

CHANGE YOUR BUSINESS AND YOUR LIFE!

BE WILDLY SUCCESSFUL!



# WORKBOOK

#FEARLESSREINVENTIONSYSTEM



MEMBER NETWORK™

Dear Fearless Reinventor,

We are all in a constant state of reinvention, both personally and professionally. Sometimes only a minor adjustment is needed; other times you're chasing after a "Big Hairy Audacious Goal." Some goals can be accomplished in just five minutes; others demand a year or more.

Change can be scary, but you have no reason to be afraid. You have achieved the impossible. You have made history. You have faced innumerable changes and your resilience is commendable. You beat the odds and became a champion of change, despite the adversity of an ever-changing landscape of technology.

It's still understandable to be apprehensive when it comes to trying something new, but you have an incredible support system in your IPI HQ Team, Board of Directors, Supplying Partners and members. And if that isn't enough to convince you, you also have this Fearless Reinvention System™, created internally, specifically for IPI Members.

How many times have you been inspired by a great idea, had the best intentions, but could not effectively follow through with implementation? Through IPI, you have year-round access to new ideas and relevant education. You are motivated and excited to implement all that you learn. However, life gets in the way. You may be short-staffed, caught up in other projects, dealing with unexpected issues, or maybe the daily grind is simply taking up all of your time and energy. All of those new ideas that are going to make you more money are pushed to the back burner. Sound familiar?

#### IPI FEARLESS REINVENTION SYSTEM™

We make it as easy as possible for you to implement all of those great ideas. The Fearless Reinvention System™ is designed to do just that. Make the commitment to fearlessly reinvent your business by forming new habits and making real, lasting operational changes. Adopt a strategy to get you started and gain the support to keep you going.

#### READY. SET. CHANGE!

This system works for *any type of goal over any length of time at any time of the year*. It starts by outlining the strategic planning process, during which your goals are developed. Then it provides a method to use for the execution of each goal, managed by any member of your team.

Are you ready to experience results like never before? Prepare to make significant accomplishments! Get out of the trap of not finding the time to work ON your business.

Now go forth and be fearless in your reinvention.

Sincerely,  
Brenda DiVincenzo  
Vice President of Member Success

# PART ONE: STRATEGIC PLANNING

A strategic plan is not a luxury; it's a necessity. It determines your direction and allows you to make sound decisions and allocate appropriate resources. If you have not gone through the strategic planning process in the past year, spend the time to work ON your business NOW, before you set any goals. It takes significant time and energy your first time, but subsequent years become much easier, when only small adjustments are needed.

## Strategic Planning Tips:

1. Assemble a small, core group of your team members to go through the strategic planning process together. Aside from providing more minds for brainstorming, being involved in the full process nurtures greater buy-in of your subsequent goals from your team.
2. Hold your meeting off-site and away from distractions. Think of it as a strategic planning "retreat".
3. Allow for free brainstorming and open discussion that involves all participants equally. Consider hiring a local facilitator to take the pressure off of your group to self-manage. A facilitator is not emotionally involved in your outcome and can ask the tough questions.
4. Do not allow hunches or assumptions to influence the process. Stick to proven facts, statistics and data. Quantify everything in real numbers.
5. While it is recommended that you look to other organizations for examples and inspiration, do not just copy what someone else is doing. Your business is unique and needs to find its own voice to maintain authenticity.
6. The final step in the process is to define actionable goals for the next year. Clearly communicate what those are and who is responsible for managing the execution of each one.
7. Meet regularly (monthly or quarterly) to assess progress and priority. Hold your team accountable for results and meeting milestones.

This first section will only need to be completed the first time you use this system. Once you have worked through Part One, set an annual reminder on your calendar to review the results of this section with your team and make any necessary modifications. There are endless resources available online to assist you with strategic planning. A very brief description of each component is outlined below, along with a few relevant examples.

## YOUR WHY . . . . .

If you are setting out to completely reinvent your business, or if this is the first time that you have gone through a process like this, start by discovering your "why." This is defined as, "the purpose, cause or belief that inspires you to do what you do." Read the book, *Start with Why*, by Simon Sinek; visit his website (<https://www.startwithwhy.com>); and check out his TED Talk (<http://bit.ly/TEDSimonSinek>). "People don't buy what you do; they buy WHY you do it." Your customers are looking to be inspired by a cause and join a movement or community. Your product may be fantastic and you may provide the best quality and the highest expertise, but WHY do you do what you do? Realizing your inspiration is a great way to start your reinvention – and to engage your customers from the very beginning.

## YOUR VISION . . . . .

Your vision statement is an extension of your why. It declares your growth aspiration and provides inspiration and motivation to your team. It clearly defines your ideal desired end state. Where do you want the business to go? How will you know when you have arrived? You test all strategies, decisions and new ideas against this roadmap.

Be sure that it is broad enough to encompass a variety of perspectives and short enough to be printed on a t-shirt.

IPI's vision statement is, "Revolutionizing our industry by making members wildly successful." When our members are wildly successful, we will have revolutionized the industry and fulfilled our vision. When looking at any legacy, current or future strategy, initiative or project, we ask if it will assist us in making members wildly successful before committing resources to it. It's also a strong statement that greatly motivates the IPI HQ Team on a daily basis.

The vision statement for The Print Refinery™ is, "Building a passionate local community by inspiring people and businesses to creatively use photographs, imagery and video."

MY VISION STATEMENT: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## YOUR MISSION . . . . .

Your mission statement defines your purpose and lets your audience know exactly what it is that you do. It includes your "how," or your unique value proposition. It reflects your brand culture. What is it that sets you apart from the competition? What relevant benefits and solutions do you provide? What makes your team remarkable?

IPI's mission statement is, "IPI connects a passionate community of local, independent business owners that embrace a culture of sharing. We are the marketing team, educator, purchasing co-op, networking hub and business consultant for the world of digital, print, photo, signage, graphics and art. With IPI signature programs, our members can compete like a national brand."

The mission statement for The Print Refinery™ is, "The Print Refinery™ fuses high-tech innovations with creative storytelling in an interactive hub buzzing with ingenuity. We connect families, friends and communities through social experiences and education. It is the place to explore unique print and photo solutions for archiving, decor, gift giving, graphics and commercial applications. We are design experts and artistic consultants with a knack for bringing your ideas to life."

MY MISSION STATEMENT: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## YOUR GUIDING PRINCIPLES . . . . .

Your guiding principles are the values and core beliefs of your organization and team. Like your why, customers want to do business with those whose values and beliefs align with theirs. You test potential team members against these principles in the interview process and measure current team members against them during performance reviews. Passionate team members check themselves and each other against these values regularly.

IPI's guiding principles are:

- Anticipate + embrace change
- Accept the challenge to do better than yesterday
- Bring excitement + have fun
- Go above + beyond our customers' needs
- Offer courtesy + respect to all
- Support each other
- Inspire action + lead by example
- Pursue innovation + excellence
- Exchange + grow knowledge
- Be intentional by communicating + listening

MY GUIDING PRINCIPLES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## YOUR BRAND PROMISE . . . . .

Your brand promise sets expectations for your customer, by connecting with them emotionally. It differentiates your customer experience from that of the competition.

The Print Refinery™ brand promise is, "Our passion is bringing your stories to life through artistic collaboration. Our obsession is delivering share-worthy excitement with each experience and project."

MY BRAND PROMISE: \_\_\_\_\_  
\_\_\_\_\_

## YOUR BRAND STORY AND CULTURE . . . . .

Unique culture and consistent branding are the most important attributes to a business today. Everything that your customer sees, hears, feels or senses about your business is your brand; and it should be consistent across all touch points. Your customer should experience consistent brand engagement online (website, social media + blog) and in-person (when interacting with your team). Your business should have a distinct culture and personality that sets it apart. If your brand was a person, who would she/he be? How would she/he look, sound, etc.

Define your customer experience from beginning to end and in great detail. Highlight which unique attributes set you apart from your competition and which features add value for your customers.

MY BRAND STORY: \_\_\_\_\_

Now that you have established a unique culture, adopt it and embrace it! Work towards consistent branding across all customer touch points through your logos, fonts, colors, voice/language style, website, social media, blog, facility design, team, etc.

## YOUR TEAM MEMBERS . . . . .

The extension of the brand culture, is your team; and the right team can make or break you. An engaged team, rooted in a strong culture, is the ticket to customer experience and retention. Let your unique brand attract the right team members, develop their talents and keep them engaged long-term.

- Clearly communicate your brand story to your existing team members, as well as new hires. Start from the very beginning – include it in your recruitment materials. Let your culture shape your application and interview questions.
- Have applicants and team members describe your culture back to you to guarantee comprehension; everyone on your team should be able to communicate your brand story.
- Hire against culture first and skills second; your team members should all share the same vision and values (best achieved by regular review and collaboration).
- Hire HAPPY problem solvers that are active listeners + open sharers. Communication on a team is key.
- Recruit among your fans + followers.
- Train team members uniformly to create a cohesive and consistent experience for your customers.
- Nurture your team members' diverse individual talents; their expertise should complement each other. Celebrate and promote your team members' talents to your customers.

The Print Refinery™ Team Member is: ridiculously obsessed with creative innovation, professional + welcoming, joyful + conversational, fun + humorous, empathetic + grateful, passionate + excited, inspired + inspirational, engaging + empowering, artistic + creative, innovative + technical, an expert, a storyteller, a collaborative consultant, an educator, eager to develop long-term relationships with customers, and driven to go above and beyond in every interaction.

MY IDEAL TEAM MEMBER: \_\_\_\_\_  
\_\_\_\_\_

Recruit, interview, train, coach, mentor, motivate and inspire your team into exceeding amazing individual and business-wide goals when you have clear and comprehended vision, mission, guiding principles, brand promise and brand story.

YOUR SWOT ANALYSIS . . . . .

Where your vision statement defines where you are going, the SWOT analysis provides the reality of where you are now.

What are your Strengths? What do you do well? What resources do you have? What advantages do you have over your competition? These are internal, positive attributes that are within your control.

MY STRENGTHS:

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |

What are your Weaknesses? What factors are detracting from your success? What areas can be improved? What resources are missing? These are internal, negative attributes that are within your control.

MY WEAKNESSES:

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |

What are your Opportunities? What opportunities are available in your existing market? Are there alternate markets that are presenting opportunities? These are external, positive factors that are not within your control.

MY OPPORTUNITES:

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |

What are your Threats? These are external, negative factors that are not within your control. Examples of threats are competition, trends, cost of materials, shifts in consumer behavior, obsolescence, etc.

MY THREATS:

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |

## YOUR STRATEGIC OBJECTIVES . . . . .

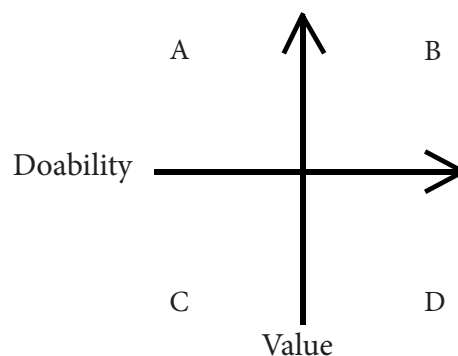
Analyzing the results of the SWOT brainstorming exercise defines your strategic objectives. These take you from where you are now to where you are going. List out the answers to the questions below as your strategies and assign a timeline to each. Major, long-term strategies could be part of your five-year plan, where others can be accomplished within one year (or less).

- How can you minimize or eliminate your weaknesses?
- How can you leverage your strengths to maximize your opportunities?
- How can you leverage your strengths to minimize your threats?

| STRATEGY | YEARS NEEDED | PRIORITY |
|----------|--------------|----------|
|          |              |          |
|          |              |          |
|          |              |          |
|          |              |          |
|          |              |          |
|          |              |          |
|          |              |          |
|          |              |          |
|          |              |          |
|          |              |          |
|          |              |          |

Before moving on to the next step, review your strategies.

- Are there any other focus areas, initiatives, projects, priorities or goals that are strategic in nature (long-term and overall) and need to be added to the list?
- Check each strategy against your vision statement. Modify or remove any that do not move you toward that aspiration.
- Rank your strategies in order of priority. Which will have the largest impact towards the success of your business and move you closest to reaching your vision? Plot on this chart for a better visual. Focus on quadrant B.





YOUR ONE YEAR GOALS . . . . .

Identify your highest priority strategies that need to be completed or moved forward over the next year. Convert these strategic objectives into specific performance targets for the next twelve months, keeping them in order of priority. Who is responsible for managing each one?

| PRIORITY | GOAL | PROJECT MANAGER |
|----------|------|-----------------|
|          |      |                 |
|          |      |                 |
|          |      |                 |
|          |      |                 |
|          |      |                 |
|          |      |                 |
|          |      |                 |
|          |      |                 |
|          |      |                 |
|          |      |                 |

Notes

Parts two and three of this workbook are designed to guide you through achieving your goals. Use this system with the goals developed as a result of your strategic plan from Part One. However, any team member can use this system to work through *any goal over any length of time at any time of the year.*

# PART TWO: GOAL SETTING

## WHAT'S YOUR GOAL? . . . . .

- What do you want to accomplish? Is this meaningful to your business, your team and you personally? Will the result be worth your effort? Stop working on things that don't matter!
- Finding a goal that awakens your passion for your business is more likely to keep you motivated along the way.
- It's OK to dream big, as long as you are up to the task! Challenging is good; realistic is better!
- Design your goal as if you were certain that it would be successful. Do not deliberately sabotage your success by choosing goals in areas in which you are resistant to change. Face your fear of change, but also set yourself up for success.
- Your goal should be clear, specific, and measurable - know exactly where you want to go. You should be able to determine when your goal has been reached. ("I am increasing sales captured as a result of email marketing by 15%.)
- Be as clear as possible so you can visualize what it will look like to achieve your goal.
- Write your goal down in the present tense. ("I am remodeling my store." Not, "I will remodel my store."

## BIG HAIRY AUDACIOUS GOAL (BHAG)

If you have dreams of revolutionary proportion and are willing to commit to a several year process, then don't be afraid of the BHAG (<http://bit.ly/BHAGArticle>). The BHAG might take a decade (really), but it creates a sense of urgency. If you are going to change the world, you have to start TODAY! In the process, the BHAG forces you to build an amazing brand and strong organization.

## My Goal

---

---

---

---

# WHAT'S YOUR DEADLINE? . . . . .

“A goal is a dream with a deadline.” – Napoleon Hill

When will your goal be achieved? Set a specific date and note how much time you have until that date. Goals can be accomplished in days, weeks, months or even years. Make sure that your date is reasonable and attainable, taking into consideration your other responsibilities during this time period. It is best to be conservative. Sometimes you might not have control over the date; external factors might force you into a particular deadline. For example, your lease is up on September 30th and you must open in a new location on October 1st.

MY DEADLINE: \_\_\_\_\_

Now, based upon the amount of time you conservatively think that it will take you to achieve your goal, calculate the hours per working day that you will allocate to focusing solely on your goal project. For example, if you conservatively think that the project will take you 120 hours to complete, you have a 12 week deadline and you can only feasibly work on it four days per week ( $120 \text{ hours} / 12 \text{ weeks} / 4 \text{ days} = 2.5 \text{ hours per day}$ ), you need to spend 2.5 hours per designated day on your project. Some goals might be too big or have too many unknowns to make an exact calculation. In that case, dedicate up to 20% of each workday solely to your project.

ESTIMATED TOTAL HOURS TO COMPLETE GOAL: \_\_\_\_\_

YEARS/MONTHS/WEEKS/DAYS DEDICATED TO GOAL: \_\_\_\_\_

MY DEDICATED HOURS PER DESIGNATED DAY: \_\_\_\_\_

## Notes

---

---

---

---

---

---

---

---

---

---

#fearlessreinventionsystem

## WHAT'S YOUR MOTIVATION? . . . . .

- #1** List all of the benefits of reaching this goal. What do you expect to get out of this accomplishment? How will your business have changed? What is the economic impact? How will this affect you personally? How will you feel about yourself? How will the lives of your team members and loved ones be better? Have you had positive experiences in this area in the past that can be used as inspiration?

---

---

---

---

---

---

---

---

---

---

Refer back to this list every single time you sense even the smallest shred of doubt!

- #2** List all of the things that could happen if you don't achieve your goal. Be as "doom and gloom" as you can. Are there serious consequences to you not completing the intended project? What is the economic impact of not achieving your goal?

---

---

---

---

---

---

---

---

---

---

This list should also serve as motivation for you to keep moving forward with accomplishing your goal.

## WHAT WILL GET IN YOUR WAY? . . . . .

Life gets in the way and zaps self-motivation. Let's address these potential issues up front, from the beginning.

- #3** List any excuses or barriers that come to mind.

---

---

---

---

---

---

---

---

---

---

Don't play the blame game. You are solely responsible for your own success. Self-doubt is your worst enemy! Don't dwell on current problems or past failures. Use your experience to your advantage; learn from past mistakes.

Realize these barriers are just fearful responses to taking the next step. (<http://bit.ly/JustTakeTheStep>) Move beyond them. Or, as Bob Newhart exclaims, "Stop it!" (<http://bit.ly/1kpxNZT>)

Teach your staff to leave negativity and bad attitudes at the door! No excuses! Stop whining! Go conquer!

- #4** Go back and put a large "X" over your list of excuses!

- #5** List your typical, expected daily distractions.

---

---

---

---

---

---

---

---

---

---

# TIPS FOR AVOIDING DISTRACTIONS . . . . .

Focus on one thing at a time. For up to 20% of each designated day, focus on absolutely nothing but your goal. Take this time away from your phone, email, social media, the internet, etc. and tap into your brain! Find a quiet, private place or a busy, public place – one where you won't be interrupted! Create a consistent, healthy habit by working on your project at the same time and in the same place each day.

**#6** Go back and list ways to prevent these distractions from hindering your progress, using your experience, knowledge and new ideas!

**#7** List potential challenges and risks. Are there variables and unknowns?

---

---

---

---

---

---

---

---

---

---

You can't control some obstacles – the economy, political climate, natural disasters, etc. Don't let these impede your progress.

You have direct control over debt, cash flow, time management, skills, talents and more. Use your know-ledge and experience to work through these challenges.

Most important – get out of your own way! Forming new, lasting business habits can be a challenge in itself.

Use everything in this workbook and system to push yourself past this.

**#8** Now, go back and rate the likelihood that each of these will happen and how strong of an impact that would make. How can you manage identified risks? How can you avoid too many changes to the plan? List potential solutions to these foreseeable challenges. Be creative!

## Notes

[illegible]

## PART THREE: ACTION PLANNING

### GET ORGANIZED . . . . .

An action plan defines the steps that need to be taken in order to achieve a goal.

1. ☐ By this point, you have set a goal, a deadline and how many hours per designated day that you will allocate to your project. You have addressed excuses, distractions and challenges. You have recorded your motivating factors for future inspiration.
2. ☐ Post your goal and deadline where you (and others) will see it daily and read it aloud each day.
3. ☐ Take “before” photos, if your goal has a visual element.
4. ☐ Gather current data and reports, if your goal will be measured by figures, percentages, statistics, etc.
5. ☐ Organize all of your notes, ideas and research on this topic.
6. ☐ Assess your current to-do list. Prioritize that list and delegate the items that do not fit under your goal. Complete anything urgent that can only be done by you. Doing this right away will allow you to immediately shift your focus to your goal.
7. ☐ Organize and declutter your work spaces and mobile work bag.

## Notes

---

---

---

---

---

---

---

---

---

---



## GATHER RESOURCES . . . . .

Create a successful environment by surrounding yourself with the tools needed to accomplish your goal. Educating yourself, gathering resources and leaning on partners will better equip you to meet and beat this challenge!

1. Are there resources available on the IPIPhoto.com Forum? (Use the “search” feature.) \_\_\_\_\_

\_\_\_\_\_

2. Are there IPIC sessions that you should reference? \_\_\_\_\_

\_\_\_\_\_

Recordings, slides, handouts and other resources collected at IPIC can be found in the current IPIC or IPIC Archive areas of IPIPhoto.com on the Member Dashboard (“Member” on the top menu bar).

3. Are there members that you have met at IPIC or through the Forum that are experts in this area?

\_\_\_\_\_

4. Which IPI Supplying Partners are able to assist you? (Check the “Supplying Partner List” on the Member Dashboard.) \_\_\_\_\_

\_\_\_\_\_

5. How can the IPI Marketing Solutions Program (MSP) help you? Contact [erin@ipipphoto.com](mailto:erin@ipipphoto.com) if you have any questions. \_\_\_\_\_

\_\_\_\_\_

6. How can the IPI Managed Marketing Services (MMS) in Email Marketing, Social Media and Digital Signage help you? Contact [erin@ipipphoto.com](mailto:erin@ipipphoto.com) if you have any questions. \_\_\_\_\_

\_\_\_\_\_

7. Would you benefit from IPI Business Growth consulting? (See member dashboard for more information on topics and formats) \_\_\_\_\_

\_\_\_\_\_

8. What is the cost of this goal? Set a budget. How are you going to finance this project? \_\_\_\_\_

\_\_\_\_\_

If your goal is to elevate packaging or store displays, please refer to those sections on the Member Dashboard.

## PLAN YOUR ATTACK . . . . .

Create a roadmap for exactly how you are going to reach your goal.

**#1** Start by breaking your goal down into 10 major elements or steps.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**#2** Breaking these elements down into smaller, simple actions, logically ordered, makes it psychologically easier to accomplish. Prioritize tasks that yield the highest business impact through the least effort. Breaking it down into a schedule of daily tasks can help you to hold your focus and motivation. Focus on the process instead of the end goal. (Use a calendar to record the plan for these daily tasks.)

**#3** Create milestone markers to help you track and evaluate your progress. Be specific with what you want to accomplish at each check point. Notice the cumulative impact of miniscule change. Seeing small progress builds the momentum needed to bust through big obstacles. Weekly or bi-weekly checkpoints are recommended. (Mark these on the calendar as well.)

**#4** Be consistent and spend time on your goal every day. Repetition changes habits.

**#5** Enjoy crossing tasks and milestones off of the calendar. Get addicted to the dopamine rush of accomplishment!

**#6** We recommend reading the book *Getting Things Done: The Art of Stress-Free Productivity (2015 edition)* by David Allen. Check out his app (<http://getitdoneapp.com>), which can assist you with goal execution and project management.

## TIME MANAGEMENT TIPS . . . . .

Make a daily list each evening for the next day. Eliminate time wasters and focus on productive tasks. Can technology, delegation, outsourcing or revised procedures help with efficiency? Constantly prioritize. Focus on one task at a time. Assign tasks to time blocks on your daily schedule. Match the most challenging items to your most productive times of the day. Typically your most dreaded tasks should be scheduled first thing in the morning.

## INVOLVE YOUR TEAM . . . . .

You must communicate your goal to your team. A global understanding of your goal will prevent uncoordinated and conflicting decisions and actions. Communicate the direction for the business and let everyone know how their job fits in with the “Big Picture”. Team members need to know what steps to take and when to take them. Having a model or roadmap positively affects execution success. Team members that understand their individual goals, accountability and achievement, become more engaged with their work.

Keeping your team engaged and motivated is the key to a successful, highly-productive workforce. When you effectively manage, motivate and empower them, you will be rewarded with higher rates of engagement and retention. This leads to an organization staffed with a workforce of people who are highly productive, skilled and committed to doing their very best on executing your plan.

Delegate! There are lots of things to do when you have your own business, and you don't need to do all of them. Focus on the goal tasks to which you can apply your expertise and then delegate the ones that are furthest away from that expertise. By choosing to let others be involved, you can spend your time on tasks that keep you engaged, motivated and passionate. You are also empowering your team members to develop their skills to benefit the business further. It is also very possible that planning and managing the project can be done in 20 minutes per day, but the actual execution will need to be accomplished by a team of people.

- #1** Which tasks can you assign to team members? Which team members are best suited for those tasks? Match each activity to the knowledge, training, skills and experience of your team members. (Mark this on the calendar too.)
- #2** Define your role as Project Manager.
- #3** Communicate your expectations to your team. Be clear and specific. Verify that each team member is aware of his/her responsibilities and deadlines. Give your team a copy of the calendar (and post in a shared area).
- #4** Communicate the desired results, not the process. Don't spend your time teaching your team members how to do their tasks. Tell them what you expect and have them work out how to get there.
- #5** Create accountability by defining the consequences of both completing and not completing the project as assigned.
- #6** Invite your team to participate in daily wrap-ups or weekly team meetings (marked as check points on your calendar) to track progress. Five minute daily huddles are also effective to keep everyone on track and well informed. Set an agenda for any gathering to keep on topic and on schedule.

[#fearlessreinventions](#)

## LEAN ON YOUR PARTNERS . . . . .

Share this experience with a support system of mentors that will hold you accountable to achieving your goals. These are people that you can lean on when you are facing tough challenges.

IPI has provided you with a peer group of Accountability Partners. Use this “buddy system.” Check in with status updates on the Forum. What progress have you made? What hurdles have you encountered? What has been successful? Are your Accountability Partners on track with their own goals? Do you have ideas and solutions to share? Reach out personally to individuals. There’s nothing like a little peer pressure to give people a push in the right direction.

Don’t let any hesitation about reaching out to others distract you from completing your goal. Being uncomfortable about asking others for help puts up a wall between you and the resources that could help you achieve your task. You may be surprised at just how happy people are to help you achieve your objective. People want to feel useful, needed, and appreciated. Seek out the help and advice you need to overcome your own limitations to hit your goal.

Do you know anyone who has achieved the goal you’re setting out to accomplish? Reach out to them. What mistakes have they made? What worked and what didn’t? This “mentor” may be able to point out obstacles and solutions you haven’t considered.

## CELEBRATE SUCCESS . . . . .

Each hurdle that you overcome gets you one step closer to your goal. Reward yourself for hard work and discipline as you meet your milestones and complete small actions. You’ve invested an incredible amount of time, energy and determination to reach your goal, so make sure you take a moment to celebrate your success. These small rewards will spur you on to more action that will ultimately lead you to the doorstep of the destiny you deserve.

## WHEN THE GOIN’ GETS TOUGH . . . . .

While you should do things right – the best way possible, don’t let perfectionism get in your way. If you aren’t finishing a step because you can’t get it absolutely perfect, it may be time to move on. The amount of time you spend laboring over the final, tiny details might be better spent working on the next step.

You may have a specific plan of action for achieving your goal; however, by never deviating from that plan or allowing yourself to compromise when faced with new information or assistance, you create a barrier between your goal and the possibility to do it faster, better, or cheaper. Keep an open mind to alternatives and suggestions that can help you reach your end goal.

Along the way you might need to prioritize. There may be steps that can be eliminated or moved into “Phase 2” (your next goal).

Accept that your enthusiasm will wane over time. You must learn to manage your impatience. Push through the boredom!

Make changes to your behaviors to bring about different results. Learn from your struggles and failures and keep going. Adapt and adjust – your goals must be flexible.

When you face roadblocks, refuse to dwell on them. Instead, focus on solutions that propel you forward. Look at these issues as exciting new challenges. You should not waiver from your target regardless of any failures along the way.

## DON'T STOP! . . . . .

Commit to your goal and stick with it. Once you've set your plan in motion, stay motivated to see your goal through to the end. Don't procrastinate or second-guess your decisions, as this will only delay the process. Don't forget to reward yourself for staying focused. Visualize the end state when you have achieved your goal. Do this regularly and in great detail. This will keep you motivated and on track.

Enjoy the journey. Overcoming the challenges in front of you will create a sense of pride and joy in your accomplishments. Learn from your success and apply your methods to future goals.

Above all, keep a positive attitude! Acknowledge negativity and reframe it into positive thoughts. Focus on a positive process - not a seemingly distant outcome.

## OPEN HOUSE . . . . .

It's time to put the spotlight on your business.

Accomplishing your goals is no longer enough. It's time to show off all of that hard work and build support within your own local community. Hold an open house event, showcasing everything that you do, plus what is new and exciting about your business. An open house is your annual spring board for your busy season, pushing you towards an early deadline for implementation and team training on all new initiatives.

***IMAGINE** - all of your new initiatives implemented, your location in pristine condition, your team trained and your community informed BEFORE your busy season! Think of the amazing customer experience that you will provide when everything is already in place and customers are your only focus.*

And, in conjunction with the IPI Fearless Reinvention System™, your open house preparation is even more fruitful!

Log in to IPIPhoto.com today and click on "Open House" in the Member Dashboard for the Event Guide, marketing materials and Forum discussion.

## TIME MANAGEMENT, PRODUCTIVITY, HEALTH + BALANCE . .

**#1** BEFORE WORK: Develop regular "night before work" and "morning of work" routines, during which you organize yourself and your belongings for the next day of work. This takes the stress and rush out of your morning routine.

**#2** AT WORK:

- Take regular breaks, at least five minutes per every hour. Opt for a walk (250 steps per hour) and a change of scenery.
- Have you heard that sitting is the new smoking? Well, standing the entire day isn't healthy either. It is best if you create a 50/50 balance between sitting and standing, alternating throughout the day. Consider investing in an adjustable sitting/standing desk or create an alternate standing station with a laptop and counter or bar height surface.

- Listen to music that keeps you energized, happy and stress-free, as long as you are not distracted into singing along!
- Fresh air and natural light = energy. If you can't add these to your work environment, be sure to enjoy them on your five minute hourly breaks.

#3

## BOUNDARIES:

- Go home at a set time every day, knowing that emergencies and crazy days will happen occasionally.
- Don't bring work home with you. If you do work from home, use a defined space away from distractions and set regular, uninterrupted hours for yourself.
- Know your limits. Don't commit to things on which you cannot deliver. Don't over commit yourself. Learn when to say no.
- Know when to delegate, outsource and ask for help.

#4

## HEALTH + WELLNESS:

- Keep moving – Walk 10,000 steps per day. (Take your dog!) Do a daily hour of exercise that elevates your heart rate. Find a fitness activity that you enjoy to make this an achievable goal.
- Eat healthy – You feel better, have more energy and reduce sick time.
- Stay hydrated – Hydration is often the simplest cure for common ailments.
- Sleep well – A minimum of seven hours of uninterrupted sleep leaves you refreshed in the morning.
- Track it – Use a wearable device and/or app to track your exercise, diet, water intake and sleep. Discover where you can improve and set personal goals.
- Share it – Encourage your team to work towards healthier goals together. Motivate each other. Participate in friendly competition.

#5

## NURTURE YOUR PERSONAL RELATIONSHIPS:

Give them the priority, time and attention that they deserve. While it is natural to want to discuss your workday, avoid regularly unloading the daily trials and tribulations upon your family and friends.

#6

**SET ASIDE “YOU” TIME** each week to do something that you love. This could be your daily exercise routine or participating in a group or solo hobby.

#7

**TAKE YOUR VACATION TIME:** You need to reboot your system on occasion. Completely unplug from the business when you can.

## RESOURCES, TOOLS + TECH . . . . .

- *Getting Things Done: The Art of Stress-Free Productivity* by David Allen
- GetItDoneApp.com
- Trello + Slack
- SweetProcess
- IFTTT
- Password manager
- Unroll.me
- Virtual butler/personal assistant: EasilyDo or MyAlfred
- KeyRing
- Grocery/meal pick-up/delivery
- Online shopping + subscriptions

## TECH ADDICTION MANAGEMENT . . . . .

- Set aside “device free” or “do not disturb” time.
- Check regular apps + notifications at set times.
- Organize device screen accordingly for maximum efficiency.
- Set notifications only for what is important – and only at certain times.
- Set aside special blocks of time for leisure use.
- Create Facebook feeds for only the most important updates to review daily.
- Stop browsing TV + watch set shows.
- Listen to podcasts, books + recorded education while driving, cooking, cleaning, etc. at 1.5x speed.

**The successful execution of your long-term strategic objectives and short-term goals is entirely dependent upon the team that you have in place. It is important to make sure that your team is structured to meet your future vision.**

## TEAM ROLES

It is important that all leaders within the organization have clearly defined roles and responsibilities. Everyone should be well-informed of your set strategies and feel empowered to confidently execute against them. This will provide the all-important total buy-in that will motivate and inspire team members as tasks are delegated.

- #1** List each team member and define their role within the organization.

[illegible]





For each team member/role on the list above, outline their responsibilities.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Meet with each team member to mutually agree on their roles and responsibilities. What are their career aspirations and how can you work to develop their talents in a way that benefits the business? (See next section for team development steps.)

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## TEAM MEMBER DEVELOPMENT

**After identifying your long-term strategic objectives and short-term goals, you have the ability to offer your team growth opportunities that align with your business needs. What roles, skills, knowledge and competencies are needed to accomplish your goals and meet your objectives? Do they exist within your team today? Can they be developed within your existing team? (If not, are their cost-effective outsourcing options available? Do you need to add new team members?) Internal development saves time and money on recruiting, onboarding and training. It also provides advancement options to retain your existing talented team members.**

**#1** List the roles, skills, knowledge and competencies that are needed to meet your objectives and goals that do not currently exist within your organization today.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

**#2** Meet with each individual team member to assess their career aspirations. Which items on your list above align with their personal development goals? Which would be a natural fit for their current skills and personality? Which would help them to overcome a weakness? Which would help to capitalize on a strength? You must also evaluate if your team members are ready to take on these new goals. Potential doesn't always equate to readiness, or even the desire for growth and advancement. Assigning new responsibilities to those that are not ready or willing will be setting yourself up for failure.

On the list above, assign each of the roles, skills, knowledge and competencies to a team member. (It is possible that you might have to seek outside assistance or a new team member to complete the list.)

**#3**

In the list in #1, note how the new responsibility will be gained. Is it through specific, external training? Coaching and mentoring? Make detailed notes on resources available and a recommended starting point.

---

---

---

---

---

---

---

---

---

---

**#4**

Provide your participating team members with a copy of this workbook and ask them to complete pages 8-21, using their new goal(s). Offer assistance as needed and review their plan with them when they are ready. Be sure to agree upon the deadline, specific objectives, additional team involvement and budget (which may need to include a bonus or pay increase). Set milestone markers and regular check-in meetings. Note the following information for your records, for each team member goal.

Team Member: \_\_\_\_\_

Goal: \_\_\_\_\_

Budget: \_\_\_\_\_

Resources: \_\_\_\_\_

Specific Objectives + Milestones: \_\_\_\_\_

---

---

Regular Meeting Interval: \_\_\_\_\_

Deadline: \_\_\_\_\_

**#5**

Once the goal is completed, be sure to celebrate their success and to offer reinforcement as they practice their new responsibility. Provide feedback and allow them to refine their skills. Continue to offer opportunities to set new goals, as each is completed.



#FEARLESSREINVENTIONSYSTEM



MEMBER NETWORK™

Copyright ©2014-2019 Independent Photo Imagers, Inc. All Rights Reserved. Reproduction, distribution or sharing in any manner whatsoever without the express written permission of IPI - Member Network™ is strictly forbidden.

Brenda DiVincenzo  
Vice President of Member Success  
brenda@pipphoto.com  
(702) 617-1141 | [www.ipipphoto.com](http://www.ipipphoto.com)