



THE IMPACT FILTER™ TOOL AND GUIDE



Being intentional means having a powerful sense of purpose. It means knowing the importance of what you're doing and being very clear about what your ideal outcome looks like. It's actually selling yourself on and emotionally committing to any project or situation in life.

With entrepreneurs, it's all about results, with every decision and action focused on the growth of their business. This means intentionality is a critical mindset for any entrepreneur. The clearer you are in any given situation or on any project, the better and faster the result, and the greater the success—plus, the easier it will be to sell others on the idea and get them emotionally committed.

THE INTENTIONALITY MINDSET.

Developing an intentionality mindset is easy if you commit to making some relatively small changes to the way you're currently thinking and operating:

1. The person with the highest intentionality in any situation wins.

When you approach any situation in life purposefully aiming for a very specific result and selling yourself on how that result will look and feel, your confidence will be greater going in, and the chances are higher that you're going to come out a winner.

As an entrepreneur, wouldn't you want to be as intentional as possible, then, about any project you're about to get involved in? When you make highly conscious decisions that lead to a successful outcome, you do away with disappointing results that eat away at your confidence and ultimately decrease productivity.

2. Never go into any situation without being totally sold on your intentionality.

Sometimes, by actively thinking about your intentions in a situation, you'll find that what you're aiming for isn't right for you, your company, or the important people around you. You're not sold, and if you're not sold, you're never going to successfully sell anyone else who's involved. There's no harm in walking away at

this point, and, in fact, you've saved yourself from getting involved in a situation that would likely be stressful and a waste of your time and money.

3. High intentionality multiplies high-quality situations and continually eliminates low-quality situations.

Being intentional can also decrease your own involvement and time spent on a specific project while increasing the quality of your results exponentially. The important visioning you've applied to achieving a specific result on one project might easily be applied to another or many other similar projects or situations—and the whole documented process could possibly be followed by someone other than you, saving you time and energy.

WHAT DOES INTENTIONALITY LOOK LIKE?

Almost all the trouble you'll get yourself into as an entrepreneur will come from trying to sell someone on something you're not sold on yourself.

To avoid this, Strategic Coach® founder Dan Sullivan always uses a proprietary tool called The Impact Filter™ to sell himself on every project or idea he's involved in before taking any action on it.

This process gets him highly focused on the exact result he wants to see, and the half-hour or so it takes to complete not only saves time for him and everyone else involved, it can weed out projects he actually can't sell himself on.

It's a hugely effective productivity strategy for organizing your thinking, getting any project launched, and planning effective teamwork.

The thinking process behind The Impact Filter looks like this:

1. What you want to achieve. The first step is to ask yourself what you want to accomplish, what the biggest difference achieving this will make, and what the completed project ideally looks like. Describe not only the more concrete details, but how you would feel in this situation. This could point to some troubleshooting you might have to do, outside resources you might have to invest in, a change in timing, or any number of factors that will affect the success of the project.



- Consider things like what it will mean to you personally—for example, your confidence, your belief in yourself and your goals, your values, your reputation, your financial situation, your ability to keep growing your company, new opportunities opening up, your physical and mental well being, and so on.
- What about others who are involved? How will these people be affected—your client or prospect, your team, your partner, your spouse, your family and friends, the people in any of the communities you’re involved with? The more detail you’re able to capture, the better prepared you’ll be to move forward with confidence.

At this point, you’ll either have sold yourself or you won’t have, and you’ll have to make the decision to move forward or let go of your idea.

2. Best and worst. Next, look not only at what the best possible result would be, but also the worst-case scenario in all its worrisome detail. (In fact, Dan recommends doing the worst-case scenario first.) Detail is the key here: Put your imagination and articulation skills to work, capturing each result as fully as you can. Once you’re done, you’ll feel like you’re living that moment of elation or defeat. Either is a tremendous motivator when you think about it!

3. Success criteria. Last, it’s critical to have clear-cut criteria for measuring the final result. What you’re looking at here is what has to be true at the end of the project. Again, the more specific you are about your success criteria, the more likely you are to get the outcome you’re looking for. Success criteria are actions, decisions, communications, and completions.

Actual numbers, dates, dollars, and other ways of measuring success will not only get you much clearer on what you want to achieve, they’ll give you solid benchmarks to measure against after the project has been completed—useful information for next time.

The intentionality process we’ve just described is most powerful when written down, diagrammed, or otherwise captured for future use on other projects. This is not only a great way to repeat successes more efficiently, it’s also one of the most effective ways to delegate.

THE IDEAL DELEGATION STRATEGY.

Dan uses this thinking process before starting any new project, workshop, or marketing event. He'll also go through it before speeches, interviews, and client meetings.

If he wants to sell anyone—clients on a new idea, the team on a new project—he knows that he has to sell himself on it first, then sell it to them, and then get them to emotionally commit. This is always, without fail, his delegation process.

In his own words, he's set out his expectations and measurements for a successful result—the “why” of it. With all of this clearly laid out, his team has all they need to get started, and they'll figure out on their own the best way to get the result.

Dan says, “I don't involve myself in telling other people how to do things. I rely on the fact that if I'm asking them to do something, it's something I know they're better at than I am.”

No one said that it has to be you doing all the work, and, in fact, we believe you shouldn't. Why work harder and longer? Use this intentionality process to delegate, and devote your newfound time to doing more of what you love and do best.



THE IMPACT FILTER™

GUIDE

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| 1. PROJECT/FOCUS | | In control of my time & schedule | |
| PURPOSE | What do you want to accomplish? What is your motivation? | 3. SUCCESS CRITERIA | What specific results must be true for this project to be a success? |
| | Use The Time System to better organize my time so I'm more rejuvenated & productive | 1 | Schedule more time between meetings to ensure I'm prepped & on time |
| | | 2 | Schedule free time & vacations at least 6 months ahead |
| | | 3 | Organize chores for weeknights to free up my weekends for doing what rejuvenates me |
| IMPORTANCE | What is the difference this will make? What impact will this have? | 4 | More strategic – scheduling time to work on projects, not just meetings |
| | I will have a framework to operate within that has clear & distinct boundaries | 5 | Share my Focus & Buffer activities with the team – get their feedback/insights |
| IDEAL OUTCOME | | What does the completed project look like? What is the payoff? | 6 |
| | I use the structure to track my progress & make improvements every week, the increased intentionality will allow me to better plan out my days – especially my Free Days (which are non-existent right now) – & I will feel more confident & motivated | 7 | Complete my Weekly Planner every Monday, including a Positive Focus from the previous week |
| | | 8 | Schedule time every month to debrief the last 30 days (what worked, what didn't work, improvement ideas) |

2. SELLING YOURSELF

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| BEST RESULT | I feel completely in control of my time, more creative than reactive, more rejuvenated at home, more focused & productive at work, always on time & prepared for meetings, grouping Focus/Buffer activities together to get the maximum momentum, getting more accomplished – increase my capacity for taking on more responsibility, happy & fun |
| What's possible if you do take action. | |
| WORST RESULT | Continue feeling overwhelmed & frustrated, constantly running behind, overscheduling myself, not leaving time to get things done, constantly getting distracted & interrupted, taking work home on weekends – not getting rejuvenated, everything feels like a crisis, team not confident in my work, unhappy & cranky |
| What's at risk if you don't take action. | |

Name: (Your name)

Date: (Today's Date)



THE IMPACT FILTER™ GUIDE

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| 1. PROJECT/FOCUS | Video coaching program based on The Team Success Handbook | |
| PURPOSE | What do you want to accomplish? What is your motivation? | 3. SUCCESS CRITERIA What specific results must be true for this project to be a success? |
| | To create a powerful, fun, useful video coaching program based on The Team Success Handbook | 1 14 modules w/ in-depth coaching & a leaders' guide based on The Entrepreneurial Attitude |
| | | 2 Short, punchy, fun, high-quality videos w/ team & client cameos. I'm engaging, insightful, & caring. |
| IMPORTANCE | | 3 It's the perfect next step for people who've purchased The Team Success Handbook |
| | Helps entrepreneurs & team leaders integrate & implement The Entrepreneurial Attitude so they can build a Self-Managing Company | 4 Clients use the series in meetings as basis for implementing the concepts within their companies |
| | | 5 Team members feel understood, appreciated, & inspired to grow |
| IDEAL OUTCOME | What does the completed project look like? What is the payoff? | 6 Everyone who buys it is ecstatic – they feel it's great value for their investment |
| | It will be a fabulous product that provides concrete, practical coaching strategies; neat interviews, quizzes, & real-life examples; & additional insights & material – a very valuable program for people to watch over & over again. We get rave reviews & it works. | 7 It accelerates my reputation as an entrepreneurial team coach w/ unique insights |
| | | 8 It saves \$\$ & makes \$\$ for everyone who purchases it – it's a runaway best-seller |

2. SELLING YOURSELF

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| BEST RESULT | Phenomenal new product w/ solid value, easy to deliver, easy to learn, both team members & entrepreneurs love it. Team members feel understood, appreciated, & more capable, & entrepreneurs feel understood & leveraged. |
| What's possible if you do take action. | |
| WORST RESULT | We don't do it, so there's no leverage to the book, or it's not a quality product so people feel it's not worth the price, that it's a waste of training dollars & time – my reputation is negatively impacted |
| What's at risk if you don't take action. | |

Name: (Your name) Date: (Today's Date)



THE IMPACT FILTER™

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| | | |
| IMPORTANCE | What is the difference this will make? What impact will this have? | 1 |
| | | 2 |
| | | 3 |
| IDEAL OUTCOME | What does the completed project look like? What is the payoff? | 4 |
| | | 5 |
| | | 6 |
| | | 7 |
| | | 8 |
| 2. SELLING YOURSELF | | |
| BEST RESULT | | |
| What's possible if you do take action. | | |
| WORST RESULT | | |
| What's at risk if you don't take action. | | |



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