

The BreakAway Move Checklist™



Worksheet Purpose:

To provide a step by step map to creating a Strong Core, creating a BreakAway Move and making it Stick.

Starting Line **Team reads The BreakAway Move and sets a start date.**

- Lap 1**
- 1 Create your Epic Win - draft form
 - 2 Identify 3-5 short phrase Core Values - draft form
 - 3 Create short phrase Core Purpose - draft form
 - 4 Complete Revenue GAP worksheet
 - 5 Complete Strengths, Weakness and Trends worksheet
 - 6 Create Quarterly Priorities, 13 Week Sprint and implement
 - 7 Set meeting cadence, agendas and implement

- Lap 2**
- 1 Finalize your Epic Win
 - 2 Finalize your Core Values
 - 3 Finalize your Core Purpose
 - 4 Start creating Role Alignment Cards - Leadership team and down
 - 5 Brainstorm a list of 5 to 15 BreakAway Move candidates
 - 6 Use BreakAway Move Evaluator and pick top 3
 - 7 Complete and implement The Quarterly Focus

- Lap 3**
- 1 Continue Role Alignment Cards and start alignment meetings
 - 2 Customer Targets worksheet
 - 3 Prioritize the 3 BreakAway Moves
 - 4 Finalize Brand Promise and start operational tuning
 - 5 Continue 13 Week Sprints and adjustments
 - 6 Focus and creating a healthy Team #1 with leadership team
 - 7 Use the Breakthrough Worksheet to iterate through problems

Finish Line **Celebration!!!**