

Goal Driven System – Tools and Terms

Tools

Marketing

1. Marketing Attitudes
2. *Que PASA* sales technique for written copy or 1:1 sales
3. Marketing Coordinator/Project Manager
4. Routine Marketing Procedures (Checklist)
5. Special Marketing Procedures (Calendar)
6. Target Market
7. USP – SOB
8. Personal Business Network
9. MMS

Leadership

1. Goals Lab
2. 3 Goals Framework – 1. *Urgent Production*, 2. *Organizational Expertise* 3. *Meaningful Purpose*
3. Business Mission
4. Business Why
5. Business Core Values
6. Minimal Viable Outcome Definitions
7. Complete Outcome definitions
8. Full Capacity Goals
9. Owner/Provider as CEO/Coach
10. Goal Driven Office Manager
11. Goal Driven Team Member
12. Business Development Stages
13. Flow-chart Pathways

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Management

1. Progress Grid
2. Coaching Review
3. Goals Achievement Process
4. Goal Driven Job/Role Checklists
5. Business Development Assessment
6. Goal Graph
7. Management by Numbers. Analytics, and Key Performance Indicators
8. Team Training Program

9. Team Bonus Program
10. Financial Planning and Budgeting
11. Daily CEO-Provider/Manager Briefings
12. Training Aphorisms!
13. Goal Driven Roles
14. Stages to Expertise

Extraordinary Service

1. Customer Walk-Throughs (Day 1, Day 2, etc.)
2. Standards of Care and Outcomes
3. Customer Survey's

Personal Power

1. Personal Improvement Lab
2. Virtues in Action Survey
3. Ben Franklin Checklist

Special Terms

1. Groundhog Day Syndrome
2. Ben Franklin List
3. Procedural Atrophy
4. Coaching Review
5. The Lab
6. Goals Achievement Process (GAP)
7. Goal Scape
8. Principles