



Evolve Business Group
Elevating Extraordinary Entrepreneurs

2020

SUCCESS WORKBOOK





1. REVIEW OF 2019

To be able to envision all you can do in 2020, you need to see everything that has improved in 2019. Look at what has changed in your business. How many things can you look for to demonstrate the success and progress of you and your business? What stands out within the last year as milestones, or WOW moments? Also recognize small improvements that impacted the business – small steps create big change over time.

THE BUSINESS – Review 2019



2. EXAMINATION OF YOUR BUSINESS

In order to move your company forward in 2020, let's step back and consider some of the things that drive you and your organization day to day:

What is your business' purpose? What are you trying to accomplish through your company? This often is how you answer the sentence: "I help people ..."

Who are the stakeholders in your business beyond just customers or you as a shareholder? Family? Staff? Community? Investors? Know the people that you are serving through your company and list them by name:

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You fulfill your business purpose with what services or products? Today and into the future:

Today:



By the End of 2020:

What promise are you making to your customers currently? What is your commitment to them in 2020?

3. BECOMING THE BEST YOU

If you could think for a moment about how YOU show up every day ... what ways do you need to change? Becoming more of who you potentially are is going to change the results you get in all areas of your life. So, take a moment and quietly reflect on behaviors and personal traits you need to either dial up, or down, in 2020.

What characteristics, behaviors, and skills do I need to focus on, in myself, for 2020?

What characteristics and behaviors do I need to have more control over, in myself, for 2020?



4. OBSTACLES AND ACCOUNTABILITY

Most people will know exactly what their big obstacles will be in the achievement of their goals. They know it will be hitting the snooze button on the alarm clock that keeps them from morning workouts. They know it is email that limits their productivity.

In the space below, think about the first 8 things that could stop you from achieving your business and personal goals. NOW, write them down AND write down the new habit or tactic you will use to get around the obstacle or issue. Most of us know the solutions too!

My expected obstacles to my success and my new strategy for each:

PERSONAL OBSTACLE	STRATEGY TO OVERCOME OBSTACLE

In planning your business for 2020, you need to let go of the current limitations, obstacles and frustrations with the business. Those things may be barriers today but won't be 365 days from now. List the limitations you see in the business today:

CURRENT BUSINESS LIMITATION	STRATEGY TO OVERCOME OBSTACLE



5. BIG HAIRY AUDACIOUS GOALS (BHAGs)

If you could make a list right now of things you would do, if, you knew in this moment you could not fail, what would they be? Would you have a TV show? Would you receive awards? Would you sing on American Idol? What world problem would you solve? What things would you do in your life if you knew there was no chance for failure? Really, no barriers – all the money, resources and time you needed to do whatever big things you wanted. Make a list of your top 5! Have some fun thinking in terms of all the possibilities.

Big Hairy Audacious Goals knowing I could not fail:

If you were under the threat of losing your life and the only way to survive was to grow your existing business by 10x's its revenue, how would you make the business 10 times larger? (Presume all the time, money and resources you need are available to you.) Simply get outrageous about how you'd bring in 10 times the revenue in 2020. Don't stop until you are able to calculate a 10x's increase. Use whatever method or means necessary!

How Would You Grow Your Company to 10x's the Size in 2020:



6. BUSINESS GOALS 2020

Who are the top 20 people you'd connect with globally to help you promote and scale your business?
Assume you can successfully reach out to anyone – bloggers, influencers, politician, billionaires, etc.

- | | |
|-----------|-----------|
| 1. _____ | 11. _____ |
| 2. _____ | 12. _____ |
| 3. _____ | 13. _____ |
| 4. _____ | 14. _____ |
| 5. _____ | 15. _____ |
| 6. _____ | 16. _____ |
| 7. _____ | 17. _____ |
| 8. _____ | 18. _____ |
| 9. _____ | 19. _____ |
| 10. _____ | 20. _____ |

Now take just a moment and think about how you'd actually go about reaching these people. Often these people and amplifiers of our business are easier to reach than we think. Who do you know that can help you reach them? What would you ask them for?

What are your ambitions for 2020 in these areas:

Sales

- _____
- _____
- _____



Marketing

- _____
- _____
- _____

Finance

- _____
- _____
- _____

Administration

- _____
- _____
- _____

Operations

- _____
- _____
- _____

Customer Experience:

- _____
- _____
- _____

Team

- _____
- _____
- _____



Culture

- _____
- _____
- _____

Social Impact

- _____
- _____
- _____

Innovation

- _____
- _____
- _____

Process Design

- _____
- _____
- _____

Product or Service Design

- _____
- _____
- _____



7. YOUR BUSINESS GOALS for 2020

Now, take a few moments to review all your answers to this point. Use all those insights and answers to start to direct specific goals and initiatives for 2020. Make the list below, of all the things you want to achieve with your business in 2020. Make a list that may involve your own role – what you do, the hours you work, the skills you want to improve. Then expand that to the business, as a whole; goals for sales, profit, staff #'s, training commitments, customer service, systems improvement, innovation etc.

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8. PERSONAL GOALS 2020

Now that we have dove deep into your business goals, let's step back and also address some of the personal goals, rewards for your hard work, and motivators in your life. Take a relaxing look at your goals for 2020. It can be big, serious stuff or just an idea to have more fun. This past year I've had clients take dream trips, buy dream cars, and double sales all because it started in their mind. Look at all areas of your life – financial, spiritual, health, family, hobbies, travel etc. Start there, be honest with yourself, and bold too! – have some fun thinking in terms of all the possibilities.

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9. CALENDAR OF GOALS

Take the ideas from the goals exercises above and put them onto this calendar. Add each of your business goals to the quarter it will be completed in, or when specific milestones would occur. Recognizing a time period for each goal makes the list more approachable and therefore, more achievable.

Quarter 1 (January – March)	Quarter 2 (April –June)



Quarter 3 (July - September)	Quarter 4 (October - December)



10. GOALS JUST ON THE HORIZON

Sometimes we come up with goals or objectives and things to achieve but it is not immediate. Our future won't stop in 2020 so take a moment and consider the things you already know are ambitions for 2021, or 2022 (wow, listen to those numbers!).

Goals, Objectives, and Things to Experience in the next 2 – 3 Years

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11. GRATITUDE

Take a moment today and give thanks for everything you have, experience and enjoy. Be aware of the people and things that make you happy. Tell at least 5 people you love them.

Use this space to make a list of the people, things, and experiences you're grateful for!

“Nothing New Can Come Into Your Life Unless You Are Grateful For What You Already Have.” Michael Bernard