

Quarterly Activation

★ How far have you strayed from your north star?

★ When you think of your word and focus for the year, what comes up for you?

★ Does your one page yearly plan need to change? Develop, double down or refresh?

★ What season are you in? What do you need to be curious about in this season?

★ What worked well operationally last quarter and what didn't work well?

★ What is your one strategic priority for the next quarter?

Metrics that matter: Deciding what metrics to measure is individual but here are my top 4 and space to add yours.

Metric	Current	Target Next Quarter
Database growth		
Newsletters sent		
Offers made		
Website visitors		

