

The road map to build a business from

# PURPOSE TO PROFIT

## STEP 1: CULTURAL FRAMEWORK

Building an invincible culture that engages, empowers and inspires people

Something to believe in

### PURPOSE

Our business exists to...  
What problem are we passionate about solving for people in our world? Purpose **engages** our team in meaningful work.

### ENGAGE

#PurposeDrives

Someone to believe in them

### VALUES

Our unique thinking is...  
What 4 - 6 unique thoughts guide us? We use our values to **empower** our team to make smarter decisions.

### EMPOWER

#Valuesguide

Someone to believe in

### VISION

We see a world where...  
What will the world look like because we lived our purpose through our values? This big picture will **inspire** our team.

### INSPIRE

#VisionInspires

## STEP 2: STRATEGIC FRAMEWORK

Reverse engineering the business we need to build to create the world we see

### KEY RESULTS

Our annual operational goals...  
What are the 1 - 3 measurable **key results** will we achieve (quantitative and qualitative) for each objective this year? Goals dictate the structure.

### GOALS

#GoalsDictateStructure

### OBJECTIVES

Our strategic objectives are...  
Working in reverse from 3 years out, what are the broad **strategic themes** that need to be achieved in the next 12 months? What matters most?

### STRATEGY

#StrategicHorizons

### MISSION

Our business will become...  
Our business needs to continually **evolve**. Who or what do we need to become in the next 3 years to start creating the world we see?

### EVOLVE

#MissionEvolves

## STEP 3: TACTICAL FRAMEWORK

Developing the action plan we need to implement and execute to deliver

### QUARTERLY

Our quarterly objectives are...  
Chunk down annual objectives into what matters most for the next **quarter**. Allocate team member objectives for the **NEXT90** days.

### ACTION PLANS

#QuarterlyIntensive

### MONTHLY

Our monthly coaching consists of...  
Maintain a cadence of team **coaching** towards fast, aligned decision-making and execution of short-term objectives. Teams want coaches not bosses.

### COACHING

#MonthlyCoaching

### WEEKLY

Our weekly action plan is...  
Develop individual and team **key performance indicators** so they can visually track and measure their own actions with **accountability** each week.

### ACCOUNTABILITY

#WeeklyAccountability

## STEP 4: PERFORMANCE FRAMEWORK

If you can't measure it you can't manage it.

### PROFIT

We are profitable because...  
Profit is not the purpose of your business. Profit is a result of you aligning actions to serve your purpose and your purpose serves your customers.

### ANALYSIS

#PurposeToProfits

### PERFORM

Our visual management of...  
If you can't measure it, you can't manage it. **Visually track** (on the walls) the top 3 performance measures in each area of your business.

### METRICS

#MeasurableResults

### PRODUCTIVITY

My high pay-off activities are...  
Define productivity for each role. What are the **top 6 behaviours** (20%) to block out time for will drive (80%) your results. What are your HPA's?

### FOCUS

#EffectiveFirst



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