

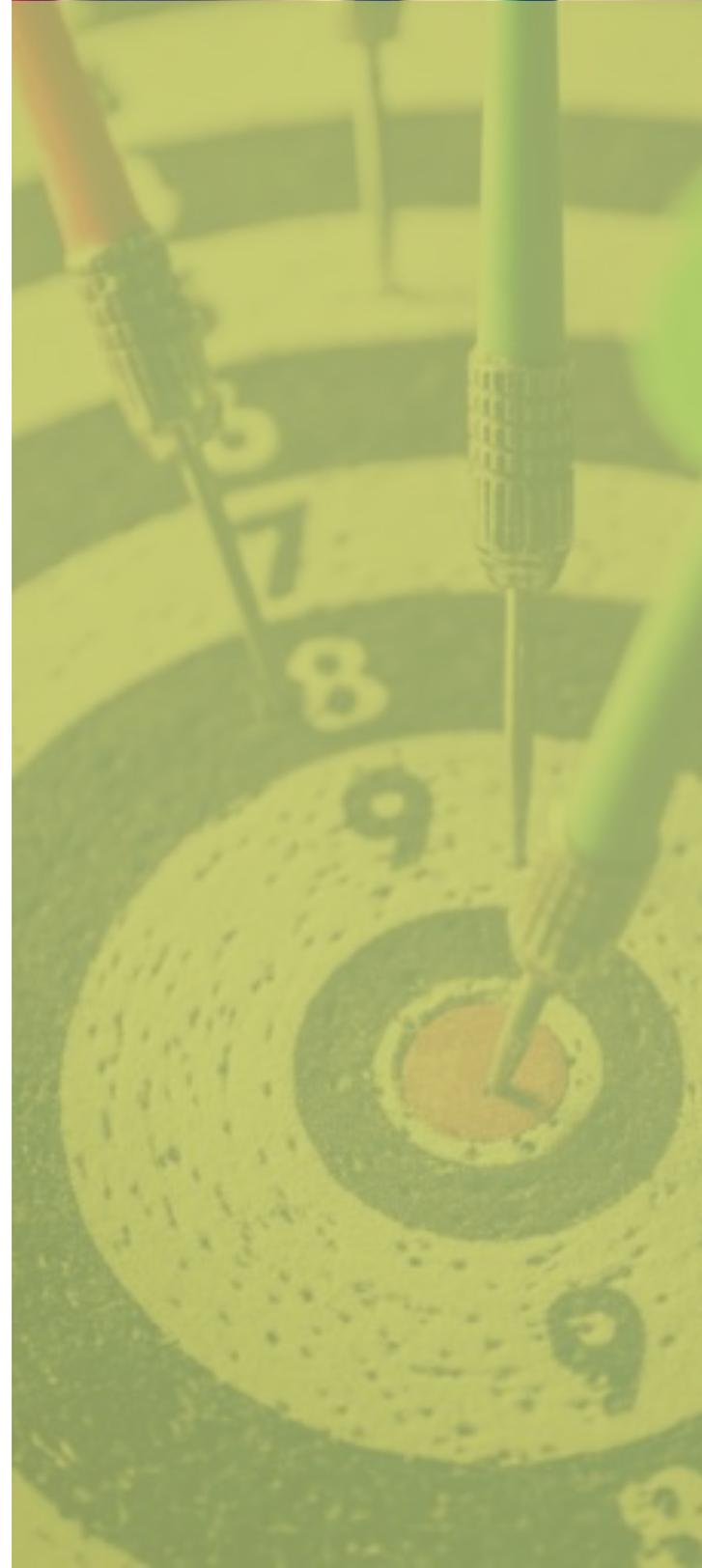
# EXECUTE

## Eliminating Distraction and Moving Your Business and Your Team Forward Daily

Do you ever feel like you worked your butt off in your business, then get home at the end of the day (or night) exhausted and feel you've actually accomplished little? Have you ever had to solve the same problem in your business more than once? Once a week? A shift??

The fact is, no matter what challenges, performance issues, or results you're currently experiencing, - good or bad - they will continue to be the same unless something changes. Those changes can come in ways that you can't control, like market conditions and industry trends. **OR...** change can come to your business in ways that **you** control, plan and execute... like leadership, goal-setting, and accountability.

In this brand new workshop based on Tim Kirkland's latest best-selling book "*COACH: Being a Better Team Leader by Bettering the Team You Lead*," he will detail how to improve your performance and results every shift as a leader and bring your team along with you. You'll learn to focus your time, energy and resources on the things that deliver success, not just "keep you busy." You will also learn techniques for setting growth goals for your business and your team...and hold them accountable for achieving them every day, every shift. Tim will also detail how to build your business by examining your Customer Experience and creating the kind of connective service that will make customers seek you out and forsake your competition.



**“ IF ALL YOU DO IS WORK THE  
SAME SHIFT DAY AFTER DAY,  
NOTHING CHANGES.**

**BUT IF YOU TAKE THE TIME TO  
CHANGE HOW THINGS GET DONE IN  
YOUR BUSINESS YOU CAN IMPROVE  
AND GROW...OFTEN FASTER THAN  
YOUR COMPETITION.**

**IT'S IMPORTANT TO WORK **ON**  
YOUR BUSINESS, NOT JUST **IN** YOUR  
BUSINESS!”**

This presentation examines the core competencies of successful Leaders with an emphasis on improving results by focusing on the quality of their day-to-day performance, and that of their teams.

Tim begins by detailing how Managers can accomplish big goals by taking a behavioral approach to performance and accountability at the shift level. This seminar is perfect for managers, owners and franchisees in any segment of the service industry. Attendees will learn how to:

- **Observe and Prioritize** - Sometimes the complexities of the action within a shift can entrap us. Tim will detail how to deploy yourself towards the important things that will drive & grow your business...not just the “urgent” things that demand your attention.
- **Focus on Less, so your team can achieve More** - Tim discusses how to give order of thought and activity to your team, so that they are executing on your priorities...not their own.
- **Introduce Discipline and Accountability to Every Shift** - by clearly communicating expectations, keeping a visible scoreboard, and constantly exerting gentle pressure on the team to improve.
- **Connect all goals to the shift** - How to connect all goals to team behaviors, connect all goals to products, and connect all leadership activity back to goals.
- **Map each Customer Experience**, so that smooth hand-offs are made by the team, and the ball never gets dropped.