

# THE POWER PLAY OF THE WEEK

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

## THE PLAY OF THE WEEK

Setting goals is easy. Executing them is the challenge.

Right now, conference rooms across North America are filled with flip chart paper covered in strategic plans and annual goals. But how many of those plans will actually be implemented?

The problem isn't setting goals - it's translating them into daily execution. Professional sports teams understand this intuitively. They don't just set a goal to win the championship; they develop specific game plans and practice routines that move them closer to that goal every single day.

The same principle applies to business. Your annual goals are meaningless without a clear game plan for daily execution.

The key is to shorten the game. Break that 365-day goal into 90-day sprints, then into weekly targets, and finally into daily routines that move the needle.

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## GET ON THE ICE

Turn your goals into an actionable game plan:

- **Shorten the Game:** Transform your one-year goal into 90-day objectives, then weekly targets, then daily actions. The shorter the timeframe, the more focused the execution.
- **Focus on ONE Goal:** If you have 5 priorities, you have none. Choose one clear goal for the next 90 days that will make the biggest difference.
- **Identify Three Daily Routines:** What are the three specific activities you need to do daily to move closer to your goal? These routines are your game plan.
- **Track Your Streak:** Use a simple tracking system to monitor your consistency with these routines. Don't break the chain - consistency creates momentum.

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## QUOTE OF THE WEEK

*"Success is neither magical nor mysterious. Success is the natural consequence of consistently applying basic fundamentals."*

— Jim Rohn