

POSITIONING SYSTEMS BRAND PROMISE - Strategic Discipline

1. **Priorities:** Determine your #1 Priority and achieve measurable progress in 90 days to accomplish it, subsequently repeat this every 90 days.
2. **Meetings:** Establish an effective meeting rhythm pattern to compound the value of your priorities and metrics. Your business pulses faster, builds momentum to increase measurable revenue and profits.
3. **Metrics:** Develop measurable Key Performance Indicators. Company and executive team members develop reporting dashboards to increase accountability, following Pearson's Law for dramatic performance improvement.



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