

# TEAM APPLICATION GUIDE



## KEY CONCEPTS

The gap between how quickly you change and how quickly things change is called irrelevance.

You almost always have momentum somewhere, and if not, someone doing what you're doing has momentum.

Here are 7 keys to finding and generating momentum:

1. Pour fuel on the one or two things that are growing.
2. Cut or discontinue the things you're manufacturing energy to keep alive.
3. Start something new.
4. Avoid diffusing your energy: the trap of doing nothing well.
5. Become a student of culture.
6. Focus on your sweet spot.
7. Ask what your successor would do...

## DISCUSSION QUESTIONS

1. Where have you found momentum in the past? What generated it?
2. What do you think you are best at...or could be best in?
3. How many new things have you started in the last few months. What results are you seeing? Why?
4. What do you think your successor would do if she or he took over? Could you do that?
5. If you were starting over again, or launching for the first time, what would your approach be? Can you do that? Why or why not?

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## APPLICATION STEPS

1. In what areas are you currently experiencing momentum? What is that momentum producing for you and why do you think that area is growing?
2. Is there anything you're currently manufacturing energy for? Why?
3. What would it take to cut it, and what would the benefit of cutting it be to your organization?
4. Using the 30 Day Pivot framework you have free access to, make a 30, 60 or 90 plan to focus on one of two key areas to grow momentum.