

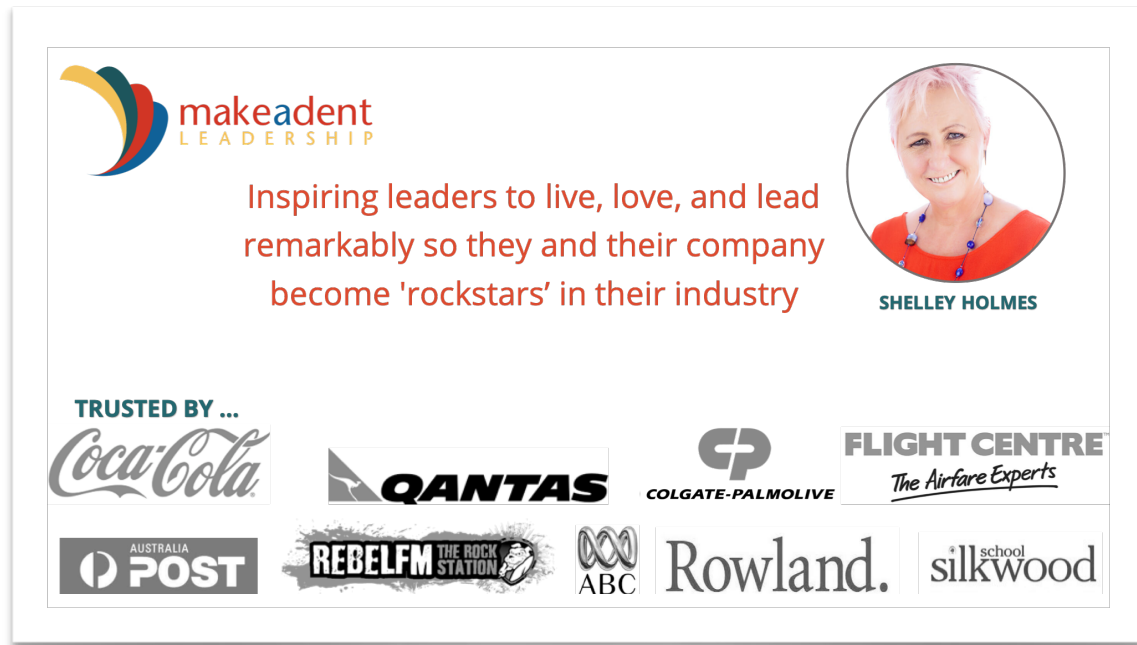
MY CAREER, MY CHOICE

RESOURCES



My Career, My Choice

Create the blueprint that puts you in charge of your professional career



By

Shelley Holmes

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Thank you for respecting the hard work of the author.

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Taking Inspired Action: Before We Start

Who do you work for?

How long have you been there?

How long do you plan to stay?

What position do you currently hold?

What is the next position you would like to hold?

By when?

Taking Inspired Action: Stop the Resistance

List all the "Have-tos" in your life <i>(example: go to work)</i>	List all the "Want-tos" in your life <i>(example: ride my horse)</i>

- ★ Think about how each of the two lists makes you feel.
- ★ How can you change your attitude around the have-tos?

Taking Inspired Action: Are you in the right business?

1. What led me to this job/role? (Look deeply at the choices you made along the way, good, bad, indifferent)
2. If I could do anything I wanted, and be assured that I'd live the lifestyle I wanted, would I still be doing this role?
 - () Yes absolutely () No I'd be doing something else
3. Do I wake up every morning, excited to face the day and eager to get to work? Why?

Taking Inspired Action: In Alignment Exercise - Identifying Your Interests ...

Throughout the week, capture specific events and activities that indicate when you are either in or out of alignment.

Definitions:

In Alignment: Feelings like: confident, absorbed, content, engaged, energized, time is flying

Out of Alignment: Feelings like: bored, drained, pressured, worked up, resistant, numb, time is dragging

For example, for Shelley - in alignment would be, working with people and inspiring them :) Out of alignment would be doing bookwork e.g. BAS Statement :(

Here's what to do:

1. Grab a spiral bound notebook (or your favorite note taking app on your phone).
2. At the front of the book write at the top of the page:

I am in alignment when:

3. At the back of the book write at the top of the page:

I am out of alignment when

Throughout the day (don't leave it to the end of the day to do this exercise, it won't work), when you get the sense that you are feeling in or

out of alignment, open the notebook up and write down exactly what you were doing, as many specifics as you can.

5. Try to think back over recent weeks of things you've been doing that you could put into either list.

6. After a week or two, look at your lists and order from most to least, to get a sense of where your magic is!

In Alignment (Most to Least)	Out of Alignment (Most-Least)

Taking Inspired Action: Creating Your Inner Compass

Imagine it is 10 years from today ...

You've left the organization you are currently working with, and the people you are working with right now, the people you are influencing daily are still there.

They are sitting around doing 'remember when's' and your name comes up. If this were an ideal world and you'd accomplished everything you have in your heart and mind ... What are the three things you would most like them to remember about you and your impact on them?

1

2

3

Given your behaviors and actions over the past year or two, what are the things they are most likely to remember?

What attitudes or behaviors do you need to enhance or improve to be a remarkable leader and influencer?

Each day for the next month, journal the answers to this: In the past 24 hours:

- What things did you do and say that were you being at your best?
- What things did you do and say that were you at your worst?
- What things did you do and say that were you just going through the motions?
- What things did you do that you are proud of?

Take Inspired Action: Get Clarity on Your Inspiration

Imagine you are celebrating your 100th Birthday. Write the speeches that you would like to hear from:

Closest Friend

A Grandchild

Work Colleague/Direct Report

Your Partner

In one year

What do you want people saying about you?

What DON'T you want people saying about you?

In ten years

What do you want people saying about you?

What DON'T you want people saying about you?

What lead you to this job/role? (Look deeply at the choices you made along the way – good, bad, indifferent)

If you were to wake up every morning, excited to face the day and eager to get to work, what would a day like this look like?

What are you good at (skills/talents)? When do you know you are shining?
What do others tell you, you are good at?

What topic of conversation can you get lost in for hours? Or when you go to the library or a bookshop where do you find yourself lingering the longest? What podcasts/Ted Talks etc do you immerse yourself in?

Taking Inspired Action: Describe Your Vision

Guidelines

1. Clarifies direction and purpose – “What do I want to create?”
2. Inspires enthusiasm and commitment
3. Bridges the present and future
4. Is clear and easy to understand
5. Written in the present tense

My vision is:



Taking Inspired Action: Describe Your Mission

Guidelines

1. Be broad enough to allow flexibility in its implementation, but not so broad that there is a lack of focus
2. Provide a template for decision-making
3. Be clear and understandable
4. Be brief enough to be remembered
5. Reflect your distinctive competence
6. Address your business' fundamental reason for existing

Elements in your Mission

What	<ul style="list-style-type: none">• Customer needs you are attempting to fill (not what products or service are offered)
How	<ul style="list-style-type: none">• Tasks• Technologies• Methods
Who	<ul style="list-style-type: none">• The primary customers are
Why	<ul style="list-style-type: none">• Reasons or motivation for the work you do
Distinctive Competence	<ul style="list-style-type: none">• Your unique strength/What you want emphasized• What makes you different• What you want customers to think of you

My mission is:

Take Inspired Action Identify your Principles/Standards and Theme song

Think back to some of the things that have inspired you to want to be at your best or live your life more fully. Identify the principles or standards that spoke to you as you read, watched, listened or experienced the event.

People	Movies
Books	Music
Places	Events
Organizations	Causes
Ideas/Concepts /Quotes	Anything Else

Look for a theme or principles that come out of those circumstances/ experiences.

These can be either aspirational or they can be a reminder of how you behave when you are being the best version of you. For example, “Don’t fight fire with fire, you’ll only get burned” is aspirational for me - becoming less so over the years, but boy have I had to be deliberate in bringing it to the front of my mind!)

Now create your Main Guiding Principle and Supporting Principles. Find your Theme Song

My main Guiding Principle is:

My supporting Guiding Principles are:

My theme song is:

Take Inspired Action Decide if you also want to share decision-making principles and non-negotiables with your team

My professional decision-making principles are:

My non-negotiables are:

Take Inspired Action Create your Three to Thrive

My Three to Thrive are:

Take Inspired Action Describe what success looks like for you

Success for me looks like:

Take Inspired Action Create your personal decision-drivers

My personal decision-drivers are:

My Inner Compass

Use this page to write up your Inner Compass (and remember it will change as you gain greater clarity)

Describe Your Vision for your Professional Life:

(e.g. Creating spaces that stimulate young people to view the world through a lens of possibility and creativity. No more than 25 words – it's your catchcry)

Describe Your Mission

What/How/Who/Why/Distinctive Competence

Describe your Main Guiding Principle

Describe your Supporting Principles

What's your Theme Song?

Describe Your Daily Three To Thrive

What does success look like for you

Decision Drivers

Take Inspired Action Activity – How Well Is Your Inner Compass Working?

- ★ Create actions and activities you can use to honor each of your Top 5 Values
- ★ Create your decision-drivers
- ★ Keep a track of how often you spend time contemplating your Inner Compass
- ★ Keep a track of how often you use your Inner Compass to drive your decision making
- ★ Journal the impact your decisions are having on your life for the short and long-term. Particularly note if you did or did not reference your Inner Compass as the decision-driver
- ★ Identify what caused you to NOT use your Inner Compass. Plan how you can do it differently in the future
- ★ Journal when your Inner Compass has a positive impact in your life
- ★ Keep a track of how many times this week you use your customer's Vision, Mission, and Values statements to drive your decision-making
- ★ Identify the impact your decisions are having on your personal (and your customer's) business for the short and long-term. Particularly if you are not using the organization's Vision, Mission and Values as decision-drivers
- ★ Find ways to refer to your customer's Vision, Mission, and Values when in meetings. Heighten the awareness of your team, your peers and your leaders to using these powerful statements as ways to move your business toward High Performance

Taking Inspired Action: Identify Stakeholder Requirements

Stakeholder Name:
Satisfied
Happy
Raving Fan

Stakeholder Name:
Satisfied
Happy
Raving Fan

Taking Inspired Action – Assess Your Key Result Areas

Completed/Capability: Use these columns to help you decide whether you've completed the item and/or you are capable at it

- ✓ **No:** Missing or Failing.
- ✓ **Yes:** Doing Great.
- ✓ **OK** - Doing Ok, but needs more work

If you check yes, then move to the next item in the list. If you have checked either No or Ok, then move to the Priority area

Priority: Here you are going to decide if it is an item that has a High, Medium or Low Priority.

- ✓ **High** - Will fundamentally change the way you lead and show up in the world - gives you (and your company) competitive advantage in your professional life
- ✓ **Medium** - Supports you in achieving your competitive advantage. Doing this action/activity isn't necessarily what others see, but it supports you in shining brightly into the world
- ✓ **Low** - This action/activity has limited upside advantage to you and your career's success

If you score low, then move on to the next item in the list. If you scored High or Medium, then rate the difficulty

Difficulty: Now you'll determine if it is:

- ✓ **Easy Picking (EP)** - Meaning you can make positive changes in a relatively short period. Action and complete within 30 days. And it will produce immediate benefits for you and your customers.

- ✓ **Challenge (CH)** - Meaning this is something that will provide you with a high return, and it will take some time for you to implement.

Who: Some items you may decide to outsource to others, some you must do yourself. For example, it would be ridiculous to suggest you can outsource being passionate about your career!

- ✓ **Check (OUT)** - for those items that you want to Outsource. That is you want to find ways to make sure this item doesn't derail your career, but it is taken care of. For example, if you have poor attention to detail, how could you work around it, so it doesn't become a real problem for you? Maybe by delegating or hiring someone from a site like Upwork to proofread your reports?
- ✓ **Check (IMP)** - for Improve – (improve your capability in this area). Word of warning here. Do [refer to the article on strengths](#) to ensure you aren't wasting your time trying to excel at something you'd be better off Outsourcing. Without question, if it is something that has the potential to be a fatal flaw, say Low Emotional Intelligence, then you need to fix that.

Add other Key Result Areas to the list, as you feel fits for both your business and your customer's expectations.

As you complete this checklist think in terms of your personal business more so than your customer's business. For example, where you are asked, "I have outlined the strategic and operational objectives and programs" think not in terms of objectives and programs that your customer (the company you work for) has set. Instead, think of the objectives and programs you have set personally set for your career. You

need to have a game plan for the year, and a way of reviewing whether you've improved YOUR business or not.

If you prefer, you can login to your Evernote, then [save this link](#) and do the assessments straight in Evernote. I think it is a more effective way of doing the exercise, but some people still like the tactile feel of pen and paper.

Business Fundamentals <i>(What you do for a living and how you do it)</i>	Completed/ Capable			Priority			Difficulty		Who	
	No	Ok	Yes	High	Med	Low	EP	CH	Out	Self
I am passionate about my profession, and it is aligned with how I want to live my life										
My family/friends support me										
I have clearly defined Principles that inform my decision-making										
I have outlined my strategic and operational objectives and programs (see business plan page for an example)										
I have created a Vision/Mission statement for my business/life										
I post daily to social media with content that value-adds around my profession/ industry - I'm becoming known as an expert in my industry										
I am an expert in my field										

Describe your current reality for Business Fundamentals <i>(no more than 3 sentences)</i>		
Describe your vision for Business Fundamentals		
Action Steps – List the first two activities you will work upon – 1 Easy Picking, 1 Challenging		
Item	Start Date	Finish Date

Vision, Planning and Goal Setting <i>(Deliberately designing your future)</i>	Completed/ Capable			Priority			Difficulty		Who	
	No	Ok	Yes	High	Med	Low	EP	CH	Out	Self
I have a comprehensive business plan										
I have a plan to market myself and my team										
I have created deliberate plans to build and retain strong relationships with advisors who can support me (e.g; A Coach/H.R./Finance/ Supply Chain etc).										
I have outlined my strategic and operational objectives and programs (see business plan page for an example)										
I have set up quarterly planning sessions to track how my business is going										
I have a system for monitoring how the marketplace is changing in terms of the services I provide										
My team and personal goals are aligned with my customer's strategy and goals										
Goals are results focused										
I have made arrangements so the business will continue in case of I am taken out due to emergency or disability										
My team is clear on why this unit exists and its impact on the customer's goals										

Describe your current reality for Vision, Planning and Goal Setting

(no more than 3 sentences)

Describe your vision for Vision, Planning and Goal Setting

Action Steps – List the first two activities you will work upon – 1 Easy Picking, 1 Challenging

Item	Start Date	Finish Date

High Performance Leadership <i>(Able to create the conditions and be a role model, whom inspires others to excel)</i>	Completed/ Capable			Priority			Difficulty		Who	
	No	Ok	Yes	High	Med	Low	EP	CH	Out	Self
I've shared my vision (my personal business and our customers') with the team, and they have bought in										
My team are engaged, producing and excited by their success										
I have created a culture that is inclusive, positive, and co-operative										
The people in my team are clear about their accountabilities										
I meet regularly with my team members to understand their hopes and dreams, challenges and provide feedback										
I coach up or coach out fast when there is under-performance										
Each person in my team is given the opportunity to regularly work to his or her strengths										
Each person in my team knows how their contribution has an impact on the organization and wider society										
I expect people to perform at their best and because of the systems and processes I use to coach and lead they do										
We celebrate on a regular basis										
I am developing leaders who develop leaders										
Turnover is low in my team, and there is a long line of high-performance people wanting to get in										
I deal effectively with people who are negative in the workplace										
My team feels comfortable challenging my ideas										

I make it easy for people to give me feedback on my attitudes and behavior, even when it stings										
I readily trust people to be capable, motivated, and competent										
My team members want to come to work										
My team are proud of the work that they do and the contribution they make to the organization										

Describe your current reality for High Performance Leadership *(no more than 3 sentences)*

Describe your vision for High Performance Leadership

Action Steps – List the first two activities you will work upon – 1 Easy Picking, 1 Challenging

Item	Start Date	Finish Date

Delivering Results <i>(Keeping promises, anticipating future needs, follow-up)</i>	Completed/ Capable			Priority			Difficulty		Who	
	No	Ok	Yes	High	Med	Low	EP	CH	Out	Self
Action plans are made AND implemented										
I foresee and create effective plans to swerve roadblocks and obstacles										
My income is a fair reflection of the value I bring										
I have a strong network of people who support me and provide constructive feedback										
I proactively seek out feedback from my customer and business partners										
The market for the services I provide is good										
I continually add value to my customer, whether they ask for it or not										
I personally consistently deliver to and regularly beyond expectations										
Myself and my team have a reputation for always delivering deadlines on time and at an excellent standard										
I keep my finger on the pulse of industry trends, so I know what my customer wants and needs even before they do										
My work environment is clean, well-organized, and appropriately equipped										
I make good decisions, even under pressure										
I am willing to take risks and/or allow my people to make mistakes										
All team members are clear about what is expected and how to monitor and measure success										
Every decision I make or action I take supports my Vision, Mission and Principles and causes my customer to be a raving fan										

Describe your current reality for Delivering Results *(no more than 3 sentences)*

Describe your vision for Delivering Results

Action Steps – List the first two activities you will work upon – 1 Easy Picking, 1 Challenging

Item	Start Date	Finish Date

Operations <i>(Managing processes and day-to-day activities)</i>	Completed/ Capable			Priority			Difficulty		Who	
	No	Ok	Yes	High	Med	Low	EP	CH	Out	Self
Paperwork/emails are touched once only										
There is no duplication of effort (by myself or my team)										
Decisions are made at the appropriate level (no one is making a decision that someone on a lower pay level could be)										
Tasks are being performed at the appropriate level (no one is performing a task that someone on a lower pay level could be)										
Meetings accomplish worthwhile work and action items are always assigned and completed										
I am not the "single point of failure" in my team										
Myself and my team meet regularly to get rid of any 'noise' that is getting in the way of our peak productivity										
I have great systems for delegating and getting results through others										

Describe your current reality for Operations *(no more than 3 sentences)*

Describe your vision for Operations

Action Steps – List the first two activities you will work upon – 1 Easy Picking, 1 Challenging

Item	Start Date	Finish Date

Emotional Intelligence <i>(The ability to use your knowledge, skills, experience, and natural talents to their fullest extent, in any circumstance so that you have access to your best performance and decision making)</i>	Completed/ Capable			Priority			Difficulty		Who	
	No	Ok	Yes	High	Med	Low	EP	CH	Out	Self
Even when I'm upset, I'm aware of what is happening to me										
I can easily sense when I'm going to fight, freeze, or flee										
I accept responsibility for my reactions										
I maintain my composure even during stressful times										
I easily sense it when a person's mood changes										
I usually know when to speak and when to be silent										
I can talk someone down if they are very upset										

**Emotional Intelligence is the most critical component of your success. Check out the Insights to Success program if you'd like to take a full Emotional Quiz and discover strategies to improve your EI. (Studies have shown that for every point you can increase your EI you have the potential to earn \$29,000 extra per year.)

Describe your current reality for Emotional Intelligence *(no more than 3 sentences)*

Describe your vision for Emotional Intelligence

Action Steps – List the first two activities you will work upon – 1 Easy Picking, 1 Challenging

Item	Start Date	Finish Date

Relationship Building <i>(Being able to influence others to want to go where you are leading)</i>	Completed/Capable			Priority			Difficulty		Who	
	No	Ok	Yes	High	Med	Low	EP	CH	Out	Self
I continually look for ways to enhance my relationship with people who are important to my success										
I never leave behind a trail of broken and bruised bodies										
I am never arrogant (i.e. I absolutely value the input and contribution of others)										
I freely admit my mistakes										
I quickly gain the trust and respect of others										
I am open to conflicting opinions/ideas										
I never become hostile or moody when things are not going my way										
I am known for my integrity										
I settle problems with others, without alienating them										
I influence and guide people rather than use my positional power to get things done										
I have a good relationship with senior leaders in the organization										
I relate well to all kinds of individual – from front-line to senior executives										
I find it easy to present ideas in a group and influence others										
Even in pressure environments people walk away feeling good about themselves										
I don't gossip – ever!										

Describe your current reality for Relationship Building *(no more than 3 sentences)*

Describe your vision for Relationship Building

Action Steps – List the first two activities you will work upon – 1 Easy Picking, 1 Challenging

Item	Start Date	Finish Date

Innovative <i>(Creating ideas and inspiring others to do things differently)</i>	Completed/ Capable			Priority			Difficulty		Who	
	No	Ok	Yes	High	Med	Low	EP	CH	Out	Self
I know the needs, expectations and desires of my customers (internal and external)										
I have systems in place that ensure knowledge (not just information) is spread across the organization										
I have many successful change programs under my belt										
I look at other industries and trends to see beyond the horizon for new ways to do things										
I have a robust continuous improvement program in place (personally / professionally)										
I am an obstacle remover										
I have set a clear direction toward the future and inspire others along that path										
Learn from mistakes, not blame is my motto. I have a process for us to do that openly										
I have a deep curiosity about many areas of life										
I seek out and receptively consider different perspectives beside my own										
When I experience setbacks, I respond by coaching myself in a positive manner										
I regularly reward and recognize individuals for creativity and new ideas										

Describe your current reality for Innovative *(no more than 3 sentences)*

Describe your vision for Innovative

Action Steps – List the first two activities you will work upon – 1 Easy Picking, 1 Challenging

Item	Start Date	Finish Date

Personal Power <i>(Feeling in a good space)</i>	Completed/ Capable			Priority			Difficulty		Who	
	No	Ok	Yes	High	Med	Low	EP	CH	Out	Self
I have all the time I need because everything is so well done or delegated										
I have a strong, happy, and healthy personal life with lots of physical activity and pleasure, so work is work, not my life										
I am adrenaline free – my life is not run as a crisis zone!										
I am well on the path to being financially independent										
I have a strong personal foundation										
I am thrilled at the blockbuster results I am creating for my business and my customer										
I am proud of myself as a human and as a Leader										
Emotionally I feel strong and healthy										
I think about and evaluate requests before I respond										
I am a great role model as a high performer										
Confidently seek out answers from anyone who can help										
I don't take on additional workloads, unless I am fully caught up with my own work										

I calmly and easily manage time										
I am assertive in order to satisfy my needs										
I hold people accountable, but take responsibility for problems										
Most of my goals are in the 'can hardly wait' category										
I set high standards for myself										
I am confident, yet modest										
I fully believe the only person responsible for my happiness and success is me										
I feel inspired and in turn am inspiring										
I am confident about the next five years and looking forward with eager anticipation										

Describe your current reality for Personal Power *(no more than 3 sentences)*

Describe your vision for Personal Power

Action Steps – List the first two activities you will work upon – 1 Easy Picking, 1 Challenging

Item	Start Date	Finish Date

Investing in Personal Development <i>(Being a life-long learner)</i>	Completed/ Capable			Priority			Difficulty		Who	
	No	Ok	Yes	High	Med	Low	EP	CH	Out	Self
I regularly attend courses to stay up-to-date with the latest knowledge										
I read daily (books, periodicals, journals etc)										
I believe learning continues throughout life and doesn't end when formal education does, and this shows up in my actions										
I am up-to-date with trends in my field										
I know my strengths and weaknesses and have plans in place to develop the first and minimize the impact of the second										
I develop my skills in the three key areas of technical, business, and social										
I encourage the individual development and personal growth (not just technical skills) of each person in my team										
I welcome new knowledge and thinking by people who have recently graduated										
I am focused on my personal growth and regularly work with a coach										

Describe your current reality for Investing in Personal Development *(no more than 3 sentences)*

Describe your vision for Investing in Personal Development

Action Steps – List the first two activities you will work upon – 1 Easy Picking, 1 Challenging

Item	Start Date	Finish Date

After your assessment, summarize your results/thoughts here.

	Not satisfied	Somewhat satisfied	Satisfied	Very Satisfied	I am an Expert	Priority
Business Fundamentals <i>(What you do for a living and how you do it)</i>						
Vision, Planning and Goal Setting <i>(Deliberately designing your future)</i>						
High Performance Leadership <i>(Able to create the conditions and be a role model, whom inspires others to excel)</i>						
Delivering Results <i>(Keeping promises, anticipating future needs, follow-up)</i>						
Operations <i>(Managing processes and day-to-day activities)</i>						
Emotional Intelligence <i>(The ability to use your knowledge, skills, experience and natural talents to their fullest extent, in any circumstance so that you have access to your best performance and decision making)</i>						
Relationship Building <i>(Being able to influence others to want to go where you are leading)</i>						
Innovative <i>(Creating ideas and inspiring others to do things differently)</i>						
Personal Power <i>(Feeling in a good space)</i>						
Investing in Personal Development <i>(Being a life-long learner)</i>						

Taking Inspired Action – More KRA Insights

You may also wish to consider these questions:

- ★ What are the five things you spend most of your time doing during your business workday?
- ★ How much more money could you be making if you focused and were properly inspired and supported?
- ★ Where is the stress coming from in your work?
- ★ Are you working with the right/best people?
- ★ What conflicts are you having at work?
- ★ What is the most fulfilling aspect of your work?
- ★ What is the most difficult or stressful part of your work?
- ★ What is the most exciting aspect of your work?
- ★ What strengths/skills do you have that are immediately marketable?
- ★ What resources are missing that you feel are necessary for your success?

You may also wish to consider the following:

- ★ Review your Motivators and Behavioral Strengths from your [Trimetrix Profile](#) and list the top 5.
- ★ What are you most pleased and proud of having accomplished?
- ★ Who do you know? What do you know? What gifts do you have?
- ★ What makes you unique and powerful

Annual One Page Business Plan

Sample 1 – Individual Leader

20xx Focus	Be the leader of a rock star team		
Key Objectives	<ul style="list-style-type: none"> • High Performance Leadership • Emotional Intelligence • Innovative • Personal Power 		
Initiatives	<p>High Performance Leadership</p> <ul style="list-style-type: none"> • Inclusive positive culture • Coach up and Coach out <p>Personal Power</p> <ul style="list-style-type: none"> • Be coached in how to become Adrenaline Free • Set up personal learning and reflection times 	<p>Emotional Intelligence</p> <ul style="list-style-type: none"> • Improve self-control • Improve empathy <p>Innovative</p> <ul style="list-style-type: none"> • Use solutions focused model with team • Set up system for tracking best practices • Create learning and sharing circles 	
Goals	<ul style="list-style-type: none"> • Work less than 50 hours per week by end Quarter 1 • Performance appraisal rating of excellent at Sept review • Rated by team members as inspiring and effective leader at Sept review • We hit all corporate, team and individual stretch goals by end of year • 25% salary increase at annual review 		
Action Plan	What	When	Done
	Hire a leadership coach	15 Jan	
	Take Trimetrix profile and set plans in diary to use actions	31 Jan	
	Enroll self and team in High Performance Thinking Program	End Feb	
	Work with team to create a system for tracking and sharing innovative ideas	End Q1	
	Set up inspired action activities in diary and then complete	Daily	
Metrics	<ul style="list-style-type: none"> • Number of creative ideas offered by team • % of ideas that are implemented • Level of blood pressure • # Hours spent on big picture vs fire fighting • # hours spent on conflict resolution/demoralized employees • Number of meetings where people leave feeling inspired • Performance appraisal rating • Increase in salary and reduction in working hours 		

Annual One Page Business Plan:

Sample 2 – Shelley’s Business - Make A Dent Leadership

20xx Focus	Reinvigorate the Business		
Key Objectives	<ul style="list-style-type: none"> • Market Development • Product Development 	<ul style="list-style-type: none"> • Process Improvement • People Development 	
Initiatives	<p>Market Development</p> <ul style="list-style-type: none"> • Set up system to make it easy for client referrals • Cultivate relationships with business’ with more than 50 employees who are ready to create high-performance <p>Product Development</p> <ul style="list-style-type: none"> • Develop two high-end e-courses • Create new program around improving relationships 	<p>Process Improvement</p> <ul style="list-style-type: none"> • Hire staff to create videos • Improve traffic to website • Improve conversion <p>People Development</p> <ul style="list-style-type: none"> • Continue to stay at the leading edge by attending seminars, online learning, seeking out relationships with thought leaders 	
Goals	<ul style="list-style-type: none"> • Greater than \$20,000 profit per month end Q1 • Greater than \$40,000 profit per month end Q2 • 15 new coaching clients by end of Q1 • Sold 30 spots in Be Inspired to Be Inspiring by 12 March 		
Action Plan	What	When	Done
	Map out content for next 12 months	End Oct	
	Set up marketing plan for training programs	15 Nov	
	Run two free awareness workshops	End Q1	
	Deliver two face-to-face workshops	End Q2	
	Touch base with clients about current needs	15 Jan	
Metrics	<ul style="list-style-type: none"> • Number of people I am coaching • Number of people on waiting list to be coached • % of visitors to site that become members • Number of e-courses available for sale • Number of e-courses sold • % of testimonials/referrals received from clients • Profit Generated • Number of clients that have me on retainer for 12 months 		

Annual One Page Business Plan

Sample 3 – Sales Manager

20xx Focus	Close 1 in 5 Prospects		
Key Objectives	<ul style="list-style-type: none">• Market Development• Customer Service		<ul style="list-style-type: none">• Process Improvement• People Development
Initiatives	Market Development <ul style="list-style-type: none">• Expand reach into regional areas• Improve distribution strategy People Development <ul style="list-style-type: none">• All team members participate in Thought Patterns for High Performance• Weekly one-to-one coaching on Predictable Selling implementation	Customer Service <ul style="list-style-type: none">• Implement Customer Service tracking system Process Improvement <ul style="list-style-type: none">• Activate Predictable Selling System• Improve tracking of sales conversions• Engage staff with easy to understand plans and access to progress reports	
Goals	<ul style="list-style-type: none">• Greater than \$3.5K profit per month end Q2• Greater than \$4.0K profit per month end Q4• 15 new regional clients by end of Q1• Conversion Sales to Prospect at least 1:5 by end Q3		
Action Plan	What	When	Done
	Map out regional reach strategy	1 May	
	Review delegation system to free up time for coaching	15 Jan	
	Convene and lead project team to implement customer service tracking	11 Oct	
	Map out strategies for predictable selling	End Q1	
	Purchase software to track and report sales conversions	1 Mar	
Metrics	<ul style="list-style-type: none">• Number of team members using Predictable Selling System• Number of potential customers in regional area aware of our presence• % of visitors to site that purchase• Revenue per employee• % of team members discussing Sales Targets/Performance at each meeting• % of people reporting receiving regular coaching and improved performance• Profit Generated		

Your Annual One Page Business Plan

20 Focus			
Key Objectives			
Initiatives			
Goals			
Action Plan	What	When	Done
Metrics			

Recommended Resources from Make A Dent Leadership

Personal Mastery

[How To Delegate To Get It Done, Done Well, Done On Time](#)

[Starting Your Ideal Leadership Role With A Bang](#)

[Potential Into Reality](#)

Impactful Relationships

[Understanding & Influencing Difficult People](#)

Inspire Performance

[Managing The People Side of Change](#)

Workshops/Live Training *(not included in Membership)*

Business Acumen

[Zodiak Workshop](#)

[Designing Your Workplace for High-Performance](#)

Personal Mastery

[Thought Patterns for High Performance](#)

[Insights to Success](#)

If you'd like to [set up a free 30-minute strategy session](#) with Shelley you can do so here.

Recommended Reading

Personal Mastery

Greatest Salesman in the World – Og Mandino

The Four Agreements – Don Miguel Ruiz

The Power of Emotions – Esther & Jerry Hicks

The Power of Habit - Charles Duhigg

Vital Friends = Tom Rath

Flow – Mihaly Csikszentmihaly

Flourish – Martin Seligman

Five Love Languages – Gary Chapman

Mindset - Carol Dweck

Go Put Your Strengths To Work - Marcus Buckingham

Outliers - Malcolm Gladwell

Impactful Relationships

The Small Big - Martin, Goldstein, Cialdini

Fierce Conversations - Susan Scott

Thank You for Being Such A Pain - Mark Rosen

Bullies Tyrants & Impossible People - Ronald Shapiro

Instant Appeal - Vicki Kunkel

Crucial Conversations - Patterson, Green, McMillan, Switzler

Inspire Performance

Delivering Happiness Tony Hsieh

Leadership and Self-Deception - The Arbinger Institute

Screw it Let's Do It - Richard Branson

Peak - Chip Conley

The Five Dysfunctions of A Team - Patrick Lencioni

The Speed Of Trust - Stephen Covey

The Levity Effect – Adrian Gostick

The E-Myth Revisited - Michael Gerber

First Things First - Stephen Covey

The Power of Moments - Dan & Chip Heath

Dare to Lead - Brene Brown

Coffee Conversation - Shane Garland & Grant Donovan

Coherence - Dr Alan Watkins

Hardwired Humans - Andrew O'Keeffe

About Shelley Holmes

Using tools, tips, ideas and strategies that help them to be really clear about what is 'success critical' and how to get there fast, Shelley inspires leaders to be a 'rockstar' in their organization and industry.

For several years, Shelley was a key leader in a High-Performance organization (that had national and international recognition). It is this real-world experience that underpins and brings to life the theory and insights gained, from her deep study of high-performance leadership.

Around the globe, she has worked with organizations (with total revenues in excess of \$116 billion) and supports thousands of individual leaders through, coaching, consulting, workshops, webinars, audio programs and the Make A Dent Leadership website.

Shelley's Philosophy...

Shelley's philosophy is that how you show up at work defines you as a human being, and the transformational dent you will make in the universe. She believes that everyone deserves to work with a leader who transforms: them, their business and their community!

On grand and small scales, the way you interact with others, the products, and services you are a part of delivering, all flow together to become a part of the legacy that you leave behind. The way you deal with others, the things you teach them, that cause them to grow, and become

a better version of themselves as individuals, work colleagues, leaders, and parents ... now that defines who you are!

There are hundreds of resources like this at Make A Dent Leadership where you can join our community of leaders who are focusing on being inspired and inspiring and making their dent in the universe.

If you are ready to be the best possible version of yourself, to lead with more energy and passion than you thought possible... if you are ready to make a dent in the universe ... then:

You can connect with Shelley

Website: MakeADentLeadership.com

Contact: [Email](#)

Twitter: twitter.com/MakeADentLeader

Facebook: facebook.com/MakeADentLeadership

LinkedIn: linkedin.com/in/shelleyholmes