



BUSINESS ACCELERATOR

THE DOUBLE WIN

NAME _____

DATE _____

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WELCOME

INTRODUCTION

By enrolling in BusinessAccelerator, you've proven you're committed to your business. This program has been designed with your success in mind. At BusinessAccelerator, everything you learn will be straightforward, practical, and effective.

We stand behind what we teach because we've watched the ideas, processes, and tools we're going to present to you work over and over again—In our business and in the businesses of our clients.

To set you up for success, we're going to walk you through the three most important Building Blocks that will help you get the most out of your BusinessAccelerator experience: Vision, the Quarterly Preview, and the After Action Review.

Measurable growth only happens with intention and design. That's why every session of Business Accelerator is designed to help you experience these five wins:

Confidence, so you trust your own ability to lead regardless of challenges of current events.

Focus, so you can prioritize what matters most.

Breakthrough, so you can master a new insight, tool, or process that will dramatically accelerate your results.

Action, so you can walk out of each intensive knowing how you will implement changes with high impact in the next 90 days.

Connection, so you can feel seen, celebrated, and supported—because we need each other.

The power to change your business begins with you. We believe it's possible for you to scale your business, build your team, and achieve high-impact financial and organizational results without compromising your health, your personal life, or your relationships.

In the world of business, this is not the norm. The vast majority of successful business owners and leaders are achieving results at the cost of their marriages, their children, and their physical and mental health.

We believe there's another, better option.
Winning at work and succeeding at life.
This is the Double Win.

THE DOUBLE WIN

You can get what you want in life and work, but only by design.

THREE APPROACHES TO LIFE

There are really only three possible approaches to life:

Drifting

Drifting is reactive. It happens when we are unaware, distracted, overwhelmed, and deceived. It takes us where we don't want to go. No one has ever drifted to a destination they would have chosen.

Driven

Being driven means your ambition is in control. You're not in the driver's seat, and the consequences of overwork are taking a toll on your health, your family, and your ability to do your best work.

Design

What if you intentionally crafted the life you want to live? Living by design means starting with the end you want to achieve and reverse engineering the outcome. We'll give you the tools to identify and implement the changes you need to make.

The power to change your business
begins with you.

We believe it's possible for you to scale your business, build your team, and achieve high-impact financial and organizational results without compromising your health, your personal life, or your relationships.

In the world of business, this is not the norm. The vast majority of successful business owners and leaders are achieving results at the cost of their marriages, their children, and their physical and mental health.

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EXERCISE

Group Discussion

Before we go any further, in the space to the left, answer this question: Which one of these three approaches most closely represents your work and life right now? How is it impacting your Double Win? And how do you think BusinessAccelerator could help with that?

11x17 LifeScore Assessment should
be placed here and this page
removed.

BUILDING BLOCK 1

VISION

INTRODUCTION

You can get what you want out of work and life, but only by design. And the first building block in that design process is essential to everything else that follows. It is VISION.

BUILDING BLOCK 1

A VISION

Your Lifescore Assessment reveals where you're starting from. No matter your score, remember: we're all here to grow.

Survival (6–18)

You're just trying to stay afloat. You don't really feel like you're winning in any category of your life. You're worried and overwhelmed and probably feeling stuck. We've all been there—and the good news is you have nowhere to go but up.

Frustration (19–36)

You can see a different future, but you can't reach it. Perhaps you're doing well in one or two domains. But in most areas, you're frustrated because you're falling

short of the results you want. The good news is that you can close the gap, and we'll show you how.

You're doing well in most domains, even crushing one or two. There might be one or two areas where you're struggling, but you might feel like you've arrived. It's easy to get comfortable in success. But there's an even better level you can reach.

Only 2% of the 40,000 people who have taken our assessment are at the transformation level. At this level, your success is changing the lives of others. You're thriving relationally, emotionally, and spiritually, filling your time with people, activities, and work you love. Your results are a legacy you're proud of. Too good to be true? That's where you're headed.

Your life is either drifting, driven, or designed. Your vision is the key to defining what winning looks like and getting there on purpose.

The Double Win Dream List

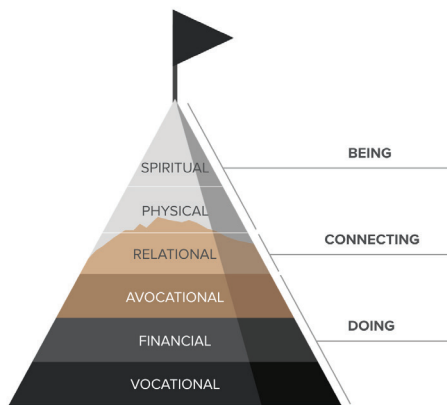
[illegible]

[illegible]

EXERCISE

THE DOUBLE WIN DREAM LIST

SAMPLE



What would you like to be true of your life three years from now? Describe it with a few present-tense bullet statements—then summarize as a single memorable statement.

VOCATIONAL

- Through automation and strategic hiring, my business runs by itself.
- I take a one-month sabbatical each year.
- We work exclusively with high-end clients whose budgets start at \$40K.

We're enjoying more profit and more free time by prioritizing better clients.

FINANCIAL

- Frank and I have the financial freedom to travel as often as we want to.
- Purchased a beach house to enjoy summers with our kids and grandkids.
- We're able to increase our owner draws and our annual giving by 20%.

We're free to be generous—with ourselves, our loved ones, and our giving.

AVOCATIONAL

- I've found new sources of passion and play like biking and rowing.
- Frank and I are finally taking the salsa class we've always talked about.
- I'm volunteering my time, producing two women's events a year for my church.

We've finally freed up the time to have fun and explore new passions.

RELATIONAL

- I'm a friend and mentor to my kids. We visit often and have deep talks.
- I've got a strong circle of friends. We meet regularly for coffee and dinner.
- Frank and I are closer than ever, discovering new, exciting facets of our marriage.

I feel deeply connected to the people I love most.

PHYSICAL

- I strength train three times a week and can bench press 125 pounds.
- I have the stamina to play with my grandkids for hours at a time.
- I have the peace of mind to sleep soundly for nine hours each night.

I'm enjoying more sleep, strength, and stamina.

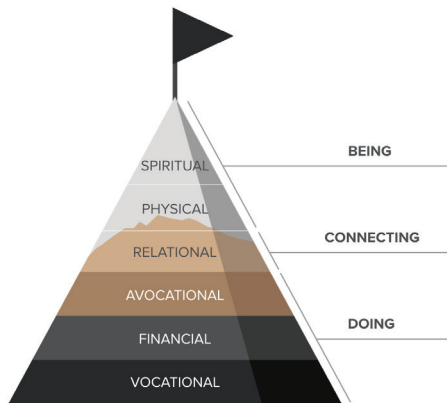
SPIRITUAL

- I have time to participate consistently in a weekly women's small group.
- I'm praying and reading scripture for 30 minutes every morning.
- I feel a new sense of peace and connection to God.

I feel deeply connected to God.

EXERCISE

THE DOUBLE WIN DREAM LIST



What would you like to be true of your life three years from now? Describe it with a few present-tense bullet statements—then summarize as a single memorable statement.

VOCATIONAL

- _____
- _____
- _____

FINANCIAL

- _____
- _____
- _____

AVOCATIONAL

- _____
- _____
- _____

RELATIONAL

- _____
- _____
- _____

PHYSICAL

- _____
- _____
- _____

SPIRITUAL

- _____
- _____
- _____

BUILDING BLOCK 2

THE QUARTERLY PREVIEW

INTRODUCTION

The Quarterly Preview is your opportunity to look back in order to look forward. This tool—and the next one we'll discuss—operate on the same principle: Hindsight improves foresight.

You can constantly improve your professional and personal lives by looking back on your progress and actively planning for the future, by consistently using the Quarterly Preview tool in your Full Focus Planner.

WHY USE THE QUARTERLY PREVIEW

The Quarterly Preview is your opportunity to engage in a high-level evaluation of the last 90 days. Your focus should be on patterns, quarterly goals, and big events. The Quarterly Preview isn't just limited to your business; it's an opportunity to think about your progress toward goals in other areas too. We don't just want you to win at work. We also want you to be able to succeed

in all areas of life.

You'll find the Quarterly Preview at the end of your Full Focus Planner. The Full Focus System is key to making sure you're keeping the main things in focus and accomplishing what matters most. It's a system that will help bring balance, confidence, and peace to your life.

After pursuing goals, making mistakes,
and living lots of life, the Quarterly
Preview gives you the chance to ask,
How did it go?

Because it's a process for deep reflection, we typically encourage you to set aside at least half a day of uninterrupted time to dive into the Quarterly Preview. Remember, the more thorough the reflection, the more you'll be able to learn from the last 90 days, and the more you'll be set up to succeed in the next 90 days.

HOW TO USE THE QUARTERLY PREVIEW

Step 1: The first step of the Quarterly Preview is to celebrate your biggest wins. Again, these don't just have to be at work. Ask yourself:

- What are you particularly proud of?
- How did you grow?
- What habits are you doing now that you weren't doing 90 days ago?
- How have you changed?
- When were you the happiest?

Don't forget to celebrate. We're more likely to succeed when we celebrate our past successes.

Step 2: The next step is the After Action Review. This section will start by having you track your success on the goals you set at the beginning of the quarter. Pull those goals from your goal pages, rewriting them again here word for word. Take a moment to remind yourself *why* you set them.

Then, estimate what percentage of progress you've made toward them. Be honest. If one of those numbers isn't as high as you'd like it to be, there's no shame. We've all set goals and didn't make as much progress as we'd hoped. If you made significant progress on other goals, it's possible you were trying to do too much.

If you're struggling to make progress on any of your goals, it's possible that your goals aren't following our SMARTER system. Consider connecting with one of our coaches, or retaking the monthly Full

Focus System training to ask questions and get help.

The next questions are simple: “What worked? What didn’t?” Take this time to think through why you might not have made as much progress as you hoped, or how you managed to make significant progress on your goals. Be as honest as possible with yourself.

The last four questions will force you to get a little more specific:

- What do you want to keep doing?
- What do you want to improve?
- What do you want to start doing?
- What do you want to stop doing?

You'll notice that none of these questions are complicated. And they'll have a big impact on your life and your business when you take the time to reflect.

Step 3: After you finish reviewing your progress on your goals, you'll want to take time to review your Life Plan. A Life Plan helps you define success in each area of your life. It serves as a compass, keeping you on course and focusing on what matters most. Ask yourself if your plan is still relevant or if there is anything you need to revise, remove, or replace.

If you're interested in learning more,

Michael Hyatt and Daniel Harkavy wrote
a book called *Living Forward*,

which walks you through
all the steps of creating a Life Plan.

Step 4: Next, you're going to review
your Annual Goals. As you review the
relevance of your goals, think through if
you need to revise, remove, or replace
anything.

Once your goals are up to date, you'll
want to rewrite them on the Annual Goals
page in your new planner. Rewriting your
goals helps to solidify their importance
and gives you time to remember why you
set them in the first place. Identify which
2–3 goals will be your focus for the next
90 days.

Step 5: This step is for scheduling your
“big rocks” over the next 3 months. Use
the Monthly Calendar pages in your new
planner to review your: Major Events,
Major Deadlines, Major Projects, and
Rejuvenation Time.

Seeing these items written out on
your calendar can help you make sure
you're balancing the areas of your life
effectively, and give you insight into
when you'll be your most flexible or
busiest.

Step 6: Take this time to tweak your Ideal Week. Review your current Ideal Week. What's been working? What hasn't? Based on those reflections, design your new Ideal Week in your next planner.

Step 7: Next, take some time to review your Daily Rituals. Your Daily Rituals help you begin and end your days at your best. Automating your routines for these parts of your day will help set you up for success and have more energy for your Daily Big 3.

Is there anything you want to revise, remove, or replace in your: Morning Ritual, Workday Startup Ritual, Workday Shutdown Ritual, or Evening Ritual? Make any tweaks in your new planner.

Step 8: Lastly, go through the first week or two of your Daily Pages in your new planner and enter the dates. This may seem like a simple step, and it is. It also makes transitioning to your new planner completely seamless.

CONCLUSION

At BusinessAccelerator, completing your Quarterly Preview before you arrive is one of the best ways to set yourself up for success. Doing your Quarterly Preview helps you locate where you

are, which is the perfect position for determining where you want to go next. It helps you operate from a place of focus. And it helps eliminate overwhelm so that each intensive doesn't become "just one more thing" you have to think about.

In fact, it will make applying what you learn in each of these intensives simple and help you take immediate action. We don't want this to be a day of inspiration that you forget about soon after. This is a practical day of training, and you'll be able to walk away with a clear path for success, which can be done by planning for your next 90 days.

The Quarterly Preview is the secret sauce in the recipe for success. Don't skip it.

EXERCISE

Individual Exercise

Pull out your planner or calendar and pick a day sometime in the next 90 days to block off a 4 hour retreat and time for reflection. This will be the time during which you'll complete your Quarterly Preview.

Second, take a minute to note your biggest wins from the previous 90 days or quarter.

This will give you a head start on your quarterly preview, before that scheduled date.

Consider the answers to these questions:

- Can you remember where you were three months ago?
- What has changed since then?
- What hasn't?
- What big events have taken place?
- What was your greatest success?
- Did you make progress on your biggest goals?

Write down your biggest wins that you might have forgotten without the help of a Quarterly Preview.

Breakout Rooms

Share some of your biggest wins with your group.

EXERCISE

THE QUARTERLY PREVIEW

Step 1 MY BIGGEST WINS / List your top accomplishments from the past quarter.

Step 2 AFTER ACTION REVIEW / Refer to your goals for this past quarter.

How far did you get?

%
COMPLETE

What worked? What didn't?

SUN TZU

[illegible][illegible][illegible][illegible]

BUILDING BLOCK 3

THE AFTER ACTION REVIEW

WHAT IT IS

INTRODUCTION

There are few places that involve higher risk than the military. With literal lives on the line, the United States needed to create a tool that minimized loss of life by maximizing a team's ability to learn from every experience together. That's what led to the creation of the After Action Review (AAR).

This tool is a standard part of the military's training process. After each combat simulation, the whole unit immediately participates in an After Action Review as a means of consistently evaluating their performance. While units will continue to use the After Action Review in actual combat, the tool is especially useful for improving the performance of soldiers in simulated combat because they can learn while the risk is lower.

Unlike a critique, which may only present a limited number of points of view, an AAR includes feedback from all participants—from senior leaders to individual soldiers—whose observations are often just as critical to the success of

Using the After Action Review as a regular tool in your business will ensure you are consistently making the best choices to optimize your business.

THE AFTER ACTION REVIEW

The After Action Review begins with a simple **Summary** that includes the:

- Reviewer
- Project Name
- Project Details or description
- Project date

This information is meant to be able to provide context and identify who to ask if someone has questions about the project.

The next section is for listing the **Goals**. These should be SMARTER goals that were set at the outset of the project or event that defined what success looks like. You'll notice that requiring these SMARTER goals will encourage you to answer, "What does winning look like?"

Now you're ready to review your performance on these goals. Assign a letter grade, A–F. Then, provide a little detail on why you gave the goal the grade you chose.

The next section is **Analysis**. You'll be asked to think about:

- What you want to keep
- What you want to improve

- What you want to start doing
- What you want to stop doing

These can be everything from operational details to communication interactions to methods of measuring results. The number-one rule here is to be as specific as possible.

The final section is **Planning**.

First, you'll list three ways you want to improve next time. These should also be specific and actionable. Then, you'll create three SMARTER goals for the next similar project or event. They don't just have to come from ways you want to improve. They could be a reminder to repeat something you found successful.

There are times when an After Action Review is especially helpful. We particularly recommend prioritizing the After Action Review for:

- **New experiences.** If you did something for the first time, you've just learned a lot. If you don't write it down, you'll lose valuable information and feedback.
- **Collaborative endeavors.** Multiple people or multiple teams mean multiple perspectives. Being able to bring together a variety of points of view is invaluable for

learning everything you can from an experience. As a bonus, going through the After Action Review together will help create a culture of candor, which is key in a successful business.

- **Unexamined habits.** While you don't need to do an After Action Review about how you brush your teeth everyday, it can be enlightening to pay attention to the parts of your life that are on autopilot. Reviewing unexamined habits can help you root out what might be impeding your success and do more of the things that are adding meaning and productivity to your life.

CONCLUSION

The After Action Review is an effective tool first used by the military to prevent loss of life on the battlefield. We can take the same principles and apply them to our businesses. The AAR forces us to define success, take the time to reflect on the results, and optimize our efforts in the future, which is necessary to grow your business.

EXERCISE

After Action Review

Use the blank AAR on page 39. Pick a project or meeting from the past month and fill out an After Action Review. Once you're done, ask yourself:

- What did you learn?
- Was any part harder than you expected?
- What would be different if you had filled this out immediately after the event you chose?

EXERCISE

AFTER ACTION REVIEW



SUMMARY			
Reviewer	Michele Cushatt		
Project Name	Virtual BusinessAccelerator		
Project Details	Transition our in-person coaching day into a virtual experience	Project Date	3/31/2020

GOALS		
What were your goals for this project?	How did you perform against your goals?	Grade
1. Create an exceptional virtual event experience.	1. For our first 100% virtual event, we did great.	B
2. Provide excellent client care in an unexpected virtual conference experience.	2. Provide excellent client care in an unexpected virtual conference experience.	B-
3. Set our coach up for success as a presenter.	3. We excelled at this.	A-

ANALYSIS

1	What do you want to keep doing?	2	What do you want to improve ?
	<ul style="list-style-type: none"> • Keep using Bradymade for virtual events • Full team tech dress rehearsal 2-4 days before the event • Dedicated, dated, deletable Slack channel for event, real-time communication (NO TEXT) • Keep the staff breakout room • Keep multiple breaks 		<ul style="list-style-type: none"> • Overall client communication about what to expect • Timing of asset prep and delivery to coach • Either improve Zoom functionality and resolution OR research a different technology • Set up screen for the speaker to see audience reactions • Have clearer instructions for breakouts and exercises
3	What do you want to stop doing?	4	What do you want to start doing?
	<ul style="list-style-type: none"> • Stop using coach computers • Stop meeting as a staff during every breakout session/break, etc. • Stop being online for the entire 9 hours • Stop chat DMs for Ora and Deidra during certain times of day so they can take breaks • Change full introductions at the beginning of the day; either tighten the questions or do it in the happy hour or breakouts • Stop Coach announcements 		<ul style="list-style-type: none"> • Create streamlined plug-and-play presentation equipment • Additional chat support • Include virtual experience training in onboarding process • FAQ Doc: instructions on downloading and using the modifiable PDF workbook • Staff to facilitate first breakout session; maybe include introductions during this first breakout • Utilize more full-group Q&A feature & discussion

PLANNING

What are the three biggest improvements you can make?	What are your goals for the next time?
Add Virtual Happy Hour the night before including icebreakers (could start 30 minutes earlier for those who need extra tech help).	Decrease coach anxiety.
Include virtual experience training to the onboarding.	Marked improvement in client cohesion and participation.
Add client-support person.	Better team margin/reserves at the end of the day.

EXERCISE

AFTER ACTION REVIEW

SUMMARY			
Reviewer			
Project Name			
Project Details		Project Date	

GOALS		
What were your goals for this project?	How did you perform against your goals?	Grade

ANALYSIS

1

What do you want to **keep** doing?

2

What do you want to **improve**?

3

What do you want to **stop** doing?

4

What do you want to **start** doing?

PLANNING

What are the three biggest improvements you can make?

What are your goals for the next time?

THE AFTER ACTION REVIEW ACTIVITY

INTRODUCTION

Now that you know what the After Action Review is, let's see it in action.

Using the After Action Review with your entire team will ensure the biggest improvements for your business. Now we're going to go over how to implement this tool with your team.

Using the After Action Review with Your Team

Use the following steps to implement the AAR with your team.

Step 1: Create the meeting. It's a good idea to have a standing meeting after every BusinessAccelerator intensive with key leaders in your company. These should be people in positions of influence that you trust.

Step 2: Explain the tool. During this meeting, you want to go over the material you learned, with special emphasis on the tool. You want to be sure to emphasize:

what the tool is, how it works, and how the business will benefit from using this tool.

Step 3: Solicit feedback. Here's a fact: Soliciting input creates buy-in. Ask your team these three questions:

- How do you feel about this tool?
- What excites you about this tool?
- What are your concerns about this tool?

If you want to see change, you can't wait for "sometime." You need to create deadlines.

Step 5: Create a reference system. For some of the tools, this will be as simple as putting a piece of paper in a visible place. In the case of the After Action Review, you want to be sure that your hard-won learning can be returned to when you need it most.

The After Action Review isn't just about hindsight. It's about foresight. If what you learned doesn't shape what you do next, you may as well not have learned it.

Perhaps every department needs an After Action Review folder on your network or server. Maybe you want to organize chronologically, by topic, or by department. You can delegate this to your executive assistant. Have your EA follow up to ensure everyone is filling theirs out—preferably during a feedback meeting; individually is okay if needed. Empower your EA to follow up to make sure AARs are being utilized and referenced.

CONCLUSION

Using the AAR across your business will ensure everyone is learning from their successes and their mistakes. To implement the tool, you:

- Create the meeting.
- Explain the tool.
- Solicit feedback.
- Set clear expectations and communicate.
- Create a reference system and empower your EA to ensure the AAR is being used.

GROUP EXERCISE

After Action Review

In your breakout group, you're going to do an After Action Review of your BusinessAccelerator experience, thus far. You're not evaluating how we did, but how *you* did. In other words, do an After Action Review of how well you've utilized your investment and the opportunities presented thus far.

ACTION PLAN IDEAS

WIN WITH WHAT YOU'VE LEARNED.

Here are the three steps you should consider this quarter:

1. Implement the After Action Review with your team. You'll need their support and alignment to successfully incorporate it into your regular business processes.

2. Enlist accountability by sharing your goals with a trusted colleague or member of your cohort. Ask them to check in regularly to see how you're doing. To make this easy, you can use the Accountability in a Box tool you'll find in your Resources section.

3. Huddle up. You don't have to go it alone! We have weekly huddles designed to help you stay on track. They give you dedicated time each week to review your goal progress and pick your Weekly Big 3.

90-DAY ACTION PLAN

90-DAY ACTION PLAN

REFLECT



Step 1. Take a few moments to consider your current reality. What are some of the challenges, questions, or areas of friction you're facing right now in your business (or life)?

1

2

3

4

5

REVIEW



Step 2. Look over your notes from today's intensive—including the content, individual activities, and group discussions—and briefly document any insights, breakthroughs, or other important information here.

CONNECT



Step 3. Take some time to connect what you learned today to your life and business. Here are two questions to get you started.

How might the insights or breakthroughs I experienced today help solve a problem, relieve some friction, and/or boost my growth and momentum?

What is at stake if I don't take action and nothing changes?

PLAN



Step 4. Determine the details of your next steps. To get clear on your next steps, consider the items below:

- ☐ **CALENDAR.** *What do I need to schedule?*
- ☐ **DELEGATION.** *What can only I do? What do I need to delegate?*
- ☐ **COLLABORATION.** *Who on my team should I enlist to Assistant, Director of HR, mastermind group, etc.)?*
- ☐ **COMMUNICATION.** *What do I need to communicate? (my team, the CEO, our clients, my spouse, etc.)?*

Over the next 90 days, what action steps will I take to make progress on what I learned?

<input type="radio"/>	1	
<input type="radio"/>	2	
<input type="radio"/>	3	
<input type="radio"/>	4	
<input type="radio"/>	5	
<input type="radio"/>	6	

DO



Step 5. Referring to your insights here, schedule your next steps in your planner and communicate with your executive assistant to get everything on your company calendar.

RESOURCES

Copies of the resources below are available in your Mighty Networks group section for this quarter.

ARTICLES

The Importance of a Quarterly Review

Michael Hyatt

Why After Action Reviews Are So Important

Mike Harris

How to Better Control Your Time by Designing Your Ideal Week

Michael Hyatt

How to Create More Margin in Your Life

Michael Hyatt

How Celebration Fuels Achievement

Stu McLoren

BOOKS

Free to Focus

Michael Hyatt

TOOLS

Full Focus Planner™

Quarterly Preview™

After Action Review

90-Day Action Plan™

EXERCISE

AFTER ACTION REVIEW

SUMMARY			
Reviewer			
Project Name			
Project Details		Project Date	

GOALS		
What were your goals for this project?	How did you perform against your goals?	Grade

ANALYSIS

1

What do you want to **keep** doing?

2

What do you want to **improve**?

3

What do you want to **stop** doing?

4

What do you want to **start** doing?

PLANNING

What are the three biggest improvements you can make?

What are your goals for the next time?

