



The Impact Filter™

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Date: 3-13-20

Project		<u>Team Prep for Possible world crisis</u>	
Purpose	What do you want to accomplish?	Success Criteria	What has to be true when this project is finished?
<p>To encourage, Direct and lead My team to stay calm, carry on and make the best decisions possible for ourselves, the company and the clients</p>		<ul style="list-style-type: none"> • we cut off anything that is not essential, useful and needed that costs/wastes money • we get clear on our direction + focus • we determine who's role is doing what and we crystalize it 	
Importance	What's the biggest difference this will make?		
<p>If we are not smart we will start reacting, not responding, we will lose our ability to keep ourselves fit. So it's to keep clients, find alternative models of service and stay profitable</p>		<ul style="list-style-type: none"> • we work and don't waste time in non-productive/no outcome meetings. • we launch JoesFreeBook.com to generate leads, build value and bond with future members 	
Ideal Outcome	What does the completed project look like?		
<p>We bond deeply with our clients, each other. We lay down the tracks for a better business and everyone not only grows, but surpasses where we are at. survive + thrive</p>		<ul style="list-style-type: none"> • - we ask our clients what they want/need and do our best to direct them to it • we Remove + Repurposing with all the Assets here • We have each others backs and we really step up and help each other to Respond to life. 	
Best Result	If you do take action.	<p>we keep our jobs, we stay a profitable Biz. we establish marketplace dominance we create a value creation monopoly and we have each others backs</p>	
Worst Result	If you don't take action.	<p>we become fearful, reactive, we waste time, money, energy, we get stressed, which leads to sickness and things become utter chaos</p>	