

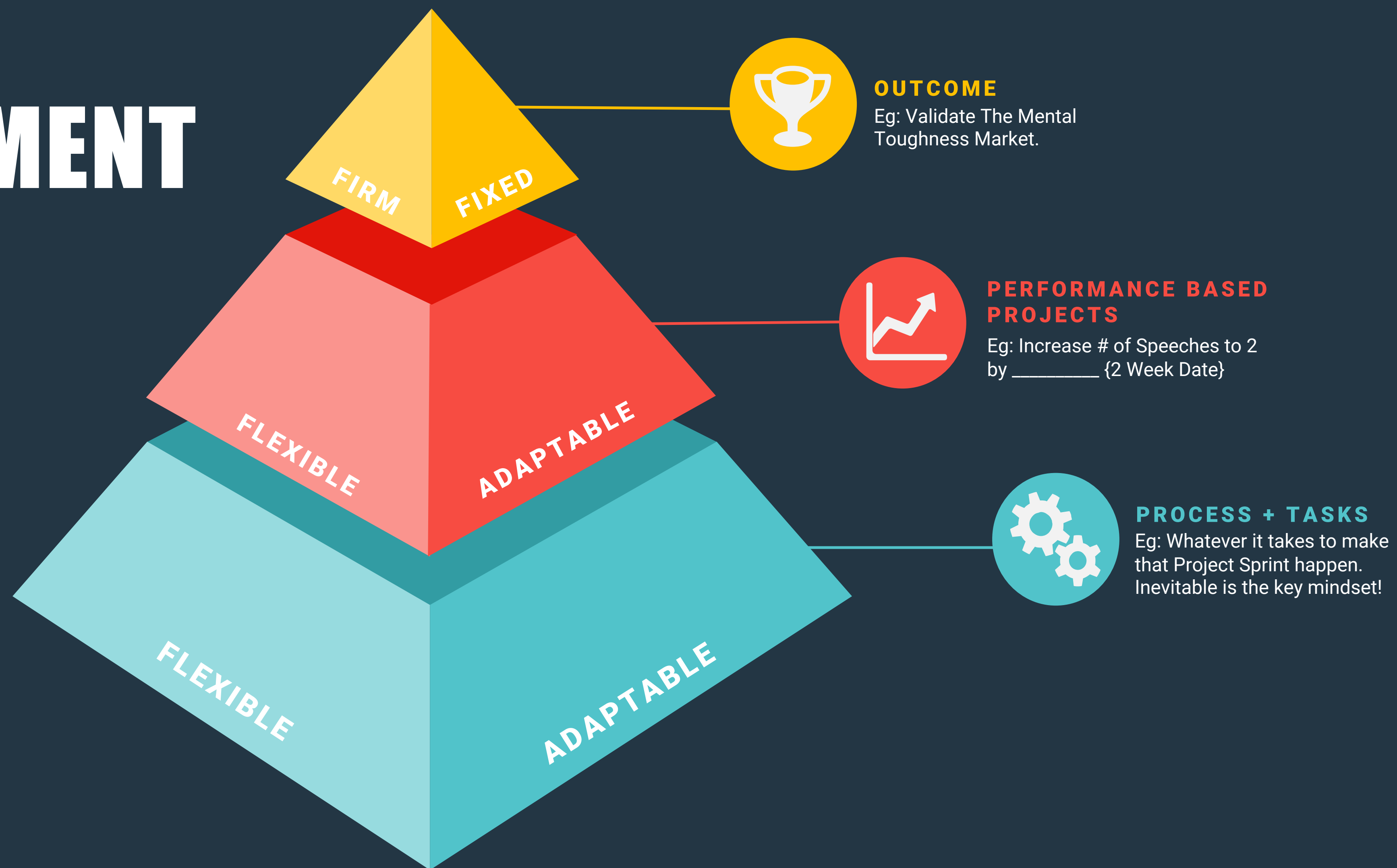
# 3 PHASE ACHIEVEMENT ENGINE

FINALLY ACHIEVE YOUR GOALS!





# 3 PHASE ACHIEVEMENT ENGINE



PHASE #1

# OUTCOME



Outcome goals tell you where you are trying to get. They are an end point and should be something very tangible (e.g: a specific revenue number). Remember....

- **SPECIFIC +**
- **IMMEDIATE IMPACT +**
- **TANGIBLE/BELIEVABILITY =**
- **EXCITEMENT**

- **KEY TAKEAWAY:** A goal is something you can see, and 90 days is the horizon line to the motivational factor in our minds. The Outcome Goal you set should be achievable within the next 90 days.
- Anything beyond 90 days is a 'Vision' or 'Mission', not a goal. Someone shooting an arrow doesn't try to shoot a target 3 miles away. Keep your goal within a 90 day timeline and you'll start to see a lot more wins showing up on your scoreboard!

## PHASE #2

# PERFORMANCE



The Performance Phase is where you'll choose the core strategies you'll use to hit your Outcome.

In the world of business, your strategies are translated into the Projects you've decided to invest your time, resources, money and energy into.

Depending on which stage of business you are in, you'll need to be focusing on different things for maximum success. When you understand which projects to focus on at each stage of business you'll start experiencing faster growth than ever before.

The image to the right breaks down the key areas per stage at a high level. To discover more about each stage, click to [read my epic blog post](#) that breaks it down even further.





## PHASE #2

# PERFORMANCE



After you've chosen your 'Project(s)', then you determine HOW you will PERFORM that project in the next two weeks. This is one of the main missing pieces in flawed 'goal setting' processes from the past. STRATEGY, and the next Phase, EXECUTION is where you win.

The reason the 90 Day Year system is so powerful, is it keeps your eye firmly fixed on what you can work on NOW, AND, keeps you accountable to ultimately ACHIEVING your goal.

Once you establish your Project(s), the next step is to break that project down into something you can finish in the next 2 weeks.

- **EXAMPLE:** "I will improve the number of products that I have to sell on my site from 1 to 3 by \_\_\_\_\_" (date 2 weeks from now)
- **KEY TAKEAWAY:** Depending on your Outcome, you may need to work on 2-4 Projects to reach your Goal. But beware if you find you're starting to plan MULTIPLE projects, because you're either biting off more than you can chew, or, you have an Outcome Goal that is too broad and needs to be made more specific.





# THE OWWW & WOW MINDSET



90  
DAY  
YEAR

If you've [watched this video](#) on the subtle difference between someone that loves a challenge and achieves success and someone that shrinks in the face of adversity and quits on their goal, you'll know it's the people with a 'WOW' mindset that do an excellent job of looking back on their wins or successes.

Well, because you'll be running 2 Week Sprints towards your projects, getting traction and delivering finished pieces of the project OR the entire project will be constantly feeding your 'WOW' Mind, with confidence, momentum and growth.

- **BONUS VIDEO + GUIDEBOOK:** If you haven't already watched my video about OWW WOW mindset, take a moment to [watch it here](#) and don't forget to download your bonus ["Oww & Wow Mindset"](#) workbook.



PHASE #3

# PROCESS



- **WHO'S DOING IT?**
- **+ WHAT ARE THEY DOING?**
- **+ WHEN ARE THEY DOING IT?**
- **+ WHERE IS IT HAPPENING?**
- **= CLARITY AND MOMENTUM**

**YOUR TURN:** Fill in the statements below to cement the Process Phase:

- These are all exceptionally \_\_\_\_\_ type things
- The more specific that you get, the more \_\_\_\_\_ that you have.
- The process phase is where all of the \_\_\_\_\_ is taken.



“

**We had one goal  
at Facebook: get  
more users.**

**- MARK ZUCKERBERG**





# O.P.P FRAMEWORK



<b>OUTCOME (ONE GOAL)</b>	
<b>PERFORMANCE BASED PROJECT (2-WEEK SPRINT)</b> PROJECT A	<b>PERFORMANCE BASED PROJECT (2-WEEK SPRINT)</b> PROJECT B
<b>PROCESSES &amp; TASKS</b> PROJECT A	<b>PROCESSES &amp; TASKS</b> PROJECT B





Make 2024 your STRONGEST year yet! Discover how to achieve your business goals and rewire your mind for growth and success. Click the button below if you haven't already watched the free video workshop that accompanies this workbook .

**WATCH THE VIDEO SERIES**

If you want full access to the power of the 90 Day Year system and frameworks, click below. We can't wait to see the results you achieve.

**ENROLL IN 90 DAY YEAR NOW**

