



Lead Like a Champion:

Using Lessons from Elite Teams to
Strengthen Your Business

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063: Why Most Facebook Ad Campaigns Fail & How to Make

LIVE



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Here's what we're going to be talking about:

- ▶ The 3 behaviors that separate elite organizations from the teams that are just "okay"
- ▶ How to create the blueprint and framework your business needs to become one of the elite
- ▶ Address pre-submitted questions using the concepts discussed in this session



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- ▶ The 3 behaviors that separate elite organizations from the teams that are just “okay”



What Makes the Elite...Elite?

The Best of the Best are...
Brilliant in the Basics

Shoot

- ACCURACY

Move

- EFFICIENCY

Communicate

- EFFECTIVENESS



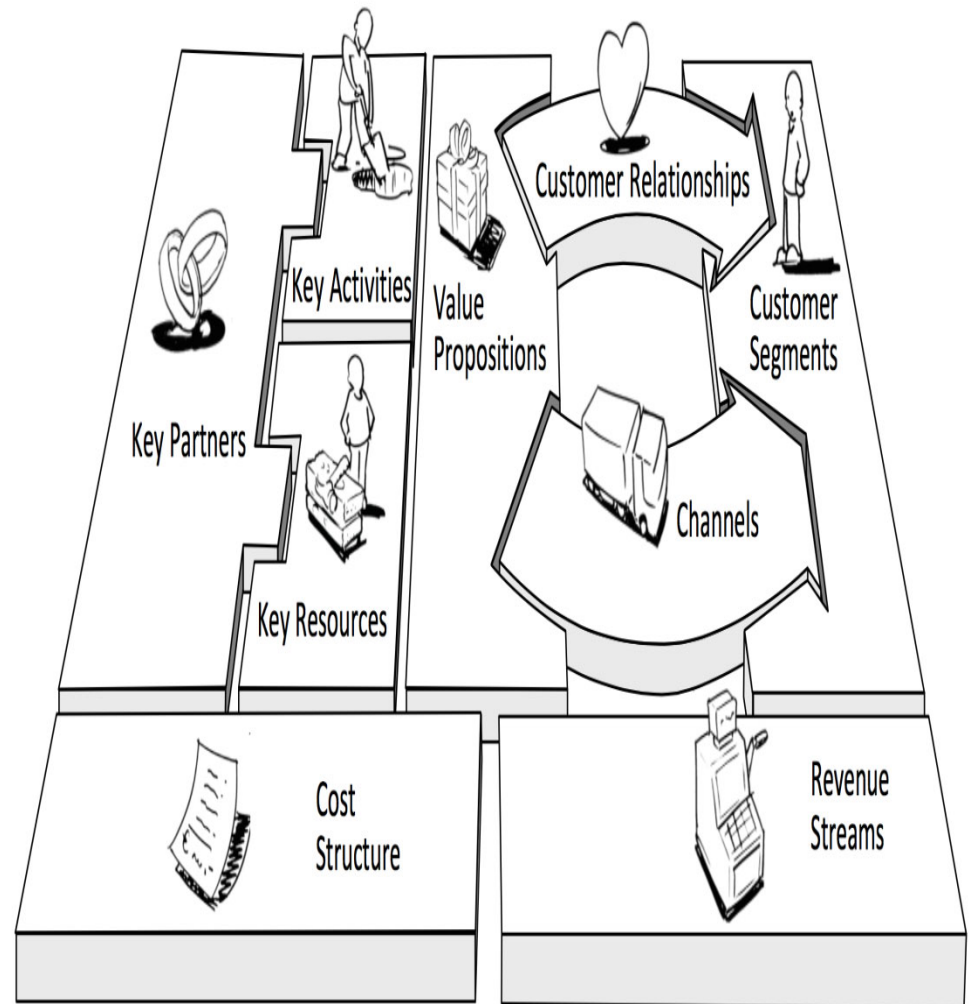
How are you executing the basics in your
business today?



What Else Do Champions Do?

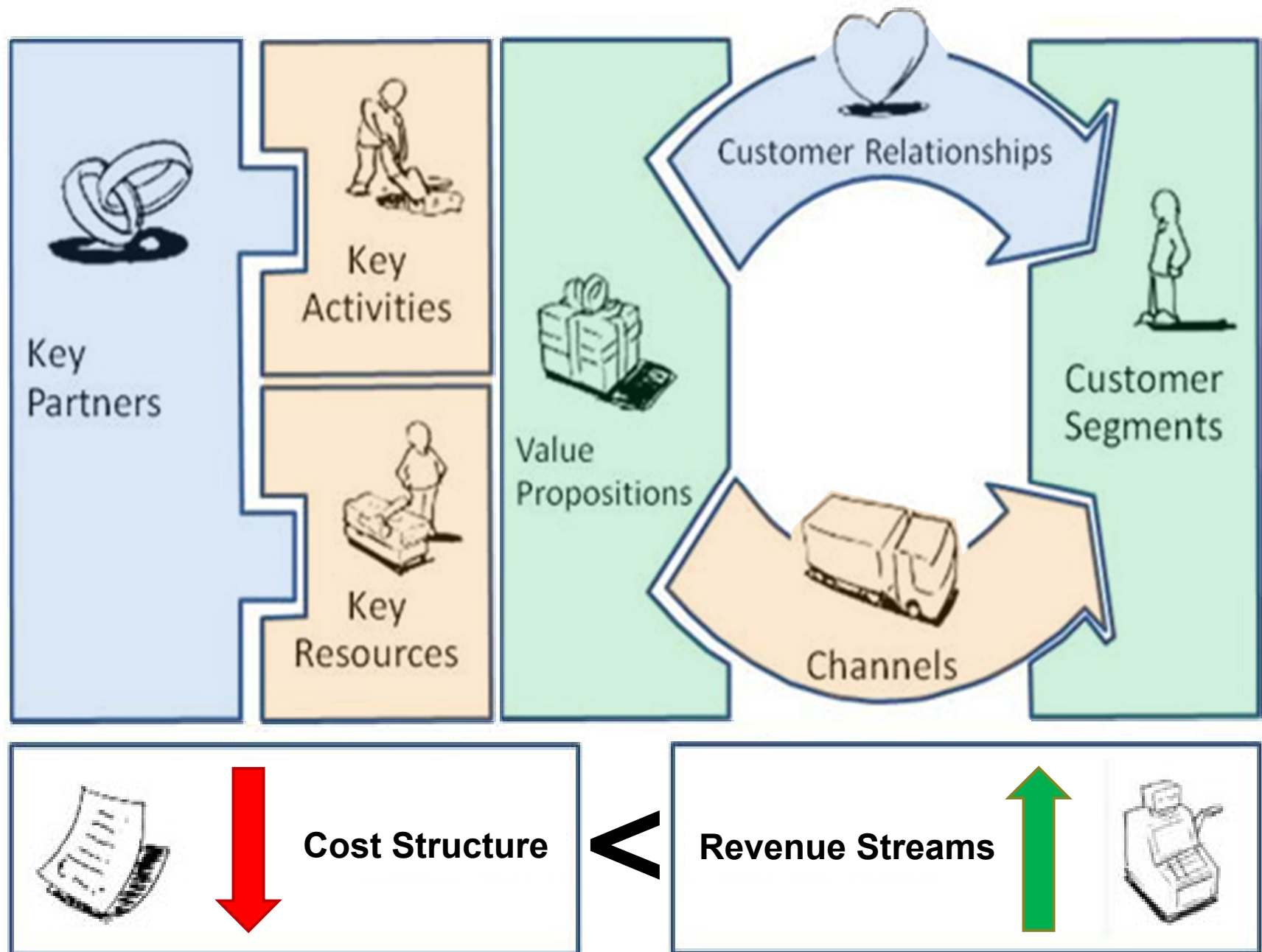
They Never Step Off
Without a Plan

- ▶ Concept of Operations
- ▶ Game Plan & Playbook
- ▶ Business Model



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- ▶ How to create the blueprint and framework your business needs to become one of the elite





How complete is your business gameplan?



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- ▶ Address pre-submitted questions using the concepts discussed in this session



Questions

- ▶ What do I have to prepare to run and establish a new school?
- ▶ What is the best way to get financial investment for a startup tech company?
- ▶ How do I engage agile tech teams into following a common goal without using hierarchy as a driver?
- ▶ What is the best way to deal with a stressful and time sensitive decision-making moment?
- ▶ How do I create a unique value proposition? How do I efficiently grow market share of an existing business? How do I understand my target market psychographic?
- ▶ If a business hasn't been productive because of external (or internal factors), what should we do?
- ▶ I would like to become an entrepreneur after retiring. Should I do something in my field or do something different?



D.O.P.E.[™] Planning Process

Define...Your Strategic Objectives

Organize...Your Business Model

Prioritize...Automate and Delegate Work

Execute...Your Action Plan



D.O.P.E.TM Planning Process

Define... **Identify Your Objectives**

Why does your business exist?

Who do you want to serve?

At your core, what values are most important to you?

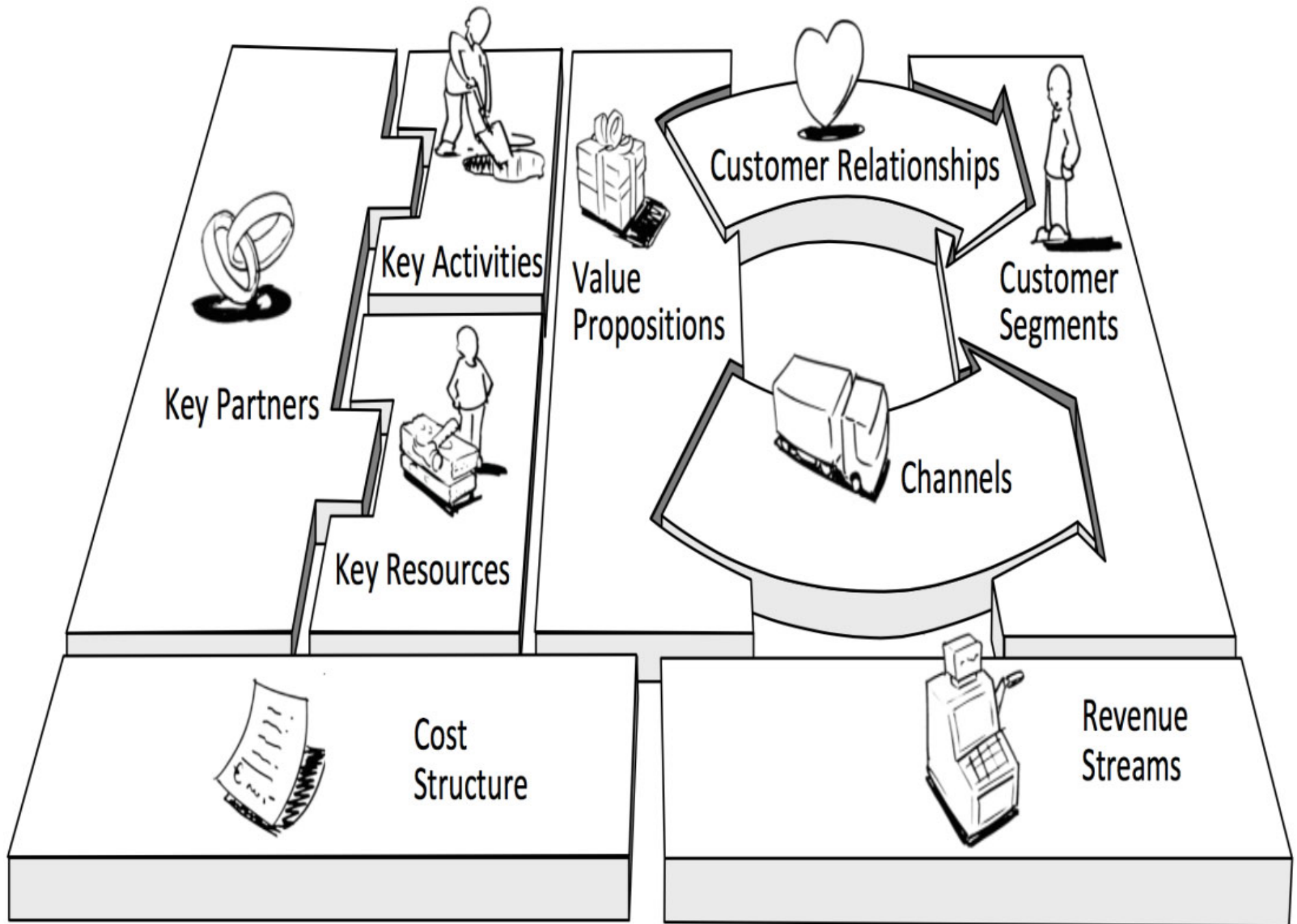
How do you want to impact the world?

What life do you want to create for you and your family?

What's your end game?

- ▶ IPO?
- ▶ Acquisition?
- ▶ Family Passdown?





Wrapping Up

- ▶ The 3 behaviors that separate elite organizations from the teams that are just “okay”
- ▶ How to create the blueprint and framework your business needs to become one of the elite
- ▶ Addressed pre-submitted questions using the concepts discussed in this session



Further Questions?

