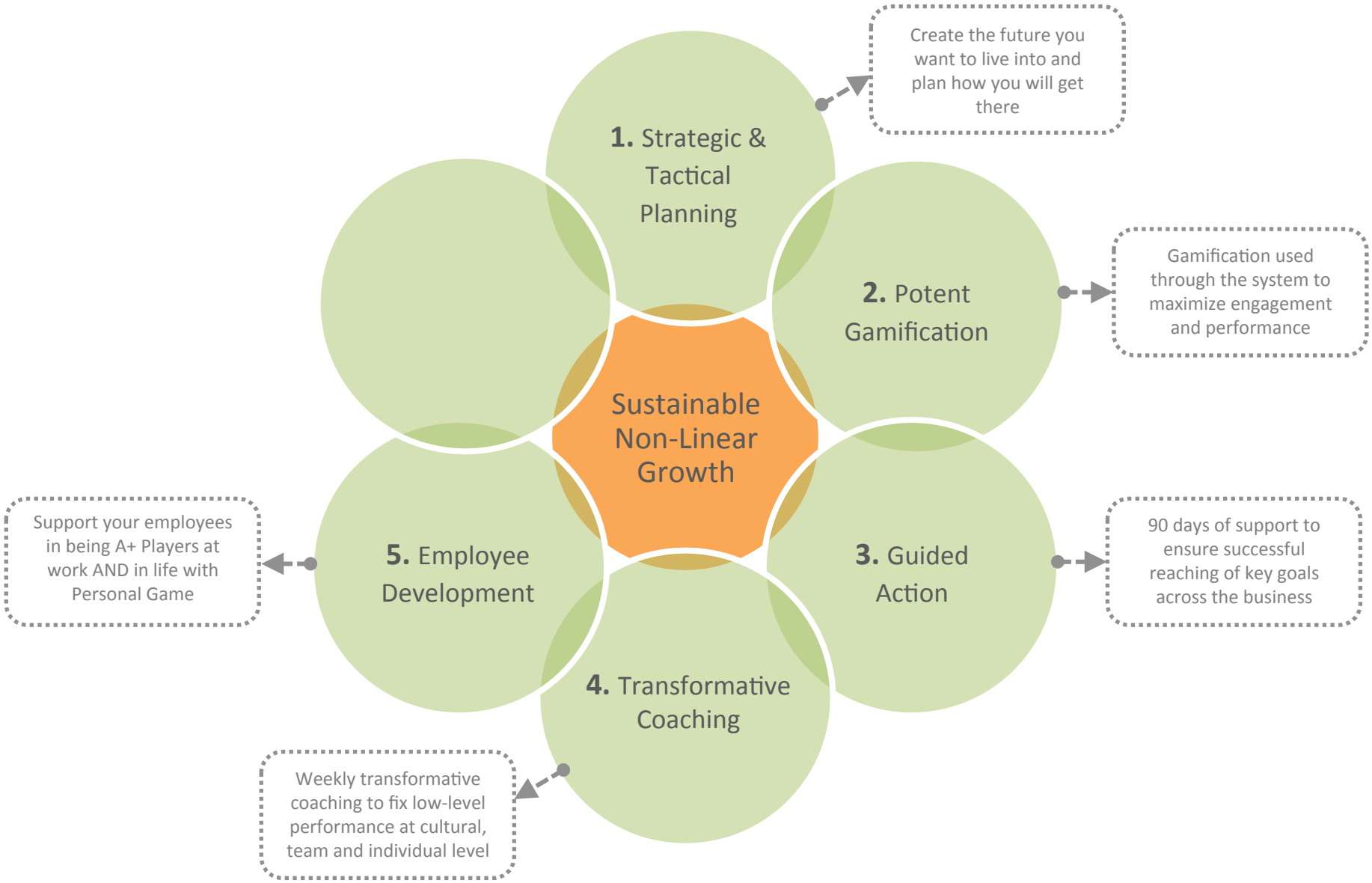
The Transformance 90-Day Game

Researched, Integrated, Tested



transformance Business Consulting

Focused and innovative **Employee Development** program designed to support your employees in being A+ Players at work AND in life…

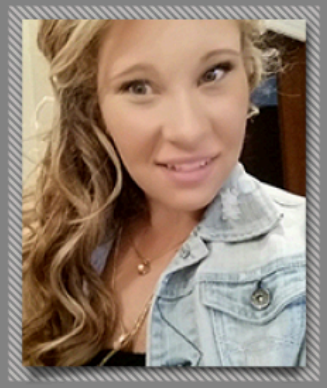
5. Employee Development

- Personal 60-Day Game
- Weekly Transformance Trainings

The Personal 90-Day Game…

12. Amanda

Area Weight: 4%



Intention	Weight	% Comp
Develop open communication and a way to effectively handle disagreements with my husband resulting in a feeling of true intimacy and unconditional love.	33%	90%

Game Goal	Weight	% Comp
(1) To identify, get aligned on, and write down the top 5 things that are causing us to have so much miscommunication [25%]. (2) Work together to create a step by step process to make dispute resolution easier [25%]. (3) Make it a new normal to spend at least one hour of quality time together between 3-4 days a week without interruptions to reconnect and prioritize our marriage [25%]. (4) Make it a new normal to be able to give myself at least an hour to think before reacting to things that upset me [25%].	33%	85%

Game Habit	Weight	% Comp
(1) At least 1x per week when I am upset about something, to not react in the moment, but rather take an hour to allow myself to see through the fog and communicate face-to-face about that thing in a way that makes a difference [20%]. (2) At least 1x per week journal about the thing that caused the upset to help identify trends and core issues [20%]. (3) Spend at least one hour of quality time together between 3-4 days a week without interruptions to reconnect and prioritize our marriage [20%].	33%	100%

% Complete 92%

The Transformance 90-Day Game

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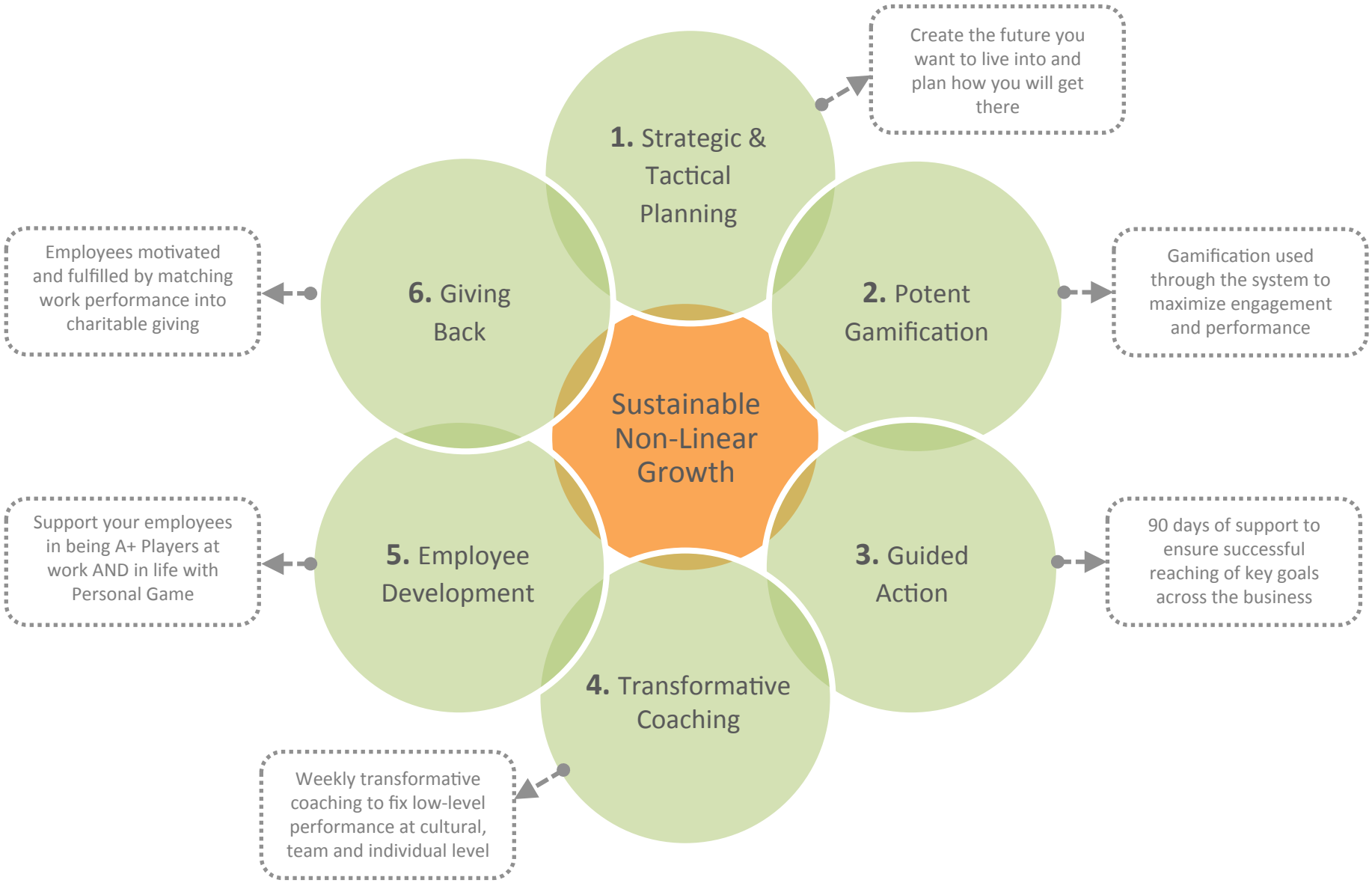

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Performance-based **Charitable Giving** program designed to give your employees an opportunity to give to a cause they care about based on their work performance…

6. Charitable Giving

- Employee Picked Charities
- Cause Counts
- Charitable Giving Team of the Week

The Performance Driven CSR Program…

Weekly Cause Count Metrics.

- 100% Complete on Weekly Alignment Commitments = 20 Performance Points
- 90-99% Complete on Weekly Alignment Commitments = 10 Performance Points
- Personal Game Habit Score 100% = 5 Performance Points
- Up-Level Action Score 100% = 5 Performance Points
- Weekly MVP Award = 30 Performance Points

FARE SHARE FOOD BANK
Northumberland Fare Share Food Banks – Serving Port Hope and Cobourg

CORNERSTONE
Family Violence Prevention Centre
SAFE FAMILIES • STRONG COMMUNITIES

The Transformance 90-Day Game

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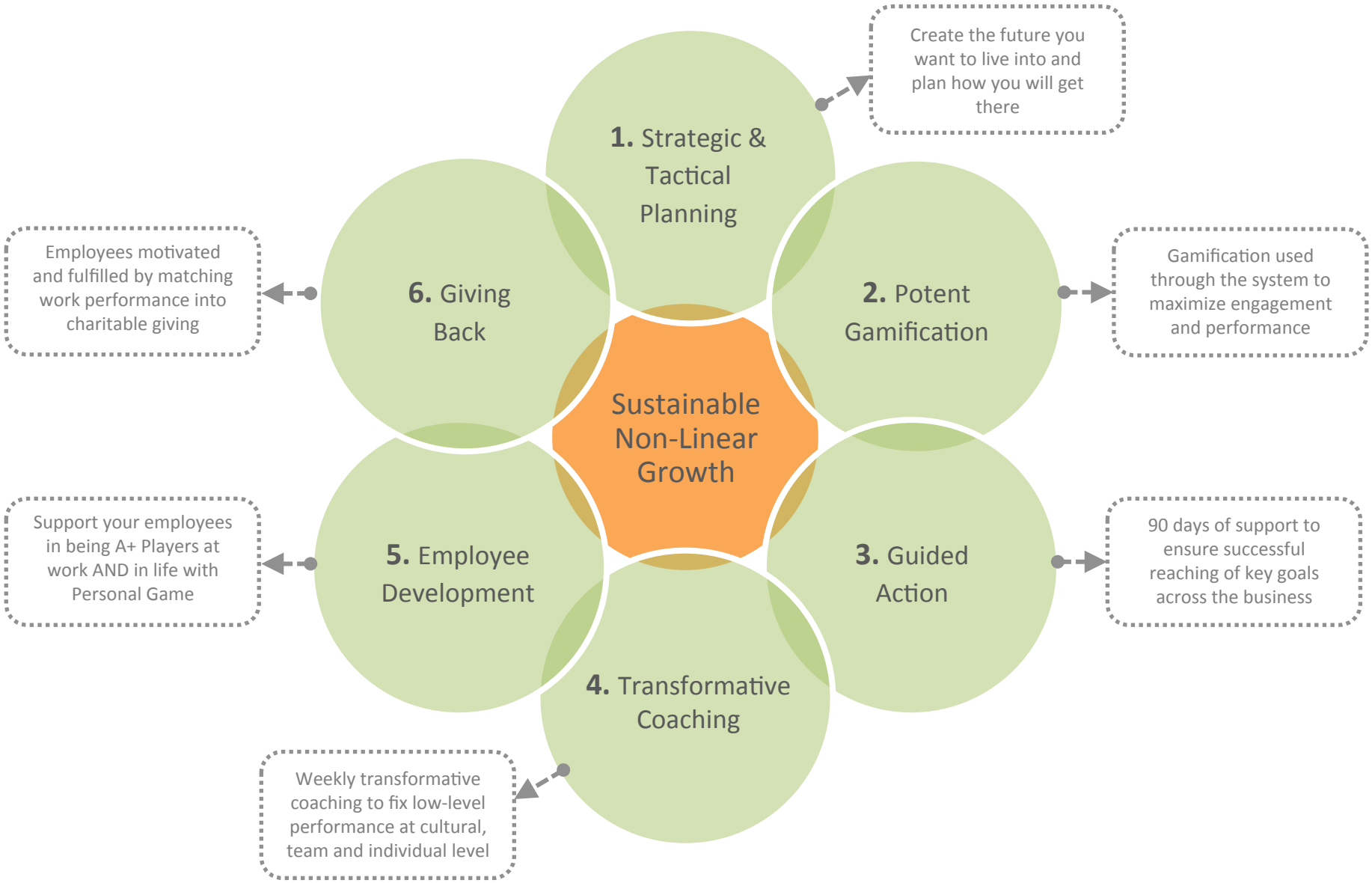

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Key Results Consistently Produced

Key Results Consistently Reported By Applying These Principles

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The top benefits and outcomes produced in your company with the 90-Day Game in just 90-days include:

1. Generates clarity and alignment amongst your leadership team about your long-term goals and what to do now to get there.

2. Allows top management to focus 80% of their time on market facing activity because operational aspects of business are handled.

3. Organizes, aligns, focuses and optimizes your work force resulting in a sustained 30%-50% increase in productivity.

4. Supports your employees in being more effective while consistently having more fun, less stress and more life balance.

5. Creates a culture of open communication and accountability and turns friction areas in your company that are driving your culture apart into high-performing areas that unify and rally your culture.

6. Increases job satisfaction, engagement and A+ Player-ness of your employees while making your top employees un-poachable.

7. Provides the ability for business owners to breath again, to relax, have fun and have a balanced life.

8. Supports your employees in leading a great life – which has them committed to your company having a great life.

9. Produces a greater than 10x return on investment as measured by average monthly revenue increase during a Game.

10. Results in 25% to 50% revenue increase over the course of a year.

You're In Good Company

If You Want An Insider's View and Unbiased Opinion

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"The 90-Day Game allowed our team to get crystal clear about our priorities for the next phase of our growth. Through a weekly meeting and coaching rhythm we stayed aligned and accountable and accomplished far more than we ever had before - ultimately hitting 97% of our goals. I highly recommend the 90-Day Game

- David Hassell (CEO – 15Five)

“Our company had a chronic problem with changing direction and not following through. To put it into a word, chaos. We had no focus, because we were trying to accomplish too many projects at the same time and not actually achieving our goals. Transformance has given us the structure and visibility we have needed for years to scale our company while improving our culture and making our company an even more enjoyable place for our employees to work.”

- Amanda Dobson (HR - Activation Products)

"No amount of money could pay for what we got from Raj and the 90-Day Game. What he did for me, our employees, and The Foundation is priceless."

- Dane Maxwell (Founder - The Foundation)

"I've grown faster in my personal and work life through the 90-Day Game than anything else I've ever done before.”

- Andrew Setzo (Marketing Team - The Foundation)

Past Clients

LIFEAID Beverage Co.

15Five

Activation
Human Empowerment. Uniquely Inspired.

ORACLE

LBM law business mentors™

OCCAM NETWORKS

THE FOUNDATION

LUCIDITY

replenish pdx

Center for Integral Wisdom
Evolving A Global Ethic for a Global Civilization

A Special Offer

Learn More About How You Can Work With Us to Get Up and Running

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Business Consulting

We created a special offer for the Maverick's Group:

You all are up to GREAT things – otherwise you would not be part of Mavericks.

There is a LOT of information, parts and experience to integrate

We are holding a call on Wednesday May 4th to tell those interested in our Transformance Group Deep-Dive Program:

- Train you / team how to get up and running on the 90-Day Game System Platform and quickly integrate PD-P3 model
- Work with you and your team over 90-Days to hit your goals to between 85-100%
- Support you in reaching your financial objectives
- Transform critical low-performance within your company

We will only be taking 4 companies into this program.

If interested in attending this 60 minute Transformance Group Deep-Dive Program overview call

- Send me an email to raj@gotransformance.com
- Subject: Deep-Dive Program