



THE IMPACT FILTER™

1. PROJECT/FOCUS Video coaching program based on The Team Success Handbook			
PURPOSE	What do you want to accomplish? What is your motivation?	3. SUCCESS CRITERIA	What specific results must be true for this project to be a success?
	To create a powerful, fun, useful video coaching program based on The Team Success Handbook	1	4 modules w/ in-depth coaching & a leaders' guide based on The Entrepreneurial Attitude
		2	Short, punchy, fun, high-quality videos w/ team & client cameos. I'm engaging, insightful & caring.
IMPORTANCE	What is the difference this will make? What impact will this have?	3	It's the perfect next step for people who've purchased The Team Success Handbook.
	Helps entrepreneurs & team leaders integrate & implement The Entrepreneurial Attitude so they can build a Self-Managing Company	4	Clients use the series in meetings as basis for implementing the concepts within their companies
		5	Team members feel understood, appreciated, & inspired to grow
IDEAL OUTCOME	What does the completed project look like? What is the payoff?	6	Everyone who buys it is ecstatic - they feel it's great value for their investment
	It will be a fabulous product that provides concrete, practical coaching strategies, neat interviews, quizzes, & real-life examples, & additional insights & material - a very valuable program for people to watch over & over again. We get rave reviews & it works.	7	It accelerates my reputation as an entrepreneurial team coach w/ unique insights
		8	It saves \$\$\$ & makes \$\$\$ for everyone who purchases it - it's a runaway best-seller
2. SELLING YOURSELF			
BEST RESULT	Phenomenal new product w/ solid value, easy to deliver, easy to learn, both team members & entrepreneurs love it. Team members feel understood, appreciated, & more capable, & entrepreneurs feel understood & leveraged.		
What's possible if you do take action.			
WORST RESULT	We don't do it, so there's no leverage to the book, or it's not a quality product so people feel it's not worth the price, that it's a waste of training dollars & time - my reputation is negatively impacted		
What's at risk if you don't take action.			
Name: (Your name)		Date: (Today's Date)	

- 1 **PROJECT**
What's the most crucial project you'd like to work on this quarter so you can communicate or delegate it successfully?
- 2 **PURPOSE**
What do you want to accomplish? Describe the goal you're aiming for. This is crucial information for others on your team to understand so they can align with your vision.
- 3 **IMPORTANCE**
What is the biggest difference this will make? Why is this so important? Describe the impact this will have in detail so you and others can fully grasp its significance.
- 4 **IDEAL OUTCOME**
What does the completed project look like? Paint a picture of what it should look like when it's done.
- 5 **BEST RESULT**
What's the best that will happen if you take action on this project? Thinking about a positive result will inspire and energize you.
- 6 **WORST RESULT**
What's the worst that will happen if you don't take action on this project? Seeing the impact of inaction is a great motivator for you to move forward.
- 7 **SUCCESS CRITERIA**
What has to be true when this project is finished? What are the criteria for success? In other words, how will you and your team know that it worked? Give specifics so each criterion is measurable and can be judged in the end as successful or not.

Name: (Your name)

Date: (Today's Date)



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		3	
IMPORTANCE	What is the difference this will make? What impact will this have?	4	
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		7	
		8	
2. SELLING YOURSELF			
BEST RESULT			
What's possible if you do take action.			
WORST RESULT			
What's at risk if you don't take action.			

Name:	Date:
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