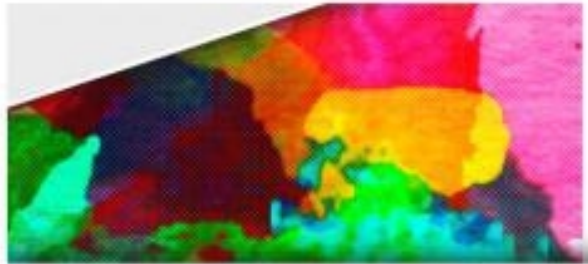




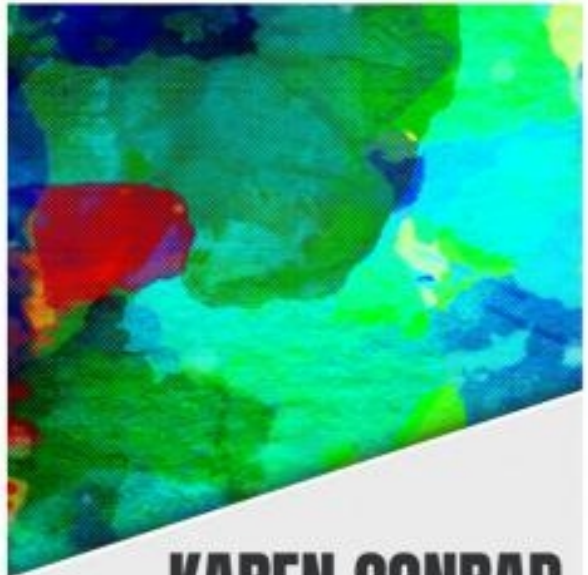
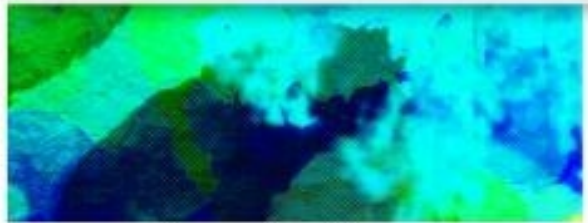
IGNITE

SERIES

*vision
marketing
results*



BUILDING BLOCKS OF SUCCESS FOR EVERY ORGANIZATION



KAREN CONRAD



Ignite Results Study Guide

Results are important! It confirms what you are about to share is worth listening to. --Karen--

Long term, consistent results are achieved through a system that engages every team member, and includes education and standard measurements of success that are easily understood and documented. A solid commitment to change from the top through the organization is essential.

Commit to a Change. If you are not achieving the results God has shown you, it is time to do something different. Different results require doing things differently. Count the cost, and be strong. Help team members get on board and make the change, but know many will not be pleased. Stay the course.

Are you committed to making changes? _____

Have you counted the cost? _____

Are you achieving the results God has shown you? _____

Is it time to do something different? _____

How are your team members responding to possible changes? _____

How are you handling reticence from your team? _____

Define Actions to Achieve Results

Identify key team members and get them involved in the process early. Create “recipes for success” by position. Create management tools to measure success.

We know what we want to achieve, who are the key team members to make it happen? _____

Are those team members involved in the process? _____

Has your team begun working on “recipes for success” by position? _____

What are the management tools you are using to measure success? _____

Equip Team to Succeed

Model new procedures. Seek to understand. Create consistent education opportunities. Break processes down into daily actions. Recognize it takes a team.

Are you prepared to model new processes and procedures? _____

Do you seek to understand your team and their struggles? _____

Are you providing consistent education opportunities? _____

Do your team members feel equipped and valued? _____

Decision is Just the Beginning

Start communicating where the organization is going. Communicate clear expectations based on your Vision and Mission and Values--how you do business and Norms--how you treat each other. Determine if your culture is healthy enough for growth. Discuss how strategies and benchmarks will be achieved and how to set up leaders/managers for success. Utilize peer leadership and involvement. Teach/model how to lead the team.

Have you begun communicating where the organization is going? _____

How are you communicating expectations for moving forward? _____

Are you being clear about what will stop and what will start in this process? _____

Do all team members know your Vision and Mission? _____

Are Values--how you do business/Norms--how you treat each other--clearly communicated?

Does your culture need to change to support healthy growth? _____

Start with Key Leaders and Managers

Have you discussed how strategies and benchmarks will be achieved? _____

What leader/manager will oversee the strategy and actions to achieve specific benchmarks?

How will you set up leaders/managers for success? _____

Do you have follow up and next steps prepared? _____

Peer Leadership and Involvement

Do you have work sessions scheduled with overseeing managers? _____

Are you teaching and modeling how to lead the team? _____

Are you looking for the next level of peer leaders (influencers among team members)? _____

Have you created Recipes for Success in every position? _____

Who makes it happen?

When looking at desired results, who will be key in helping to achieve those results? _____

Who touches the group relating to the benchmark? _____

What is the benefit to the donor/customer and who can best deliver that benefit? _____

Who are primary and who are secondary contacts? _____

Support required

Identify primary and secondary contacts. Choose a manager to lead results. Identify and connect with the customer/donor. Develop measurement tools to track results. Document daily, weekly and monthly actions. Define how items will be measured.

Have you identified and connected with the customer/donor? _____

What are the marketing pieces to communicate benefits and how to contact you? _____

Do you have measurement tools to track results in place? _____

Are you documenting daily, weekly and monthly actions? _____

Do your team members have time during the work day to do the actions and tasks? _____

Define how items will be measured (example: call list totals, etc.). _____

Help managers manage

Create measurement sheets for each position based on “recipes”. Document and help with initial meetings. Establish weekly huddles and location boards with results. Encourage team creativity. Support your key leaders and change agents.

Have you created measurement sheets for each position based on “Recipes”? _____

How is measurement done and by whom? _____

Are you modeling and helping with initial meetings? _____

Weekly Huddle

- Provides weekly goals that are manageable to attain
- Provides supporting items like scripts for phone calls, etc.
- Provides education on topics that relate to goals

Location Boards with Results

- Keeps goals and results visible
- Creates avenues for success
- Lets the teams be creative
- Shares pictures/celebrating successes

Are your team leads meeting resistance? _____

Are you a source of support for your team leads? _____

Do you have team members trying to undermine and resist change? _____

Are these team members trying to return to the status quo? What can be done? _____

Are you spending time with your key leaders and change agents? _____

Report Results

Create space within the weekly huddle to report results and top performers. Develop campaigns and make them fun as well as incentivizing. Communicate regularly with top leaders for encouraging the teams. Ask teams to share successes. Reward top performers (incentives, acknowledgement, personal notes and interaction with top leaders). Esteem what lines up with your top priorities.

Have you created space within the weekly huddle to report results? _____

Are you including top performers in the weekly huddle with tips for success? _____

Are your internal campaigns fun and creative? _____

What are the rewards for top performers? _____

Does every team member have a way to win? _____

Is internal communication exciting and special? _____

Are you receiving weekly reports from each location/team? _____

Are your top leaders joining in and encouraging the team? _____

Are you acknowledging top performers? _____

Is there room for teams to share successes? _____

Have you set goals for designated areas for the following week? _____

Do you send personal notes out to offices with results and comments? _____

Do you have incentives in place? What are they? _____

Do your incentives include interaction (time spent) with top leaders? _____

Are you rewarding behaviors that line up with your top priorities? _____