

Create a work scorecard, so you can win

The issue: Keeping score for personal success.

The scenario: I work as a sales professional for a company that has a hands-off management approach. While I enjoy the freedom this gives me, I feel like the lack of accountability translates into lack of focus and lost sales opportunities. How can I do a better job managing myself?



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Can you imagine a sporting event without a scoreboard? There's no way to know who is winning or losing. We also need to keep score in our work lives, a measure of whether we are winning at our own game. We may think it's a fierce competitor we want to outscore, but in my years of coaching I find that often the competitor we face is us.

How do we beat distraction, procrastination, shifting priorities or other personal compet-

itors? My advice: Know your game and keep score.

When I ask a businessperson, "What is your game?" I get mixed responses ranging from blank stares to rambling statements. I want to hear a big vision statement of work that inspires him or her beyond financial gain. I know that person's game is defined when I see a spark in the eye and hear excitement in the voice.

My next question, "Why are you playing the game?" It is im-

portant to connect meaning and purpose to work. This becomes the motivating force to play and win.

With your game defined and why you are playing, now keep score. Initially, people often resist this. Most people grasp the importance of a scorecard, yet fail to put it into practice.

People who don't keep a score are not playing to win. I haven't met anyone who doesn't want to succeed. To create your own scorecard, follow these steps:

- **Clarify goals:** Write down your meaningful goals for the next 6-12 months and define what winning would look like for each.

- **Define tasks:** A daily scorecard includes 3-5 practices that keep you focused and productive. Here are examples: Start work by 7:30, make three calls to new prospects. Designate 3-5 priority tasks. Each item is given a point value; the total should equal 20.

- **Know the metrics:** A weekly and monthly scorecard measures your important activities and results. You'll know that you hit, for

instance, 10 appointments per week or \$10,000 in revenue per month.

- **Analyze progress:** Note where you need to make improvements and make adjustments to get winning results.

I find that financial planners often use this success principle. Patrick Twiest, at the financial planning firm Derse Morgen, says, "I have kept some type of scorecard most of my life. Using it in my business helps me to focus on the most critical tasks." In January, Twiest added a monthly scorecard to track appointments. He now meets with an average of eight people per week, up from two to three. The results? Twiest says, "In the past two months I have brought on more new clients than all of 2005."

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