

**Reality**

1 - 3 paragraphs about your current status regarding

People  
Product/service experience  
Partners  
PPPPS's  
Performance (financial and however else you express it)

**Possibility**

1 - 3 paragraphs about your goals for this performance period regarding

People  
Product/service experience  
Partners  
PPPPS's  
Performance (financial and however else you express it)

**Purpose**

1 paragraph about why your organisation/team exists

**Strategy**

One sentence about how you will move from reality to possibility.

**Execution**

1 - 3 paragraphs about your key tactics to execute your strategy

**Progress**

1 - 3 paragraphs about how you will make progress in meaningful work visible and how you will communicate, and converse about progress towards possibility

**Culture**

1 - 3 paragraphs about how you will further inspire and influence people to be accountable for living the agreed behaviours of your values

### **Reality**

At beginning of this performance period have no one-offs scheduled (1 completed, have 3 prospects),

no projects (have 5 prospects),

5 clients on retainer (1 prospect).

### **Possibility**

SVA (smallest viable audience) p.a. is 15 clients (5 one-offs, 4 good projects, and up to 6 retainers.

### **Purpose**

Inspire and help my clients to implement and integrate insights and ideas that mean they evolve to be better, wiser and more valuable in the areas of life and work that are important to them.

### **Strategy**

Rolls-royce relationships with clients, referrers and advocates leads to repeat and new clients.

### **Execution**

Follow my S.E.E.D.S. system for creating and sustaining business relationships of high value and mutual reward.

Sustain life/work harmony by following my G.I.F.T.S. system.

### **Progress**

KHI's

- continue to receive requests to do work from people who love my work
- continue to receive referrals without asking for them
- continue to receive requests for extensions.

Scorecard for meetings with prospective clients.

### **Culture**

Daily Meditation.

Daily Gratitude.

Continuous Noticing and Contributing.

All of above without attachment to outcomes.

Feeling valued, fulfilled and loved.

**Reality**

**Possibility**

**Purpose**

**Strategy**

**Execution**

**Progress**

**Culture**