

How a *Single Focused Action* Can Explode Business Growth in Less Than 30 Days

THE POWER OF ONE



It's not about doing more or adding multiple priorities to solve business challenges. It's about focusing on the right priority and committing to it fully. By doing this, you can unlock the "power of one", gain momentum, and drastically change your business results in less than 30 days.

THE POWER OF ONE

Develop Your Plan Using The Framework.

Determine the Single-Focused Priority That Will Explode Growth In Your Business In 30 Days.

Here's my challenge to you. Choose one priority that you know will have the biggest impact on your business results. And commit to it fully for the next 30 days. Measure your progress along the way and see how much of a difference it can make.

If you're ready for a transformative shift in your business, the two most important actions you can take right now are to DECIDE and COMMIT. Decide that you will make a tremendous impact on your business in the next 30 days. And commit to getting the support you need to make it a reality.

Follow the three step "**Power of One**" framework on the following pages and develop your plan of action.



Trifecta Management
Consultant, Growth Strategist, Business Coach
M.S. B.S

I'm Valerie, CEO of Trifecta Management, Consultant, Growth Strategist, and Business Coach.

I help high-performing business owners create high-growth, profitable businesses that achieve extraordinary goals.

Clients gain access to powerful one-on-one coaching and programs focused on building the structure, strategy, and systems that enable them to win early & often.

As a result, they find their focus and competitive advantage to achieve success and accomplish their most ambitious goals. They stop using tactics and start leveraging strategies. They don't just set goals but exceed them consistently. And they become the CEO who delivers business and revenue growth in the Top 20% of their niche.

The first two decades of my career were spent at a Fortune Global Top 40 company managing over \$1B in revenue, growing profitable businesses, launching new business models, leading a diverse workforce, and selling to C-Suite Executives.

A few years ago, I started my own company as an entrepreneur and combined the three things I knew:

- How to **build high-performance businesses**
- How to **create high-performance teams**
- How to **develop high-performance leaders**

With my own thriving business, I want to help YOU take what you know (YOUR expertise, experiences, passion) and turn it into a profitable and sustainable business.

I'm here to help you achieve your extraordinary goal. The goal that almost feels too big to ask for, but you know you actually want. Because you're capable of delivering it. You just need someone to show you how. Join my Growth Suite Newsletter Community. **The Growth Suite Newsletter**. Visit the website:

www.trifectamgmt.com

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You can experience a transformative shift in your business results in less than 30 days by harnessing the "Power of One". You just need to follow this framework.

PRIORITIZE

- **Focus On One Priority (and Choose the Right Priority)**
 - Choose the opportunity with the highest impact while focusing on what's realistic and doable in the time allotted.
 - Don't assume the best idea is the one that's new and shiny (it doesn't have to be a new launch to deliver maximum impact).
 - Streamline your efforts (constantly juggling multiple priorities leads you to scatter your thoughts, time, and resources). And that leads to scattered and less-than-desirable results.
 - Channel your energy, resources, and expertise against one powerful opportunity.
- **Commit and Decide** (I mean really decide!!!)
 - Ensure that your mindset, actions, and behaviors are in lockstep, aligned, and moving in the same direction.
 - Resist the urge to second guess yourself, add work back to your plate, or constantly reexamine decisions you've already made.
 - Make sure your priority gets the time and resources it needs to succeed.
- **Eliminate Distractions**
 - Eliminate non-essential tasks and the potential for confusion by streamlining your efforts.
 - Avoid falling back into the trap of overwhelming yourself with a lengthy to-do list or distracting yourself with busy work.
 - Focus on a single goal and you'll maximize your productivity, leading to faster and more substantial results.

KEY QUESTIONS:

- What is the one priority you should focus on in the next 30 days that would have the highest impact on your business?
- What decision do you need to make? What are you deciding to do?
- What is the "one action" you need to take after you decide to commit to it?
- How will you align core work processes (e.g. offer, social media, marketing, messaging, email newsletter, etc.) against this one goal?
- Which distractions would derail your progress and take your attention away that you need to proactively address?

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STRATEGIZE

• **Identify Points of Leverage**

- Isolate the single point of leverage in each process (e.g. offer creation, marketing, messaging, execution, measurement, team support, etc.) that will make or break your desired outcome. For example, what is the #1 thing you need to get right or get across in your marketing so that you have a winning and targeted message?
- Ask yourself "what needs to be true" for each core work process to deliver the desired result.
- Concentrate on what you can control to drive the result you need.

• **Take Consistent Action**

- Each day take targeted and consistent action against a single point of leverage you identified.
- Outline the actions you need to take in each core work process. For example, what are the marketing actions you need to take in the next 30 days? What are the offer actions you need to take? Repeat the process for the core work processes that will determine your success or failure.
- Create a master list of those actions and consolidate them into one plan. Divide them up week by week. This will serve as your "holistic plan of action" to deliver your goal. Now you know what to do and when to do it to achieve the goal and deliver results.

• **Showcase Your Expertise**

- Focus on what you do best. This is the moment to be "specialized in your niche" not a generalist.
- Operate in your zone of genius to showcase your expertise. Set yourself apart from your competition. Highlight those things you do better than your next best competition. That's where you should focus your energy and efforts.
- Your differentiation is your superpower. Utilize your unique skills and capabilities to design, develop, and delight.

KEY QUESTIONS:

- What is the single point of leverage or factor that can make or break your success?
- What are the next few action steps you need to identify to build traction and momentum?
- What are your unique differentiators (e.g. skills, expertise, etc.) that will give you a competitive advantage?

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MAXIMIZE

- **Get Specific To Measure Progress**

- Establish your macro goal, break it down into micro goals, and separate those into week-by-week deliverables.
- Get as granular as possible to break down your broader goal into easily manageable chunks
- Measure progress and track results frequently.

- **Enroll Your Support Team**

- Schedule an "all hands on deck" meeting or Zoom call with your team. It doesn't matter if you're a team of one or twenty.
- Communicating why the priority you've chosen should be their number one focus.
- Go one step further and share where you need help.
- Ask for input and suggestions as to how they can use their skills & talents to deliver on this goal.

- **Recognize & Reward**

- Motivate your support team (no matter how big or small) with a clearly defined goal and potential reward if it is accomplished.
- Obtain their buy-in and support. Getting everyone moving in the same direction (against a common goal) will amplify results.
- Consider how you will celebrate and reward your team for accomplishing the goal. Remember that it doesn't have to be grandiose or extravagant. For example, a small gift card to their favorite coffee spot, catering a virtual lunch, giving the team time back by offering a half day off on a specific date, or a host of other ideas.
- The key is to know your team and do what is meaningful to them.

KEY QUESTIONS:

- How will you break down your priority and macro goal into smaller manageable actions?
- What type of support do you need from your assistant or support team to achieve your goal?
- How will you get "buy-in" and align their daily work and actions against this common goal?
- How will you "treat yourself and your team" when you accomplish your goal?

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