

“The goal is to reset your business and your vision for your financial freedom. This requires you to understand and execute on the principles of MasterMind**10X Reset!**”

Coach Swan Simpson

Whether you’re a solopreneur or entrepreneur, **10X** Scaling is all about removing confusion and creating certainty for yourself and/or in every team member through Operational Effectiveness. This can be achieved through the Three P’s: PEOPLE, PROCESS, and PROFIT.

PEOPLE	PROCESS	PROFIT
Aligning yourself and your people with the business opportunity.	Create granular incremental process that, combined, creates the highest value in the business.	Ensure maximum profitability in all actions and activities by measuring the collective financial impact created.
This is the specific, intentional, and precise way that ensures every team member understands the priority of WHAT they need to do, WHEN to do it, and HOW to do it in order to set up the next team member for success.	When you document each business process with granular attention to detail, coupling each part of the process to the next action that drives the highest value in sequence, you create a blueprint for your employees to follow.	Measuring the financial health and sustainability of your business is critical. When you have the proper financial matrices in place, you can predict your financial success and projected results through key performance indicators.

ACTIVITY PART 1: PEOPLE

In the first part of this activity, you'll document the highest contributing position in your business, identifying and ranking the most impactful responsibilities for that position, and indicating the impact those things create on other areas of the business.

HIGH CONTRIBUTING POSITION

POSITION OVERVIEW
(high-level description)

RESPONSIBILITY OR TASK

What are the main duties that this position is held accountable to for completion?

FREQUENCY
(daily, weekly)

RANK
PRIORITY

IMPACT TO BUSINESS

By completing this responsibility, the following team/team members responsibilities will be impacted:

ACTIVITY PART 2: PROCESS

In the second part of this activity, you'll document the highest contributing position's number one ranked responsibility or task. Operational effectiveness occurs when there is clarity and predictability into the results that is individually and collectively created. This can ONLY be done with a clear, concise, detailed, and documented process.

HIGH CONTRIBUTING POSITION

#1 RANKED RESPONSIBILITY/
TASK

PROCESS DOCUMENTATION

RESPONSIBILTIIY PROCESS

List the sequence of steps that need to be executed in order to successfully complete this responsibility (TIP: include other roles in the business if they are impacted during the process).

MEASUREMENT

What is the key performance indicator(s) for will determine it was completed successfully (i.e. call converted, closing ratio, upsell %, etc.)

TIP: Utilize this format for ALL positions and their respective responsibilities. Complete your process documentation in order of responsibility/task rank priority.

ACTIVITY PART 3: PROFIT

In the final part of this activity, you'll create clarity around the key drivers of profitability in your business. List the top 5 key performance indicators for your business and which roles in the business are responsible for the attainment and growth of those indicators.

KEY PERFORMANCE INDICATOR

This is the performance measurement metric that drives high impact in the business.

RANK PRIORITY

RESPONSIBLE ROLE IN THE BUSINESS

Which role(s) in the business are held accountable to this key performance indicator?

ACTIVITY RECAP

Indicate the areas in this activity that were potential barriers to accomplishing this activity:

Do You Think You Could Benefit From Addition Help From Coach Swan?