

Personal and Business Performance Possibility Plan (PPP) - Ian Berry
1st July - 30th September 2017

Personal Possibility (Goals)

Take more mini-breaks.

Current Performance

Got into habit of leaving these till the last minute instead of treating them as priority.

Key Strategies to move to possibility (strategy is your compass)

Schedule before anything else.

Enhance my execution gift to make the most of the following tactics:

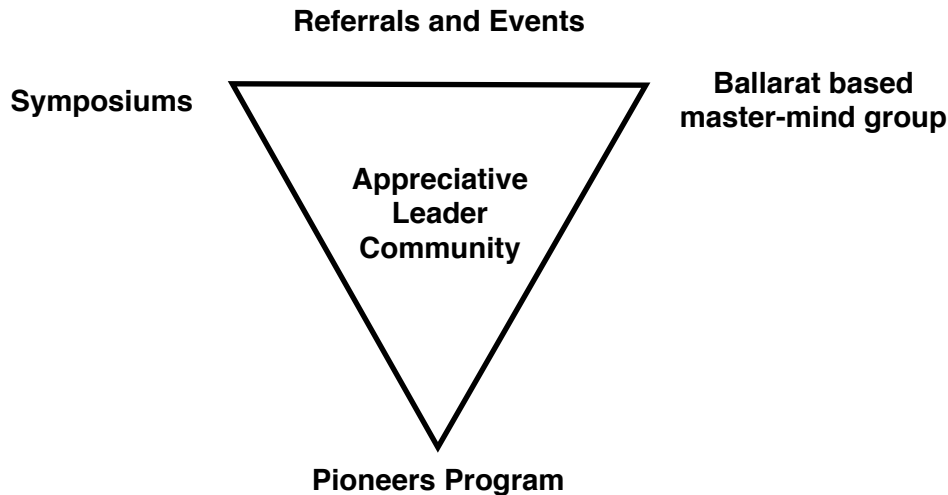
Key Tactics/Actions to execute the strategies (all should be measurable)

- a. Schedule at least one more for this quarter (first a long weekend away in June already booked) before the end of June.
- b. Brainstorm locations with family and friends and schedule at least one min-break per quarter.

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Business Possibility (Goals)

Complete transformation of practice to



Current Performance

- 1) Referrals being primary lead generator is a fact however numbers half of what I believe I need.
- 2) Events being secondary lead generator is proven in the past. L.A.T.T.E process is new from mid June and as yet not achieving goal of 10 participants per month.
- 3) Ballarat based master-mind group is going well with 6 members. Confident will grow to goal of 12 members this quarter.
- 4) Community has 21 members, 50% of handbook owners which is about what I thought would happen.
- 5) Two Day Symposium up to 6 times a year with 6 participants per event is new service.
- 6) Pioneers Program is also new service. I'm confident of achieving goal of 20 people per year undertaking the program.

Key Strategies to move to possibility (strategy is your compass)

Rolls-royce relationships/referrals lead to rolls-royce clients.
Giving value in advance.

Enhance my persistence gift, embracing 'less but better' and 'follow process/detach from outcomes' philosophies to make the most of the following tactics:

Key Tactics/Actions to execute the strategies (all should be measurable)

- a. Increase prospect list of organisations capable of "sending" more than one person to symposium events from 45 to 72 by obtaining referrals from current handbook owners.
- b. Leverage existing members of Ballarat based master-mind group to attract 6 additional members.
- c. Via referrals and direct individual approach to full list attract 10 people per month to events converting 4 people per month to customers or clients.
- d. Continue to do tailored-talks and/or master-class/mentoring month experiences and convert to Symposium and/or Pioneers Program participants wherever appropriate.