PATH FOR GROWTH

HOW TO OPERATIONALIZE YOUR BUSINESS

Grow your business while reducing your stress.

FOLLOW ALONG WITH THE LIVE WORKSHOP RECORDING

Watch Workshop

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HOW TO OPERATIONALIZE YOUR BUSINESS

3 Powerful questions:

1. What are the highest return responsibilities of a leader?
2. How do you simultaneously increase productivity and humanity?
3. How do you grow a business while reducing stress?

There are 4 prerequisites that impact-driven leaders establish before operationalizing:

1. Aspirational Mission
2. Immovable Core Values
3. Compelling Documented Vision
4. Predictable Revenue Model

Operationalize - A process for making excellence predictable and repeatable instead of haphazard and accidental.

Operationalizing your business is the right next step to ensure your team:

- Guards quality amidst delegation.
- Practices healthy growth.
- Makes a sustainable impact.

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Self-awareness is essential for a leader to properly operationalize.

Tony Robbins highlights 3 archetypes that aid in self awareness:

1. Artist
2. Manager/Leader
3. Entrepreneur

Which role is your natural predisposition?

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In order to operationalize, which action do you need to take?

- Amplify your strength.
- Tap into another part of yourself.
- Develop and delegate.

Teams committed to operationalizing their business commit to applying four actions to the essential functions of their business:

- Standardize
- Document
- Evaluate
- Improve

The essential functions of a business are:

- Roles
- Meetings
- Projects

Today, we are going to examine how the four actions for Operationalization apply to your role.

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STANDARDIZE

An essential function of your business is standardized when there are clarified benchmarks for success.

Effective standards are a clear and comprehensive description of the desired outcome.

Leaders in the Path for Growth Community leverage Success Statements roles, meetings, and projects within their business.

Success Statements are 3 to 5 statements that define what winning looks like.

Example of Meeting Success Statements

Path for Growth Workshop:

- Members were welcomed and given the opportunity to interact verbally or in the chat.
- Members were equipped with a specific principle and practice for their business and/or leadership.
- Members were taught how to implement the principles and practices in their business.
- Workshop content was communicated in a manner that was clear, engaging, and on-brand.
- Members left with a greater sense of energy and ability than when they arrived.

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Examples of Role Success Statements:

Herb Sargent - President/CEO - Sargent

- The vision of Sargent is clear, communicated, and being executed upon.
- The employee-owners of. Sargent are aligned with and energized by the purpose and values.
- The leadership team is being led, managed, and held accountable.
- There is a cadence of values-based communication within the team that consistently inspires confidence, goodwill, and action.
- The relationship with the board is trustworthy, collaborative, and forward-thinking.

Drew Lancaster - President - Holly Hill Construction

- The Vision of Holly Hill Construction clear, communicated, and being executed upon.
- The Holly Hill Construction team and culture is healthy, and maturing.
- The financial health of Holly Hill Construction is healthy and in line with vision and core values.
- The Visionary has an effective, trustworthy, and collaborative relationship with the Integrator.

Tracy Panase - Chief Executive Officer - Just Between Friends

- The vision is clear, communicated and being executed upon.
- The JBF culture is vibrant, trusting, and unified.
- Franchisees are empowered with the structure and support to be successful.
- The visionary collaborates with the Brand Ambassador to pursue strategic growth opportunities.
- The relationship with the Integrator is effective, trustworthy, and collaborative.

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Zack Estes - Chief Operating Officer - Path for Growth

- The Integrator has an effective, trustworthy, and collaborative relationship with the Visionary.
- PFG's strategic roadmap is clear and actively being carried out.
- PFG's day-to-day operations are healthy; clearly organized and within the team's capacity.
- PFG's finances are managed, healthy, and reflective of PFG values and priorities.

Michelle Sletner - Executive Assistant - Path for Growth

- CEO's calendar(s) are proactively managed.
- Tasks requested by the CEO are managed and/or completed in a timely manner.
- CEO's travel plans are managed.
- CEO's inbox is managed, sorted, and ready-for-use by the executive.
- Weekly one-on-one meetings with the CEO are owned, organized, and directed by the Executive Assistant for the benefit of the CEO.

Katie McGihon - Experience Producer - Path for Growth

- Production plans are detailed, budgeted, and operationalized.
- Experience assets are being produced on time and with consistent standards.
- The movement of people and things is coordinated and communicated, detailed and documented.
- Experience attendees are personally and professionally served.

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STANDARDIZE - STEP ONE

Identify and Isolate Essential Categories of Work

The goal of this stage is to label the areas that you need to be winning in order to be successful in this role. This is not everything you have to do at this stage of the business. These are the categories of work that, when attended to, accomplish what is required within the role.

If you own or run a business, we recommend these categories:

- Vision
- Team Culture
- Financial Health
- Strategic Roadmap
- Team Accountability
- Operations
- Board Relationships
- Relationship with Partner or Co-Leader
- Strategic Growth Opportunities
- Strategic Relationships

What are the 3-5 essential categories of work for this role?

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STANDARDIZE - STEP TWO

Write Success Statements

A Success Statement describes what winning looks like. When written properly, they describe the desired outcome, not a task.

Example:

- Task: Sweep the floors.
  - Success Statement: The floors are clean.

Success Statement Examples:

- Vision - The vision for the business is clear communicated and being executed upon.
- Team Culture - The culture of the team is vibrant, healthy, and maturing.
- Financial Health - The organization's finances are managed, healthy, and reflective of the business's values and priorities.
- Strategic Roadmap - The organization's strategic roadmap is clear and actively being carried out.
- Team Accountability - The team is led, managed, and held accountable.
- Operations - The organization's day-to-day operations are healthy; clearly organized and within the team's capacity.

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Write each of your categories as a Success Statement:

1.

2.

3.

4.

5.

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DOCUMENT

An essential function of your business is documented when the Success Statements and Proven process are stored in a manner that is clear and accessible.

At Path for Growth, a standard is not established until it is documented in Trainual.

There are two steps that need to be documented:

1. Success Statements - A description of what winning looks like.
2. Proven Process - The best practice for achieving the desired outcomes.

What platform do you currently use to document standards and processes?

If you don't have a documentation platform, what is the next right step?

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EVALUATE

An essential function of your business is evaluated when there is an established rhythm for comparing current performance to the standard.

Success Statements empower the individual and organization to evaluate outcomes using the Red, Yellow, Green method.

- Red - Not true
- Yellow - Inconsistently True
- Green - Consistently True

Evaluation occurs in a variety of formats:

- Self Evaluation
- Group Evaluation
- Peer Evaluation
- Leader Evaluation

ALEX	SS-VISION	SS-CONTENT	SS-CULTURE	SS-V/I
9/20/2022	GREEN	GREEN	GREEN	GREEN
9/6/2022	GREEN	YELLOW	GREEN	GREEN
8/30/2022	GREEN	GREEN	GREEN	GREEN
8/16/2022	GREEN	YELLOW	GREEN	GREEN
7/18/2022	GREEN	GREEN	GREEN	GREEN
7/12/2022	GREEN	GREEN	GREEN	GREEN
7/5/2022	GREEN	GREEN	GREEN	GREEN
6/28/2022	GREEN	GREEN	GREEN	GREEN
6/15/2022	YELLOW	YELLOW	GREEN	GREEN
6/6/2022	GREEN	YELLOW	GREEN	GREEN
5/31/2022	GREEN	GREEN	GREEN	GREEN
5/24/2022	GREEN	GREEN	GREEN	GREEN
5/19/2022	GREEN	GREEN	GREEN	GREEN
5/11/2022	GREEN	GREEN	YELLOW	YELLOW

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Roles are best evaluated in the context of a consistent one-on-one meeting.

What is the best rhythm and format for evaluating your Success Statements?

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IMPROVE

An essential function of your business is improved when there is an established system for never-ending performance improvement on the proven process and success statements.

The best practice can always be made better.

Teams succeed when team members are empowered to actively improve the way value is created.

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WE'VE HELPED LEADERS AROUND THE COUNTRY CREATE AN ACTIONABLE PLAN TO GROW THEIR BUSINESS.

JOIN OUR 14-DAY FREE TRIAL IF YOU'RE LOOKING FOR GROWTH.

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