



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 will it look like (Telescope)

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

Systems & Processes

- 1
- 2
- 3



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