Implementation Plan

1. What is your name?

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HABIT ONE
SIMPLE

2.

Think of three current initiatives in development at your company. Write down the social play for each of them, and consult your marketing team to discuss how you can include these in their broader plan. Make sure that this consideration is always a top priority when exploring new opportunities or dealing with unexpected setbacks.

	Initiative	Social Play	
1	ExO Support and promotion	RCI and ExO have high social, change the world for the better. Supporting virtual book launch and other initiatives	
2	RCI gets social (Fletcher Method)	Creating a content marketing program. Much of what we write to our clients can be captured in short form blog and shared with our network. Create value for network	
3	Supporting our non-profit community to scale	Partner with key non-profit orgs to offer affordable, relevant ScaleUp and ExO hybrid	

3.

HABIT TWO
TRUE

Write down 1-2 sentences that you would want to show up when someone Googles your name. Do the same for your company, your major products and your team. Make these definitions public so everyone in your organization knows what their guiding principles are and they are working towards.

RCI helped our company thrive! They are insightful, with a wealth of experience, resources and tools tools to craft the learning to our current needs. We can step more boldly into the future.

4.

HABIT THREE
ACT

In order to understand what really matters among all the emails, notes, calls and meeting requests that come across your desk, take time to list the two most important things you need to get done each day before getting consumed by throughput activities.

Make these two items your priority in the morning, and ensure they're complete by the end of your day. We recommend using a system you're already comfortable with (i.e.

book yourself 10 minutes at the beginning and end of the day on your calendar to dedicate time to clear thinking and planning).

I have created my own system for keeping track of high priority activities each day and recording their progress.

5. **List your tips for staying on top of high priorities and avoiding distractions that might be beneficial to the community.**

Trello is my go to for organizing my daily activities. I've tried using task managers, but they get too detailed. With Trello I do my own weekly scrum and move the top items into "doing" for the day.
Distractions - headsets, Focus@will or Spotify (focus) help me block the noise that distracts. Working in blocks of time (40- 90 min) then taking a focus break. Limiting my email access. I check in every 3 or so hours and try not to react to it. Turning Do Not Disturb on for notifications is important.
I'm trying to put my health/workout in first. Somedays it works and others, not so much.

6.

HABIT FOUR
MAP

Your 'Not For Now' list is a critical resource - if you're able to tie current activities to things on the NFN list, your employees will feel empowered by being able to see a clear path between what they're working on and the company's future goals.

Create your list and keep it constantly updated. Add new items to it and remove tasks as they are complete. Implement the list across all departments and make sure that its contents and progression are part of weekly huddles.

I have created my own system for keeping track of these types of my NFN lists.
I have created a system in which all departments contribute their NFN ideas to the list.

7. **List ideas from your NFN list that might be beneficial to the community.**

See Trello note above. NFN go into my backlog. Given we are a small firm, Metronome Growth Systems helps us stay focused on quarterly and annual goals.

8.

HABIT FIVE
PEOPLE

People will become interested in you and your company by you being interested in them - time to break out the calendar again! Dedicate 10 minutes per day to 'Posting It Forward,' where you take time to connect with three different people. They may be part of your team, a customer, a supplier or an old colleague - whoever it is, try and provide them some value. Endorse someone for a skill on LinkedIn, recommend someone's expertise on Twitter or even just send an article directly via email if you think they'd find it helpful or interesting. Keep things natural and sincere, and grow your network organically before you need it.

If you don't have a system in place, we've created a spreadsheet you can use to keep

track of who you'll be reaching out to, which channel you'll use, what your message will be and whether or not it's complete.

I have created my own system for planning my 'Posting It Forward' activities.

9. **List your quick proactive networking techniques that might be beneficial to the community.**

I'd love some help here. Much of my work isn't local, so I need to be a master at virtual networking. Part of this is the get social strategy above, part of it is connecting people, content, info and part of it is finding other ways to be in the community. Post it forward can be virtual and physicial

10. **Community learning is almost as powerful as learning from the thought leaders. We encourage you to share your implementation plans and progress as some leaders may be struggling with problems you've already overcome. Would you like to share your plan with the community?**

Yes, I'd like to make my plan available to Scaling Up Club members.

11. **How much extra revenue do you expect when you fully implement this plan?**

We know it can sometimes be hard to tie revenue with leadership development. It may help to think about a numerical growth in your business based on the improvements each action can bring.
- "If there's a social play to all your activities, how much more exposure can your brand get?"
- "How many of your projects don't go forward due to you not having access to the right network?"
- "How many new successful products/services/processes could you create based on your team's NFN ideas?"

Now try to think of these improvements in revenue growth.

(options below in USD)

100k - 250k