

THE POWER PLAY OF THE WEEK

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

THE PLAY OF THE WEEK

"I spend more time planning my vacation than my business year."

Does this sound familiar? After 26 years of working with leaders, I've discovered that peak performers approach their business differently than everyone else. They don't overcomplicate things with fancy frameworks or complex systems.

Instead, they focus on three fundamental principles that drive results:

- Getting crystal clear on what truly matters
- Building simple, effective systems
- Executing daily, without excuses

The truth is, sometimes we get caught up in searching for the perfect strategy when what we really need is consistent execution of the basics. Peak performers understand that success isn't about doing more—it's about doing what matters, systematically and consistently.

The path to peak performance isn't about adding complexity; it's about stripping away everything that doesn't serve your core objectives.

Remember, your success in 2025 will be determined by the systems you put in place today.

GET ON THE ICE

Ready to shift into peak performance? Here's how to start:

- **Define What Matters:** List your top three priorities for the next 90 days. Be ruthless in eliminating anything that doesn't align.
- **Build One Simple System:** Choose one area of your business and create a straightforward process that you can execute daily.
- **Track Your "Hell Yeah" Moments:** Start saying NO to good ideas at the wrong time, and only YES to what truly excites you.
- **Challenge Your ONE Thing:** Ask yourself, *"What one thing, if changed, would make everything else easier?"*

QUOTE OF THE WEEK

"Sometimes the path to peak performance isn't about doing more. It's about doing less, better."

— Shawn Shephard