

# STRATEGY



## Learning Day PARTICIPANT WORKBOOK

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### **PURPOSE:**

Guide the Learning Day participant through the process of learning and applying the content of this module

1. Prior to Learning Day, read Scaling Up Assigned Pages (from Accelerator website)
2. Attend Accelerator Learning Day, and complete leadership team exercises.
3. Update Accelerator Accountability Tracking Plan.
4. Meet with Accountability Group & Coach, and share how you are applying leadership team exercises and results.



### Attributes of Differentiating Activities:

- How you execute differently
- Competitors would not or cannot do without great effort or expense
- 3 to 5 activities; often synergistic

### Each team member:

- Reflect and list 3 to 5 possible **differentiating activities**
- Describe each with a **short phrase**

Differentiating  
ACTIVITIES

### Collaborate as a team:

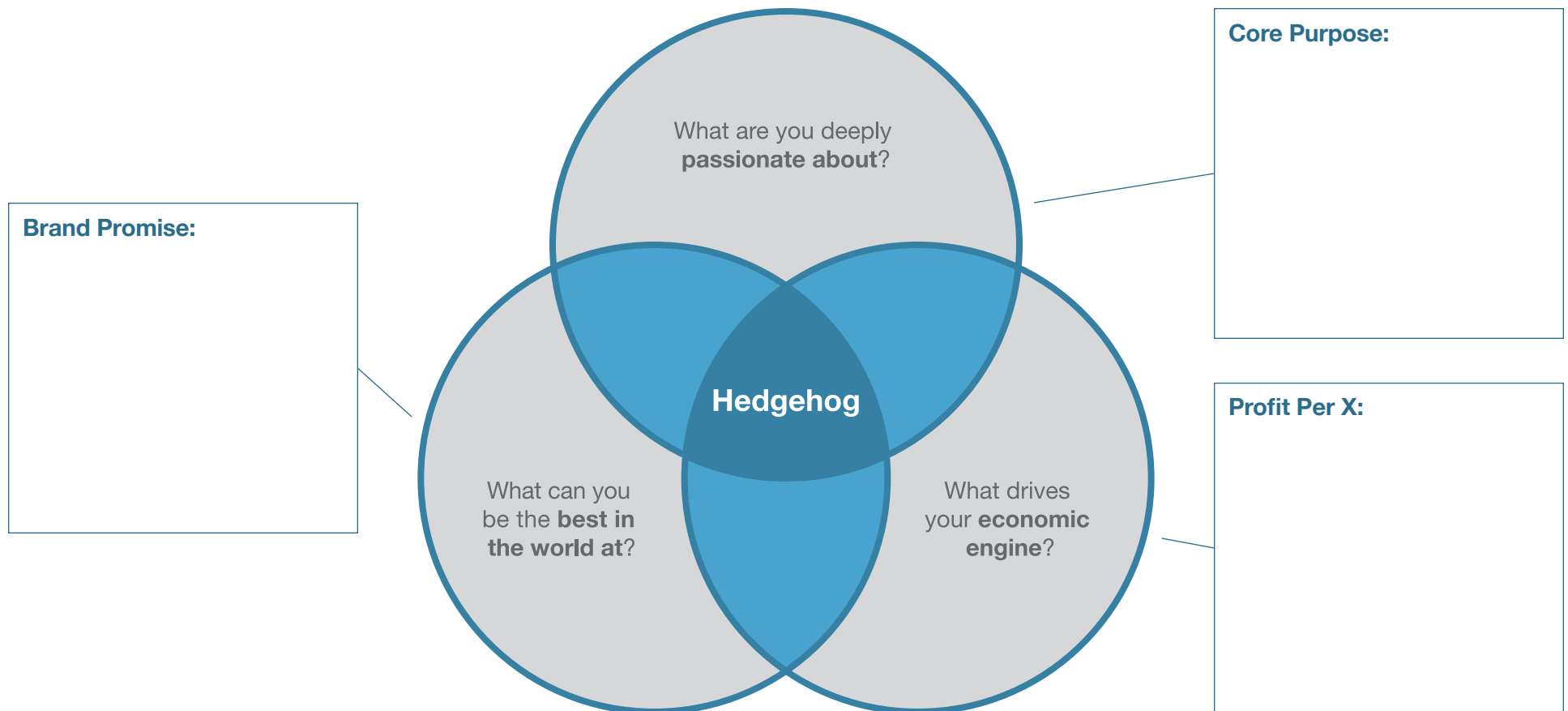
- Discuss and list 3 to 5 differentiating activities

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



**Big Hairy Audacious Goal (BHAG™) attributes:**

- Arises from the Hedgehog overlap
- Challenges you to greatness
- Reinforces business fundamentals



# Gazelles International Four Decisions™ Tools

## Annual Initiatives: Top 5 and “First of Five”



### Instructions:

- As a team, identify and finalize your critical number(s)
- Individually, draft your company’s top 5 priorities using your One-Page Strategic Plan as guidance
- As a team, debate and finalize the top 5 company priorities
- Using critical numbers as a guide, highlight your top priority “First of Five”
- Set personal accountability and completion date for each priority

### Top 5 Priorities: Annual Initiatives

1.	LEADER
	DATE
2.	LEADER
	DATE
3.	LEADER
	DATE
4.	LEADER
	DATE
5.	LEADER
	DATE



### Instructions:

- As a team, identify and finalize your critical number(s)
- Individually, draft your company's top 3 to 5 priorities using your One-Page Strategic Plan as guidance
- As a team, debate and finalize the top 3 to 5 company priorities
- Using critical numbers as a guide, highlight your top priority
- Set personal accountability and completion date for each priority

### Top 3 to 5 Priorities: Quarterly Priorities

1.	LEADER
	DATE
2.	LEADER
	DATE
3.	LEADER
	DATE
4.	LEADER
	DATE
5.	LEADER
	DATE

# ACCOUNTABILITY TRACKING PLAN

EO Accelerator



Current revenue: \_\_\_\_\_

Accelerator participant: \_\_\_\_\_

Revenue goal: \_\_\_\_\_

Date this form was last updated: \_\_\_\_\_

Accountability coach: \_\_\_\_\_

Today's date: \_\_\_\_\_

Coach contact: \_\_\_\_\_

## QUARTERLY COMMITMENTS AND PROGRESS

	<b>PRIORITIES</b> (Based on learning day content)	<b>KPIs</b> (Key Priorities Indicators)	<b>DUE DATES</b>
<b>PEOPLE</b> January - March	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>EXECUTION</b> April - June	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>CASH</b> July - September	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>STRATEGY</b> October - December	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Next Accountability Group Meeting:  Date: _____	Notes:		

### NEEDS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### LEADS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



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