

Business DNA

Purpose: *One sentence, WHY your business exists (The Ship)*

Values: *Core Convictions that determine behavior, create Culture (Compass)*

Vision: *The Future, where we are going, what it will look like (Telescope)*

PERFORMANCE

My Commitment to Xtra Mile Leadership

- F**ocus on Strategic Priorities *(What are the \$500/hr tasks?)*
- A**lignment of Human Resources *(Who Does What?)*
- S**ystems and Process *(Build myself out of the Business)*
- T**ransform my Thinking about my Role *(Less Tech/Mgmt more CEO)*
- E**ngaged, Effective Employees *(Inspire, Encourage, Hold Accountable)*
- R**esults measured in \$\$\$\$ *(Are we making profitable progress?)*

Annual Goals

Marketing

- 1
- 2
- 3

Sales

- 1
- 2
- 3

Operations

- 1
- 2
- 3

People

- 1
- 2
- 3

Finances

- 1
- 2
- 3

PERFORMANCE

Systems & Processes

- 1
- 2
- 3