

## All quotes are from Michelle Myers unless otherwise noted.

Keep My Hustle Holy: I will show up but I will let the Lord lead.

### FOUR GOALS FOR USING YOUR TRACKER

#### #1: Reverse engineer - moves from big picture into daily tasks in a consistency-driven pattern.

- Real cooking takes time and skill, and business is the same.
- We can't expect charcoal grill taste if we have microwave habits.

#### #2: Become PROACTIVE vs. REACTIVE

- What we say isn't always what we do.
- Intentions → Decisions

#### #3: GO DEEPER TO GO FORWARD.

- Do the work to go deep so you can move forward.

#### #4: Give us personal accountability to the unseen.

- Unseen: [on the practical side] hard work, humility, behind the scenes stuff that you do that has to get done.
- Unseen: [on the spiritual side] motive checks, and making sure that you're acting on the things you say.
- Business is never just business as a believer.
- Give Him every day that you work.

NO MATTER WHATS: repeat tasks

### QUARTERLY:

- Tweak it into the schedule that works for what you do.
- Try to say 4-6 weeks ahead

### Truth to Guide You: don't overthink this.

- What is God teaching you?
- What reminder do you need over the next quarter?
- You're much better off to have motivation before you need it.
- Something that will keep you committed + focused on the hard days and humble/grateful on the good days.
- If truth isn't guiding you, something else will.

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## Evaluation questions:

- Evaluation is not helpful if you're not honest.
- Pray for discernment and self-awareness.
- In order to fix it, you have to face it.
- If you don't address a problem, it will escalate.
- When you write it down, you have a game plan so you can do something about it.
- Effective evaluation leads to execution.

## SWOT Analysis:

### Strengths:

- Product
- Person
- System

### Weaknesses:

- Is something underperforming?
- Is there a repeat task that doesn't have a system behind it?
- Are you wasting time?
- Is there a skill set missing?
- Coworker chemistry and unity - is it going well?

### Opportunities:

- Where can you grow that you haven't explored yet?

### Threats:

- What are potential enemies of your purpose? (personality trait, motive, etc.)
- What future events could disrupt what's currently working?
- Some opportunities are actually threats if they don't align with your mission.

## SWOT Analysis Action Plan:

- Goals: should be slightly uncomfortable
  - Given: happens with little to no effort
  - Goals: Require effort
  - Godly Goals: prayer + effort + God's power

Action Steps: Break the goal down into smaller tasks

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### This Quarter's Innovation:

- You can't try to do something new all the time, BUT you must be innovating....so when it comes to innovation, what will be the main thing you will focus on that's new?
- Make a plan so you aren't trying to do too much new at one time.

### MONTHLY:

- tasks → systems → deadlines

### Innovation Implementation: who needs innovation?

#### Team/Employees:

- even if you aren't the CEO, what are YOU responsible for?
- Ownership areas: everyone on the team is the boss of something.
- What are you going to do that's new in your area of responsibility?

#### Customers:

- if you want to be in business for the long haul, then you must stay fresh.
- What was once creative will eventually become common and then it will further degrade to a commodity.
- RETENTION is tied to innovation.
- If you are not innovating, you will likely not keep your customers.

#### Yourself:

- grow personally.
- You grow when you put yourself in situations where you are stretched.

### Personal Development:

- Put what you're learning into practice!

### Profit + Loss:

- Don't be owned by money, but be AWARE of it. Big wins are rewarded.

### One thing that scares me:

- Uncomfortable = Growth
- What I've learned: If I don't hold myself accountable to this, I won't prioritize getting uncomfortable.
- Growth zones are not comfort zones.

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## Planned WOW:

- PLAN to go the 2nd mile + serve beyond what is required.

## WEEKLY:

### Schedule work hours:

- Setting your hours will help you to not go to the extreme of always working or rarely working.
- Make sure you have 5 days where you are showing up consistently in your work.
- Have one day that is intentionally relational.
- I don't want my customers get perks that my family does not.
- The Sabbath wasn't established to protect your rest; it was established to protect your worship.

## Brain Dump:

- Write down everything rattling down in your brain.
- It probably won't make sense to anyone else who reads it (and that's okay!)
- It needs to get out of your head and on paper so it can free up space in your brain!

## Prayer List:

- CRITICAL if you are aiming for God to the point of your work because God's work requires God more than it requires me.
- If I am not talking to God, I am not doing God's work.
- God's answers = journal of God's faithfulness

## Commitment to Clients:

- This is your retention strategy!
- Most businesses give more effort to marketing than retention. Flip that around, and give your best effort to serving those who have already said "yes!"
- It takes 90% more money + time to recruit a new client than keep an existing one.
- This makes sure you are doing your part to KEEP who comes.
  - Listen: initiate getting their feedback
  - Learn: how are your products and services being used? Who is using them? Helps you know what to offer!
  - Invest: do your best work AFTER you've made the sale.
  - Nurture: what do you do to keep regular contact with your customers?
- Retention is about the MISSION. It's hard to move the mission forward with a revolving door.

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### Spontaneous WOW:

- An opportunity to serve above and beyond.
- Be willing to be interrupted by God and have open eyes to see the opportunities to serve above and beyond.
- If we're trying to reflect God in our work, we can't be okay with mediocre.

### Content Strategy:

- Ideas: Dump it all here. What has actually happened in your business/life this week?
- Content Schedule: Organize it here. What is actually happening in your business. Don't create content for the sake of content. Get creative. It doesn't have to be just social media content.

### Team Wow!:

- Intentional, not accidental. It does not just refer to the boss. It IS possible to lead even if you're not the one in charge.

### Promote Someone Else:

- More than a strategy - as believers, we're called to encourage + bless others!
- Protects you against selfish ambition.
- This a great way to be a witness without posting a Bible verse; it creates curiosity in a me-focused world.
- Encouragement may not happen if we aren't intentional.

### Go on a Date!

- You are a person, you're not a brand or a business.
- The best job still makes a terrible life.

### NO MATTER WHAT'S - checklist:

- Track these weekly + look for patterns.

### DAILY:

- At the end of your work day, write down tomorrow's tasks.

### 3 things I am grateful for:

- Be specific to work.
- If we don't focus on what we have, we'll default to dwelling on what we don't have.

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**Serve One:**

- Dazzle one person daily.
- Daily protection against the masses mentality
- Just because you can't do it for everyone, doesn't mean you shouldn't do it for someone.
- How well am I serving who I have now?
- If you can't fill this out most days, you're probably thinking task > people.

**The Proverbs 31:28 Test**

- Am I actually being who I claim to be?
- Perfection is not expected, but makes sure just like we aim to be better at work, we're aiming to be better at home as well.