



Projects

Dialling in our Projects and aligning them to your Strategic Objectives is THE MOST powerful way to get to your goals faster. We can waste so much time working on low-level projects that don't lead to us reaching our bigger goals.

How are Projects different from Strategic Objectives?

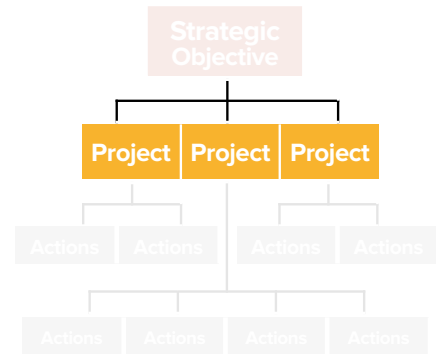
Projects have start dates and end dates. Projects can include a number of campaigns and smaller projects.

They have a number of actions and accountabilities related to them.

There is evidence of the completion of the project and measurable outcomes.

For example, a Project might be:

- To run a webinar.
- To have an in-store promotion.
- To recruit a new team.
- To write a book.
- To launch a membership.
- To create an online course.
- To write a business plan.
- To create a new product or service.



Each item has a number (sometimes hundreds) of Actions associated with the project. All Actions are part of the whole picture and the project is not complete until all the actions are complete.

Map out your Projects on the next page, tying them back to your Strategic Objectives.

PROJECT EXAMPLE ONE

Strategic Objective

Generate 5,000 new leads this year.

Projects

Project 1: Online Summit

Project 2: Free PDF Download

Project 3: Quiz

PROJECT EXAMPLE TWO

Strategic Objective

Replace \$150K salary with high-level 1:1 consulting.

Projects

Project 1: Get 10 Speaking Engagements

Project 2: Create an email nurture sequence to nurture all new leads

Project 3: Develop two new strategic alliances

Now it's your turn.



My Strategic Objective 1

The Projects that I will complete to meet this Strategic Objective (try and limit the number of projects to 3-5)

My Strategic Objective 2

The Projects that I will complete to meet this Strategic Objective (try and limit the number of projects to 3-5)

My Strategic Objective 3

The Projects that I will complete to meet this Strategic Objective (try and limit the number of projects to 3-5)