

1.

1. What is your name?

Jeff Cheslea

## **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	Brand Building	Posting white papers to LinkedIn that enhance our reputation as experts in our field	
2	Strategic Sales Growth	Promote our 48 hr Challenge using social media as a way to promote to customer base	
3	Building a Great Customer Experience	Share customer experience & Net Promoter Score	

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.**

Company - Experts of innovative customized tape & adhesive solutions for manufacturers.

Personal - A passionate individual who strives to bring others together to create unique things, experiences and achieve common goals.

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.

I have created a Strategic Framework that outlines our Business Goals and Strategic Imperatives to achieve them. I refer to this daily when considering things we are discussing things we want to work on or if we should take on something new.

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.

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

We use the parking lot system, however i like the NFN. Feels more positive.

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.

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

I am not personally a big social media person. I do see the potential benefits however I feel most people do not use correctly and so it feels fake. I like the idea you have suggest and I am working on a way to work it

into my daily/weekly activities.

**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)**

50k - 100k