

ULTIMATE

PROFIT PLAN

WORKBOOK



The Priority Playbook



ULTIMATE PROFIT PLAN WORKBOOK: THE PRIORITY PLAYBOOK

Let's get serious about scaling your business: project management isn't just a fancy term - it's your lifeline. Without the right tools and mindset, you'll drown in mental chaos and half-completed tasks.

Think of yourself as the "**Prioritization Leader**" - someone who doesn't just delegate, but strategically assigns work with crystal-clear expectations. Ditch the verbal instructions and start documenting everything; your team (and your sanity) will thank you.



PRO TIP:

Invest in a project management software that turns your scattered thoughts into a streamlined action plan.



KEY INSIGHTS:

- Streamline workflow with project management software
- Master strategic delegation and focused prioritization
- Embrace your role as the team's strategic orchestrator
- Transform verbal instructions into clear, documented processes
- Create accountability through systematic task management

Project Management Systems

Project management is crucial for organizational success.

Here's what you need to know:

- Selecting the right tool (e.g., Monday, Asana)
- Customizing the system to fit your workflow
- Implementing the "finish or get stuck" rule
- Understanding task hierarchy (highs, mediums, lows)

ULTIMATE PROFIT PLAN WORKBOOK: PRIORITIZATION

EXERCISE 1: NEEDS ASSESSMENT

Conduct a "needs assessment" for your organization:

List your current project management challenges:

- _____
- _____
- _____

Identify key features you need in a project management tool:

- _____
- _____
- _____

Research and compare at least three project management tools (e.g., Monday, Asana, Trello etc.):

- _____
- _____
- _____

Tool Name	Key Features	Pros	Cons	Cost

ULTIMATE PROFIT PLAN WORKBOOK: PRIORITIZATION

EXERCISE 2: IMPLEMENTATION PLAN

Develop a training program for your team:

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9-11					
11-1					
2-4					
4-6					

Follow-up and support plan:

- _____
- _____
- _____
- _____
- _____
- _____
- _____

ROUTINES AND PROJECTS

Understanding the difference between routines and projects is crucial for effective time management. The main difference between a project and a routine lies in their nature and frequency:

ROUTINES

Routines are recurring tasks that are performed on a regular basis. They are:

- Consistent and predictable
- Executed at set intervals (daily, weekly, monthly, quarterly, or annually)
- Part of the ongoing operations of a business
- **For example**, sending out a weekly newsletter to clients every Thursday is considered a routine task.

PROJECTS

Projects, on the other hand, are:

- Unique undertakings with specific goals
- Temporary in nature, with a defined beginning and end
- Often involve more complex or novel tasks
- An example of a project would be rebranding a company's website.



EXERCISE 3: MAPPING ROUTINES

Map out your routines:

DAILY

- _____
- _____
- _____
- _____

WEEKLY

- _____
- _____
- _____
- _____

MONTHLY

- _____
- _____
- _____
- _____

QUARTERLY

- _____
- _____
- _____
- _____

ANNUAL

- _____
- _____
- _____
- _____

EXERCISE 4: PROJECT MANAGEMENT STRATEGY

Develop a strategy for managing projects alongside routines:

Ideal time allocation for routines vs. projects:

- _____
- _____
- _____
- _____

Guidelines for prioritizing between routines and projects:

- _____
- _____
- _____
- _____

Strategies for balancing urgent tasks with long-term projects:

- _____
- _____
- _____
- _____



Routines and Projects Tips

- **Prioritize Routines:** Clearly communicate that daily routines take precedence over projects unless otherwise stated - this helps manage expectations.
- **Define Routines Clearly:** Document all routine tasks with specific deadlines and responsibilities to ensure accountability.
- **Balance Workloads:** Monitor workloads to prevent burnout; adjust routines as necessary to maintain a sustainable pace for team members.
- **Review Progress Regularly:** Conduct regular reviews of both routines and projects to assess progress and make adjustments as needed.
- **Encourage Flexibility:** Foster a culture where team members feel comfortable discussing workload challenges and adjusting priorities collaboratively.



Key Performance Indicators (KPIs)

- *KPIs are essential for driving behavior and focusing efforts on critical business objectives. KPIs are like your business' dashboard (speedometer, warning signs, check oil) - signaling you to ask yourself, "are we in trouble, do we need to refill the gas tank, check under the hood?"*

EXERCISE 5: DEVELOPING EFFECTIVE KPIS

Create 3-5 KPIs for each team member or department:

Team Member/Department:

- KPI 1: _____
- KPI 2: _____
- KPI 3: _____
- KPI 4: _____

Team Member/Department:

- KPI 1: _____
- KPI 2: _____
- KPI 3: _____
- KPI 4: _____

Ensure each KPI is SMART (Specific, Measurable, Achievable, Relevant, Time-Bound) and impact-driven rather than activity-based. Tips:

- **Limit KPIs:** Each team member should focus on 3-5 key metrics that directly impact their role and the organization's goals to avoid overwhelm.
- **Involve Your Team:** Collaborate with team members to select KPIs that resonate with their roles and responsibilities, fostering ownership and accountability.
- **Ensure Measurability:** Design KPIs that are quantifiable and directly tied to business outcomes, allowing for clear assessment of performance.
- **Regular Reporting:** Establish a consistent reporting schedule (weekly and monthly) to review KPI progress and make necessary adjustments.
- **Celebrate Achievements:** Recognize and reward team members who meet or exceed their KPIs to motivate continued performance.

EXERCISE 6: KPI IMPLEMENTATION PLAN

Outline your plan for implementing and tracking KPIs:

Reporting system:

- _____
- _____
- _____

Review schedule:

- _____
- _____
- _____

Process for adjusting KPIs:

- _____
- _____
- _____



Reflection

- What are the biggest prioritization challenges in your business?
- How will implementing a project management system improve your operations?
- What changes do you need to make in your approach to routines and projects?
- How will focusing on impact-driven KPIs change your team's performance?
