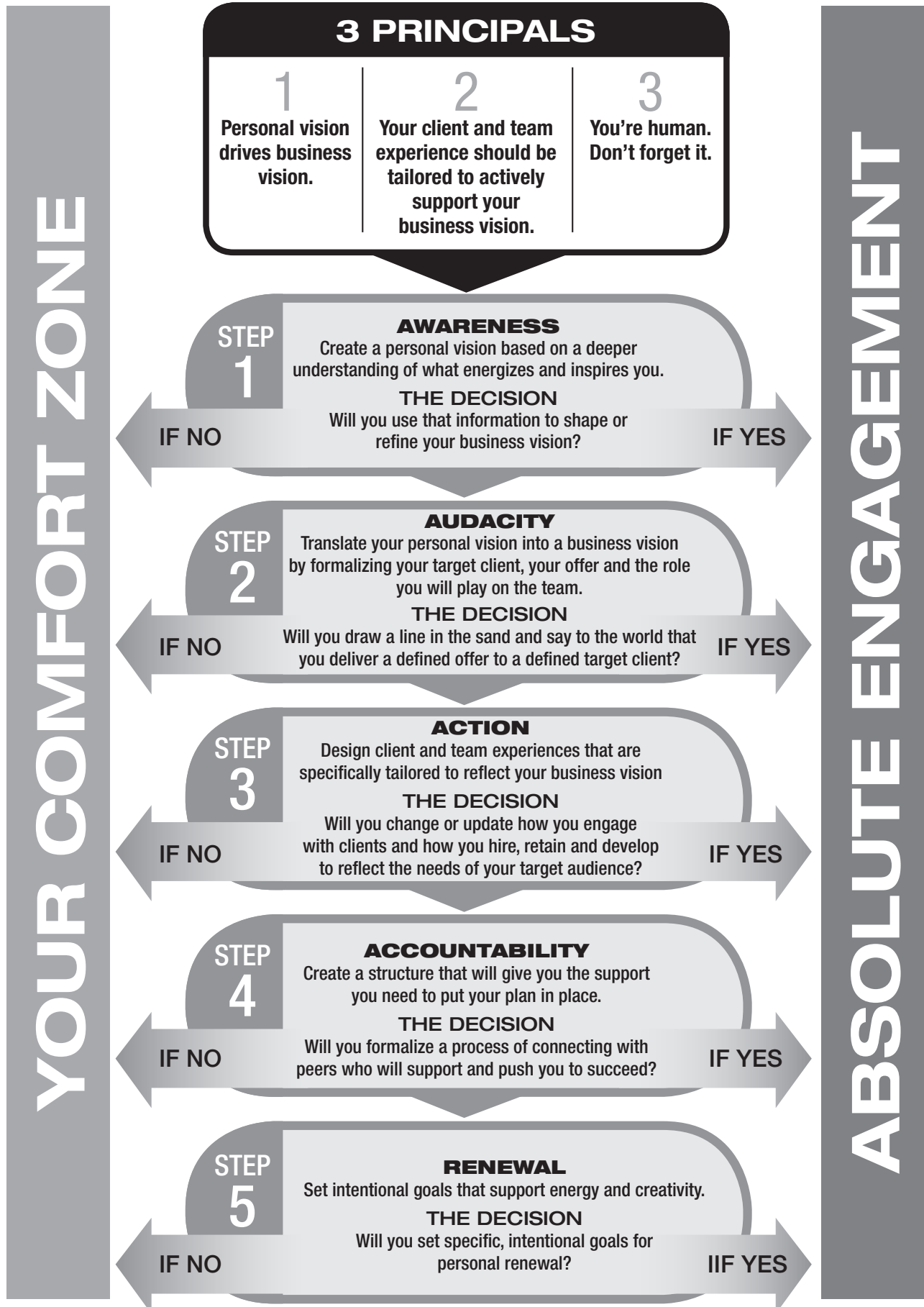


# **THE PURSUIT OF ABSOLUTE ENGAGEMENT**

**YOUR WORKBOOK**

# THE PATH TO ABSOLUTE ENGAGEMENT



# Chapter 1

## Life, Discontent and Possibility

In this chapter we examined the ways in which you can be nudged off course from the vision you have for your business and life. More important, we looked at the need to pause, reflect and ask yourself what you really want to create to ensure that you don't face a fulfillment flatline.

**To what extent do you agree or disagree with the following statements?**

	Not at all. I completely disagree.			Absolutely. I completely agree.	
	1	2	3	4	5
I'm passionate about my business as it is structured today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel very fulfilled by the actual work I do each day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like the work I do has real purpose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel energized by the work I do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel in control of how I spend my time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would describe myself as joyful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How do you feel about your responses to those questions?**

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**On which statements do you genuinely want to see a higher rating?**

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**Thinking about things you want to change, what caused you to give those statements lower ratings?**

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**Still thinking about the things you want to change, exactly what would need to be different in order to achieve a five out of five? (Hint: you may not know the answer to this and that's ok.)**

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**Which of the following describes where you are today, as it relates to your goals and your vision for the business?**

- ☐ I'm exactly on track
- ☐ I have drifted from the vision I once had for the business
- ☐ I have clear goals but no clear vision
- ☐ My vision has changed; the things that are important to me have changed

**If things have changed, what was your original vision for the business and why do you think you've drifted?**

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**How would you describe the vision you have for your business today?**

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**Thinking about the next phase of your business, what's most important to you?**

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**Which of the following best describes you?**

- ☐ I'm always focused on the needs of others
- ☐ I balance the needs of others with my own needs

**If you’re always focused on the needs of others, why do you think this is the case and what impact does that have on your life and your business?**

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**How would it feel if you could build a business around your personal vision?**

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**Do you feel you put the right amount of energy into both your business and your personal life?**

- ☐ Yes
- ☐ No

**If no, what would it mean if you could be more intentional about your personal life?**

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**Are you open to the possibility that there might be a way to run your business that is more personally fulfilling?**

- ☐ Yes
- ☐ No

**What scares you the most about making a change to the way you run your business?**

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### **Achievements**

At the end of this chapter you should have:

- Identified aspects of your business that are more, or less, fulfilling
- Assessed where you are today relative to the vision you had for the future
- Identified what is important to you when you think about the future of your business
- Assessed the balance between the energy you invest in your personal and professional lives
- Identified potential internal barriers to making changes to your business

### **Build Your Action Plan**

Now, you can go to your action plan and note any specific tasks, based on the work you've done in this chapter. Note that the initial chapters are designed more to get you thinking about your future so you may find that simply completing these exercises is all that you need to do.

## Chapter 2:

# Absolute Engagement: A Vision of What's Possible

In this chapter we examined the impact of Absolute Engagement on your business and your life.

### Vision

**For which of the following have you defined your ideal AND feel you are living your ideal?**

I have defined my ideal client and am working primarily, or entirely, with those clients.

☐ Yes ☐ No

I have defined the work I want to do and am primarily, or entirely, focused on doing that work for my clients.

☐ Yes ☐ No

I have defined the role I want to play on the team and am spending the majority of my time on the right activities.

☐ Yes ☐ No

***FYI,***

- *100% of the Absolutely Engaged are working with exactly the right clients.*
- *65% of the Absolutely Engaged are doing exactly the right work.*
- *68% of the Absolutely Engaged play exactly the right role.*

### Confidence, Clarity and Control

I'm very clear about my long-term professional goals

☐ Absolutely disagree ☐ Somewhat disagree ☐ Neutral ☐ Somewhat agree ☐ Absolutely agree

I'm confident that I will reach my long-term professional goals

☐ Absolutely disagree ☐ Somewhat disagree ☐ Neutral ☐ Somewhat agree ☐ Absolutely agree

I feel in control of whether I reach my long-term-professional goals

☐ Absolutely disagree ☐ Somewhat disagree ☐ Neutral ☐ Somewhat agree ☐ Absolutely agree



**FYI,**

- 72% of the Absolutely Engaged 'completely agree' they are clear about their goals compared to 43% of all others.
- 61% of the Absolutely Engaged 'completely agree' they are confident they will reach their goals compared to 38% for all others.
- 52% of the Absolutely Engaged 'completely agree' they feel in control of reaching their goals, compared to 31% of all others.

## Focus

What proportion of your day do you spend on activities that you, and you alone, should do to move the business forward? \_\_\_\_\_%

**FYI,**

*the Absolutely Engaged spend 53% of their day on core activities compared to 43% for all others.*

## Financial Success

What was your total gross revenue in the last 12 months? \$\_\_\_\_\_

**FYI,**

*49% of the Absolutely Engaged generated \$1m or more in gross revenue last year compared to 29% of all others.*

## Time off

How many hours a week do you work, on average? \_\_\_\_\_hours

**FYI,**

*40% of the Absolutely Engaged worked fewer than 40 hours last week compared to 24% of all others.*

## Wellbeing

How would you describe your level of stress at work?

☐ Very low    ☐ Low    ☐ Neutral    ☐ High    ☐ Very High

**FYI,**

*37% of the Absolutely Engaged rate their stress level as low or very low compared to 12% of all others.*

### How would you rate your overall level of health?

☐ Poor    ☐ Fair    ☐ Good    ☐ Excellent

***FYI,***

*51% of the Absolutely Engaged report excellent health compared to 25% of all others.*

### How tired do you feel in the morning?

☐ Extremely tired    ☐ Somewhat tired    ☐ Neutral    ☐ Not very tired    ☐ Not at all tired

***FYI,***

*53% of the Absolutely Engaged report feeling not at all or not very tired compared to 38% of all others.*

### Achievements

At the end of this chapter you should have:

- Assessed the clarity of your personal vision, including client, role and work
- Compared yourself to those who are Absolutely Engaged and identified potential gaps and opportunities

### Build Your Action Plan

Now, you can go to your action plan and note any specific tasks, based on the work you've done in this chapter. Note that the initial chapters are designed more to get you thinking about your future so you may find that simply completing these exercises is all that you need to do.

## Chapter 3: The Path and the Pitfalls

In this chapter we examined the three principles that guide the approach taken by the Absolutely Engaged. From there we looked at the five steps you'll need to take, the five decisions you'll need to make and the internal obstacles you may face along the way.

To what extent do you agree or disagree with the following statements?

	Not at all. I completely disagree.			Absolutely. I completely agree.	
	1	2	3	4	5
I have a clear personal vision that drives my business vision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My client and team experiences are tailored to actively support my business vision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find ways to support myself, including peer support and intentional relaxation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

As it relates to the five steps, to what extent would you agree or disagree with the following:

	Not at all. I completely disagree.			Absolutely. I completely agree.	
	1	2	3	4	5
I have a deep understanding of the clients, work and role that energize and inspire me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have formalized a definition of my target client, my offer and my role to align with the things that energize and inspire me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have designed a client experience that is specifically tailored to reflect the needs of my ideal target client and to engage my clients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have designed a team experience that is specifically tailored to support my client experience and to engage my team.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the infrastructure and process in place to allow me to focus on the activities that will drive the business forward.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a structure in place to provide me with the motivation and support I need to stay the course on the path to Absolute Engagement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have set intentional goals to refresh and renew in order to create the capacity I need in my life to allow me to pursue my biggest goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**On the basis of your responses, where do you most want to improve?**

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**What impact do you think those improvements will have on your business and your life?**

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## **Achievements**

At the end of this chapter you should have:

- Assessed potential gaps related to the three guiding principles of Absolute Engagement
- Assessed potential gaps related to the five steps toward Absolute Engagement
- Considered the impact of achieving Absolute Engagement for you and your business
- Considered and identified potential internal barriers that may hold you back from taking meaningful action

## **Build Your Action Plan**

Now, you can go to your action plan and note any specific tasks, based on the work you've done in this chapter.

## **Chapter 4:**

### **Awareness: This is where possibility lives**

In this chapter, you created a personal vision based on a deeper understanding of what energizes and inspires you. Specifically, we looked at your ideal with respect to the clients with whom you work, the work you do and the role you play on the team.

**As it relates to your clients, with which 10 clients do you most enjoy working and what is common among those individuals?**

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**As it relates to your offer, when was the last time you were completely energized by the work you were doing? What characterized that work?**

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**As it relates to your role, what are the things that you, and you alone, should be doing to propel the business forward?**

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**Based on your responses above, how would you describe the changes you want to see in your business? Select the changes that apply and leave those blank that you don't want to change or are not priorities.**

- ☐ I want to focus my business on the kind of work I truly love to do.
- ☐ I want to focus my time on a more defined set of tasks or responsibilities.
- ☐ I want to focus my business on a defined target group.

*These changes define your personal vision and will be the focus of your work going forward.*

**As you worked through this step, were there questions that emerged or additional thinking that you want to do? Make note of that now so you can come back to that as you progress.**

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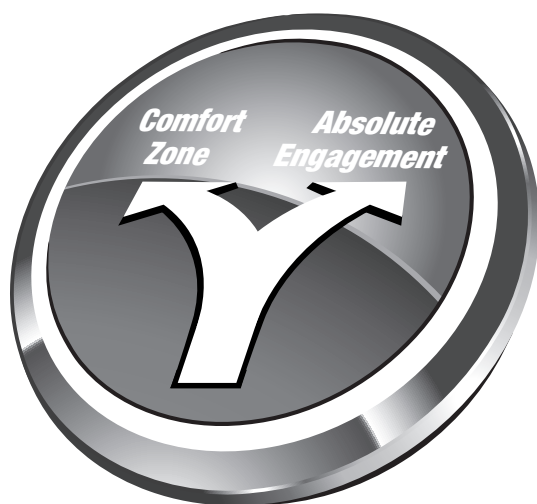
## Achievements

At the end of this chapter you should have:

- Defined the characteristics of the clients with whom you love to work
- Defined the scope of the work that you love to do
- Identified the tasks that you can do to drive the business forward
- Prioritized the components of your personal vision (e.g., clients, work or role) that you'll pursue as you work through this process

## Build Your Action Plan

Now, you can go to your action plan and note any specific tasks, based on the work you've done in this chapter.



## The Decision

*What will you do with this information?  
Now that you've clarified what you're  
passionate about, irrespective of whether  
that reflects your business today, will you use  
those insights to shape or refine your business  
vision? Or, will you set those insights aside,  
promising to come back to them later when  
you have more time?*



# Chapter 5:

## Audacity: This is where courage lives

In this chapter, you translated your personal vision into a business vision, by formalizing your target client, your offer and the role you'll play on the team.

### Your Clients

**Describe your target client.**

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**Narrow your target to a meaningful segment.**

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**Define the characteristics of your ideal client.**

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**How would working only with this type of client impact:**

**You?**

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**Your business?**

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**Your team?**

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**Your clients?**

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# Your Offer

Describe the work you want to deliver to your clients.

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Re-state that description (if needed) in a way that captures your ideal offer in terms a client would understand. Think about how you might describe the work that you do on your website or if you met a prospective client.

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How would doing only this kind of work impact:  
You?

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Your business?

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**Your team?**

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**Your clients?**

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**Your Role**

**What is the role you (and you alone) should play on the team?**

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**What percentage of your time do you spend on this role today?** \_\_\_\_\_%

**What would have to happen to allow you to spend more time on this role?**

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**How would focusing only on these activities impact:**

**You?**

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**Your business?**

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**Your team?**

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**Your clients?**

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# The Transition

Think about the following relative to your ideal target:

What proportion of your clients are part of your ideal target market? \_\_\_\_\_%

For what proportion of clients do you currently provide your ideal offer? \_\_\_\_\_%

What proportion of your clients are both in your target and receive your ideal offer? \_\_\_\_\_%

On the basis of that analysis, what is the best approach to take with the following two groups?

Existing clients who do not fit into this definition of your ideal?

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New clients who do not fit into this definition of your ideal?

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Will you float the concept of a more targeted client or offer to your clients? If yes, how?

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**Complete the following sentences relative to your target and offer**

**At my firm we work with clients who.....**

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**The reason we work with those clients is because....**

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**We provide.....**

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**The reason we provide this is because....**

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**Now that you’ve translated your personal vision into a defined business vision, will you draw a line in the sand and say to the world that you deliver a defined offer to a defined target client?**

- ☐ Yes, I’m continuing down the path to Absolute Engagement
- ☐ No, my comfort zone is looking good right now

**What do you see as the potential barriers at this stage?**

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**What are the specific next steps you will take, based on what you have read in this chapter and written about your own business?**

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- 2. 

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- 3. 

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- 4. 

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- 5. 

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## Achievements

At the end of this chapter you should have:

- Defined your target client in terms that are meaningful to your clients and assessed the authenticity of that definition
- Identified the characteristics of your ideal client, as a segment of the target clients
- Defined the scope of your ideal offer in terms that are meaningful to your clients
- Identified the role that you, and you alone, should be playing on your team
- Uncovered the changes that would need to be made to allow you to focus on the role you should play
- Fully understood the impact of working only (or largely) with your target client, delivering your ideal offer and playing your ideal role
- Defined a process to ‘test drive’ your personal vision with existing clients
- Assessed the economic impact of transitioning your business
- Defined a process to transition to a focus on your target client and offer
- Identified the potential barriers to making these changes

## Build Your Action Plan

Now, you can go to your action plan and note any specific tasks, based on the work you’ve done in this chapter.



## The Decision

*Will you draw a line in the sand and say to the world that you deliver a defined offer to a defined target client? Or, will you continue as you are, trying to do all of the right things for everyone (or no one)?*

## **Chapter 6:**

### **Action: This is where confidence lives**

In this chapter, you examined the trends that will influence how to craft an engaging client and team experience.

**When you sit down with your team, your spouse or a friend, how will you describe the following:**

**What is your vision for the business?**

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**What needs to change to bring that vision to life?**

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**Why do you feel it's important to make these changes?**

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**How will the team be involved going forward?**

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**Now that you have a good understanding of trends that will influence how you will need to engage your clients and your team, are you willing to change how you communicate with clients and how you recruit and develop your team to ensure that the business reflects your vision?**

- ☐ Yes, I'm continuing down the path to Absolute Engagement
- ☐ No, my comfort zone is looking good right now

**What do you see as the potential barriers at this stage?**

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**What are the specific next steps you will take based on what you have read in this chapter and written about your own business?**

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- 2. 

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- 3. 

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- 4. 

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- 5. 

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**Achievements**

At the end of this chapter you should have:

- Gained a greater understanding of the drivers of deeper engagement and how that is being disrupted
- Created a plan to communicate your vision to the team, including why you want to make the change and what may need to happen
- Determined how the team will be involved going forward

**Build Your Action Plan**

Now, you can go to your action plan and note any specific tasks, based on the work you've done in this chapter.

# Chapter 7:

## Action: The Client Experience

In this chapter, you designed a client experience that is tailored to, and aligns with, your business vision.

**What form of client input will you use to understand what your clients consider an extraordinary client experience (e.g., surveys, advisory boards or interviews)?**

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**What methods will you use to understand what is most important to your clients (e.g, describing greatest client experience, providing input on your value or examining behaviors)?**

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**How will you tailor the components of each of the following stages of the client journey to engage and reflect the unique needs of your target audience? Keep in mind that you also want consistency across all touchpoints.**

**Introduction**

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**Initial contact**

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**On-boarding**

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**Plan Development**

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**On-going Reviews**

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**Education**

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**Appreciation**

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**If you work with a range of clients (in terms of their value to the business), which of the following have you done?**

- ☐ Segmented clients based on value
- ☐ Defined the scope of service by segment (e.g., frequency of reviews)
- ☐ Assessed the cost of service delivery by segment

**What are your next steps to ensure your plan is profitable?**

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**What aspects of your internal processes or structures will need to change to support the delivery of this tailored client experience?**

**Personal Skills**

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**Team Skills**

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**Partnerships**

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**Process**

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**Technology**

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**Other**

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**How will you measure progress in meeting the needs of your clients (e.g., client feedback)?**

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**How will you communicate your plan to your clients?**

*You may want to be prepared to answer these questions.*

**Why are you focusing your business on a defined target market?**

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**What will the benefit be to me, as a client?**

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**What will happen to me, as a client, if I'm not part of that target group?**

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**What, as a client, can I expect to change in the short term or long term?**

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**What do you see as the potential barriers at this stage?**

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**What are the specific next steps you will take based on what you have read in this chapter and written about your own business?**

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- 2. 

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- 3. 

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- 4. 

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- 5. 

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## **Achievements**

At the end of this chapter you should have:

- Created a process and method to gather meaningful input from clients on how they think about an extraordinary client experience
- Defined the client journey across each of the key touchpoints: introduction, initial contact, on-boarding, plan development, on-going reviews, education and appreciation
- Structured your offer to ensure profitability, including segmentation, defining the scope of the offer by segment and assessing the cost of service delivery
- Assessed the internal structures and processes that may need to change to tailor your client experience to the needs of your target audience including skills, partnerships and process
- Mapped out a plan to communicate your vision to clients

## **Build Your Action Plan**

Now, you can go to your action plan and note any specific tasks, based on the work you've done in this chapter.

## Chapter 8:

# Action: Your Role

In this chapter, you defined the role you will play and the steps to make it happen.

**What tasks would you put under each of the following headings?**

**Q1. The activities you love and only you can do.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**What proportion of time do you estimate you spend on these activities? \_\_\_\_\_%**

**Q2. The activities you love but you know that others can do.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**What proportion of your time do you estimate you spend on these activities? \_\_\_\_\_%**

**Q3. The activities you hate but find yourself doing.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**What proportion of your time do you estimate you spend on these activities? \_\_\_\_\_%**

**Q4. The activities you hate and others can do.**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**What proportion of your time do you estimate you spend on these activities? \_\_\_\_\_%**

**Looking at each quadrant, answer the following questions.**

**Are the Q1 activities the ones you should be doing based on your passion, skills and goals? If not, which ones do not fit?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Are you willing to give up some of the Q2 activities to support long-term growth or are you willing to accept lower growth to continue to do these activities?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Where are the training gaps on the Q3 or Q4 activities and what can you do to fill them?**

\_\_\_\_\_

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\_\_\_\_\_

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**Do you need more resources to ensure you're not doing Q2, Q3 or Q4 activities?**

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**What do you see as the potential barriers at this stage?**

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**What are the specific next steps you will take based on what you have read in this chapter and written about your own business?**

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4. 

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5. 

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## **Achievements**

At the end of this chapter you should have:

- Assessed the tasks you do to understand the proportion of time you are investing in the right activities
- Identified the changes you may need to make, including additional resources, to help you focus your time on the things that will drive the business forward
- Identified the potential barriers that could get in your way

## **Build Your Action Plan**

Now, you can go to your action plan and note any specific tasks, based on the work you've done in this chapter.

# Chapter 9:

## Action: Team Experience

In this chapter, you designed a team experience that supports and aligns with your client experience and your business vision.

### Define Your Culture

How would you describe your culture today?

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The following questions will help you assess your current culture

What is the mood of your firm?

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What do your clients experience and feel when they're in your office?

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**How is the communication in the firm?**

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**Do you avoid difficult discussions?**

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**How do people relate to each other?**

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**Are people dropping the ball (underperforming relative to expectations)?**

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**How would you describe the culture you want to create?**

**Ideally, what is the mood of your firm?**

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**Ideally, what do your clients experience and feel when they're in your office?**

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**Ideally, how is the communication in the firm?**

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**Ideally, how do you handle difficult discussions?**

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**Ideally, how do people relate to each other?**

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**Ideally, how is the team performing relative to expectations?**

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**How would you describe the purpose of your firm? Why do you exist?**

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**How will you get input from the team as to how they define the culture today and the culture they would like to create?**

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**What are specific examples of your culture in action?**

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**Get Clear on Fit**

**What characteristics does a team member need to have to be a good fit?**

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**How will your client experience influence what makes a good fit?**

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**Do you have team members who are not a good fit? What will you do about it?**

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**How will you assess if team members are passionate about executing on your personal and business vision?**

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**Create an Engaging Team Experience**

**How will you tailor the components of each of the following stages of the team experience to ensure it reflects your vision and is engaging for the team?**

**Understanding what is important to the team**

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**Creating a meaningful team communications plan**

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**Actively involving the team in the business**

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**Recognizing team members for their individual contributions**

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**Measuring team engagement**

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**Ensuring the team has fun at work**

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**Now that you’ve translated and identified the components of your ideal client, work and role, will you re-define each so that they fully reflect your personal and business vision?**

- ☐ Yes, I’m continuing down the path to Absolute Engagement
- ☐ No, my comfort zone is looking good right now

**What do you see as the potential barriers at this stage?**

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**What are the specific next steps you will take based on what you have read in this chapter and written about your own business?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## **Achievements**

At the end of this chapter you should have:

- Defined the culture you want to create and assessed your current culture
- Defined the purpose for your team/firm
- Identified the characteristics that make a team member a good fit and determined what to do with those who do not fit
- Determined how you will gather input from the team on what's important
- Mapped out a team experience that is meaningful, including development, communication, recognition, involvement and fun
- Determined how you will measure team engagement

## **Build Your Action Plan**

Now, you can go to your action plan and note any specific tasks, based on the work you've done in this chapter.



## **The Decision**

*Will you redefine the client and team experience so that they fully reflect the needs of your target market? Or will you continue to focus on delivering “great service” which is not targeted to your ideal client?*

## **Chapter 10:**

# **Accountability: This is where commitment lives**

In this chapter, you created a structure that will give you the support you need to put your plan in place.

**Who provides you with the most meaningful support when it comes to achieving your goals?**

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**What is the best way for you to get on-going support (e.g., talk to your spouse, meet with a friend, create or join a Mastermind Group)?**

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**Who would you ideally like to participate in a Mastermind Group that you create?**

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**How often, when and where will you review your goals as it relates to the pursuit of Absolute Engagement?**

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**Now that you have a good understanding of how to create personal accountability, will you formalize a process of connecting with peers who will support and push you to succeed? Or will you tough it out and hope that you can do it alone?**

- ☐ Yes, I'm continuing down the path to Absolute Engagement
- ☐ No, my comfort zone is looking good right now

**What do you see as the potential barriers at this stage?**

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**What are the specific next steps you will take based on what you have read in this chapter and written about your own business?**

- 1. 

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- 2. 

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- 3. 

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- 4. 

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- 5. 

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## Achievements

At the end of this chapter you should have:

- Created a plan to ensure you have the support you need to execute on a difficult task
- Structured a process to stay on top of the goals that you have set

## Build Your Action Plan

Now, you can go to your action plan and note any specific tasks, based on the work you've done in this chapter.



## The Decision

*Will you formalize a process of connecting with peers who will support and push you to succeed?  
Or will you tough it out and hope that you can do it alone?*



# Chapter 11:

## Renewal: This is where creativity lives

In this chapter, you set intentional goals that support your energy and creativity.

**How much time did you take off last year? \_\_\_\_\_ weeks**

**What was the longest you were off at one time? \_\_\_\_\_ weeks**

**How would you spend your time if you could take more time off?**

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**What would need to happen to allow you to take more time off or more consecutive weeks off?**

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**Do you feel you are balanced in terms of stretching yourself physically, emotionally, mentally and spiritually? Which parts of your life are over-used and which are under-used?**

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**If you could set a clear goal in each area of your life, outside of work, what would it be?**

**Physical**

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**Emotional (Relationships)**

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**Mental (Intellectual)**

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**Spiritual**

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**What would the impact be of focusing more time and attention on those other aspects of your life?**

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**If you could take action on just one goal, which would have the greatest impact?**

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**How much sleep do you get, on average? \_\_\_\_\_ hours**

**If under 7 hours a night, what could you do to get more sleep?**

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**Now that you have a sense of the things you can do to feed your energy and creativity, will you set specific goals for personal renewal? Or, will you continue to try and squeeze this activity around everything else you are doing, leaving it at the bottom of your list?**

- ☐ Yes, I'm continuing down the path to Absolute Engagement
- ☐ No, my comfort zone is looking good right now

**What do you see as the potential barriers at this stage?**

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**What are the specific next steps you will take based on what you have read in this chapter and written about your own business?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **Achievements**

At the end of this chapter you should have:

- Assessed how much time you take off work
- Created a plan to ensure you are getting enough time away from your business
- Assessed the balance between all aspects of your life, including physical, emotional, mental and spiritual
- Identified the one area of your life that requires the most change in order to create balance
- Assessed how much you sleep and, if necessary, created a plan to get more rest

### **Build Your Action Plan**

Now, you can go to your action plan and note any specific tasks, based on the work you've done in this chapter.



## **The Decision**

*Will you set specific goals for personal renewal? Or, will you continue to try and squeeze this activity around everything else you are doing, leaving it at the bottom of your list?*

## Chapter 12: Your Commitments

In this chapter you considered the commitments you have made and the internal barriers that could get in the way.

In the space below, consider why making the changes you have outlined is important to you and the impact it will have on your business, your family and on you.

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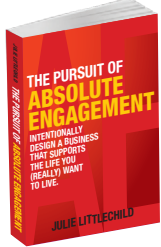
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Consider taking this, scanning what you have written and keeping it accessible in your desk, as a screen saver or framed on your wall. It is your 'why' that will keep you focused on the prize.



# YOUR ACTION PLAN

Chapter	Description	Action Step(s) <i>Having answered the questions in the workbook, what specific tasks will you take to move towards Absolute Engagement?</i>	Timeline <i>By what deadline(s) should these steps be completed?</i>	Responsibilities <i>Who else needs to be involved to help you complete this?</i>	Notes <i>E.g. Results of this step; What worked and what didn't</i>
1	Life, Discontent and Possibility <i>What do I want to create?</i>	1. _____ 2. _____			
2	Absolute Engagement: A Vision of What's Possible <i>How do I measure up?</i>	1. _____ 2. _____			
3	The Path and the Pitfalls <i>3 Principals and 5 Steps</i>	1. _____ 2. _____			
4	Awareness: This is where possibility lives <i>Ideal client, work, role</i>	1. _____ 2. _____			
5	Audacity: This is where courage lives <i>Drawing a line in the sand</i>	1. _____ 2. _____			
6	Action: This is where confidence lives <i>The experience, defined</i>	1. _____ 2. _____			
7	Action: The Client Experience <i>Measure, design, communicate</i>	1. _____ 2. _____			
8	Action: Your Role <i>Focus and prioritize</i>	1. _____ 2. _____			
9	Action: Team Experience <i>Culture, fit, interaction</i>	1. _____ 2. _____			
10	Accountability: This is where commitment lives <i>Who's got my back?</i>	1. _____ 2. _____			
11	Renewal: This is where creativity lives <i>Recharging the batteries</i>	1. _____ 2. _____			