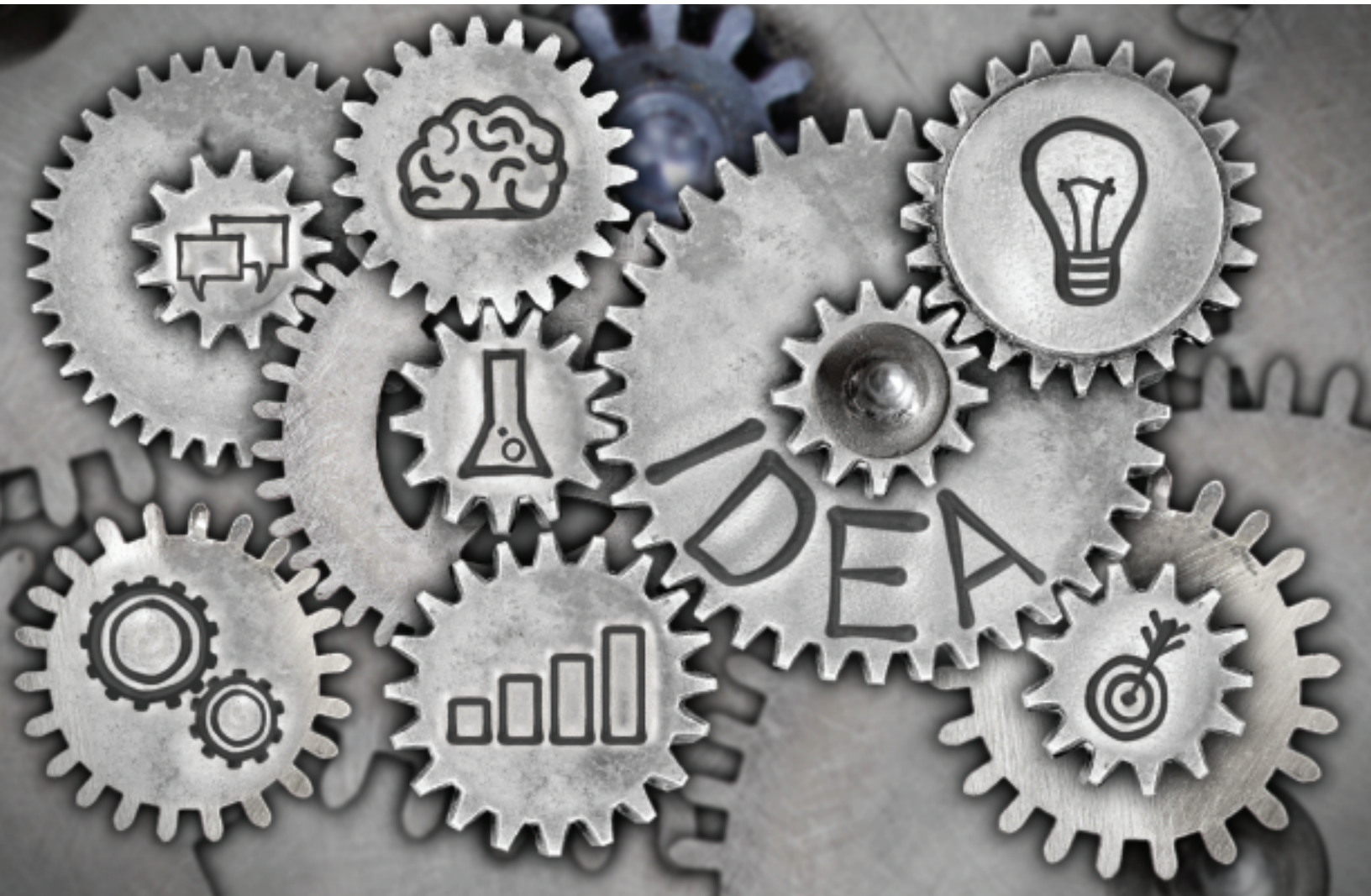




# HIRING & EMPOWERING SOLUTIONS



## THE WORK BREAKDOWN STRUCTURE (WBS)

One project at a time: Creating Impact, Income and Continual Growth for your practice.

# THE WORK BREAKDOWN STRUCTURE (WBS)

## USER GUIDE

It's common for a small business to be overwhelmed with multiple ongoing projects that never seem to be completed. This tool will help you identify the power projects that will make the biggest difference for your firm. This is one, consolidated tool will create the most impactful projects to focus on, tracking your progress, one week at a time.

### STEP 1: POWER QUESTIONS TO ENGAGE AS A TEAM

Team can often be disenfranchised by the idea of projects. Many times things have been talked about so often but never followed up on, the team doesn't really believe this conversation is any different. (Bosses often feel this way too.) Here are are some power questions to ask to allow for you to have a sustainable Work Breakdown Structure.

These power questions will guide you through identifying, as a team, the biggest opportunities your role/business currently has and the biggest obstacles your business currently faces. Once everyone sees the opportunity and the possibility of removing obstacles, the solution easily appears. There is relevance. Everyone is empowered on a path to growth.

### LIST THE THREE BIGGEST OPPORTUNITIES THAT WE CANNOT SEEM TO FIND TIME FOR

1.

2.

3.

# THE WORK BREAKDOWN STRUCTURE (WBS)

## IDENTIFY THE THREE BIGGEST OBSTACLES KEEPING US FROM CONSISTENT GROWTH TIME

1.

2.

3.

## POWER QUESTIONS

### POWER QUESTIONS TO GET CLEAR ON WHAT REALLY IS IN THE WAY.

1. How would completing a power project impact your day to day life?
2. What if there was a bonus structure around completing the project in **30 Days**, could you find the time?
3. What would a **GREAT** bonus look like to you?

## STEP 2: POWER PROJECT KEY ELEMENTS

*Complete this exercise before committing to any project. The purpose of this exercise is to qualify your project as a POWER Project for substantial results.*

1. What **VALUE** will this project create for your role?

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2. How much **MONEY** will this project cost?

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3. How much **MONEY** will this project produce or save the business?

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4. How much estimated **TIME** I need for this project on a weekly basis to complete within 30 Days

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5. How long until we see the Return on my investment (**ROI**)?

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6. What is our **EXCITEMENT** level about this project 1 (low) -10 (high)?

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7. What are the immediate **RISKS** of taking you away from your current workload to unplug for \_\_\_ hours and work on this project each and every week?

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# THE WORK BREAKDOWN STRUCTURE

## STEP 3: CLASSIFY EACH PROJECT

Now classify each project in one of the following four categories. Fill in the category on your Growth Map.

1. Marketing (Generates **NEW Leads**)

2. Training (Replacing yourself with Automation and Consistency)

3. Infrastructure (Systems/Process)

# THE WORK BREAKDOWN STRUCTURE

## STEP 4: THE FOUR W'S™

**What** – Be specific. Use an Specific Measurable Result. For example, if your project is to create a new firm brochure be specific what completed means. Does that mean final copy printed and in hand or does it mean a final copy is prepared for the owner's approval. You have to be clear on the details so everyone is on the same page.

**Who** – Identify who is the lead on the project. This is the person that will manage timelines and accountability. Then identify what other team members will participate on the project.

**When** – When is the due date. Again be clear on what exactly must be done by the due date.

**What's Next** – Identify the next action needed to move the project forward.

## KEEP IT OFF THE SHELF

To make sure your projects do not become dust collectors on the shelf...

- One person should be accountable for managing the Growth map to each team meeting to review it.
- Each project leader should share a short progress report on their project.
- Weekly Growth Time to work on projects is mandatory. It is the only way to your goals.
- A celebration should be calendared for the completion date of projects to celebrate your hard work. Include some celebratory aspect, be it an extra day off, money, or something fun as a group.



# The Growth Map™

Project	Lead	First Action	Category	By When	Next Action	Who	By When	Completion date
1.								
2.								
3.								
4.								