

# THE POWER PLAY OF THE WEEK

Shareable action-oriented ideas to help grow your business  
and your leadership team.

## THE PLAY OF THE WEEK

Transitioning to an invite- and referral-only business model was one of my toughest decisions. It meant saying no to people I'd known for years if we weren't a perfect fit, as I learned that "good enough" was never going to lead to greatness.

Now, when considering a new client, I ask: ***Do I genuinely enjoy this person's company?***

If not, we're probably not a good match. This approach honors my values and those of my clients.

I always kick off referrals with a one-on-one call. This session clarifies my work and helps clients gain insight into their vision. I call it the **Strategic Focus Game Plan**, as it creates a roadmap to their goals.

By the end, both parties should have a clear sense of our potential fit, and if it's right, we can discuss what coaching together might look like.

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## GET ON THE ICE

**Carve out 45 minutes:** Block this time in your calendar, pour yourself a cup of coffee or tea, and make sure distractions are off.

### Dive into these questions:

1. What are your top three business, health, and relationship goals for the next year? (Be specific.)
2. How will you and your team act differently to achieve these goals?
3. What do you want more of, and what do you want less of?
4. What are you still tolerating that needs to change?
5. What are your top three opportunities and challenges right now?
6. What are your top three strengths?
7. What one habit could transform your results?
8. What progress have you made towards your vision?

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## QUOTE OF THE WEEK

***"We must be willing to let go of the life we planned so as to have the life that is waiting for us."***

— Joseph Campbell