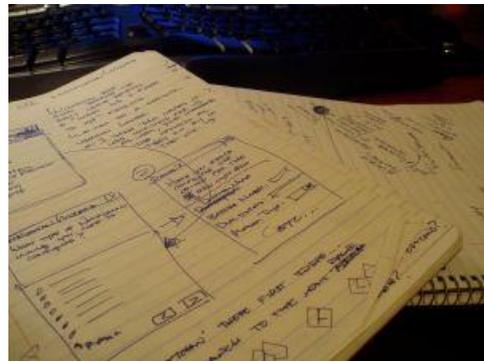


## The Year-End Sprint to the Finish Line

Where did the summer go? I guess time does fly when you are having fun!!!! And let the fun continue as we enter the final months of 2012. If you are like most business leaders, you are looking closely at your numbers and/or your progress to determine whether you are going to achieve your year-end goals. If you find that you are not quite where you want to be, right now is a perfect time to put that last 90 day plan into place for this year. Here are a few tips that might help you finish up 2012 with the results you need!!! And wouldn't that be fun!!!

First decide what is realistic to accomplish. Don't only focus on your financial goals for this year. Be sure to also consider what critical work must be done to set up 2013 for success as well. List these specific priorities. Be sure you are being focused. A focused approach is essential for your success. For each of these priorities you need to have a specific plan to accomplish. It is not enough to just identify the actions, you and your team need to specify what and how you will take the action. This is the time to instill a true sense of urgency.



Key components for a 90 day plan include:

- **Identify** two-three specific goals that are realistic to achieve by year end
- List the **priorities** for each goal
- Develop a very **specific action plan** for each priority - what, who will do it, by when, how much, and in what way
- **Communicate** plans clearly and consistently
- Consider the **customer** (or stakeholders) and their challenges and needs: how can you/your product/your service help them to achieve their goals?
- **Follow-up**, Follow-up, Follow-up
- Create a sense of **urgency**
- Consider **incentives** and special offers
- Be available and **responsive**
- Stay **focused** and implement your plan

Regarding follow-up, this is not the time to “wait and see”. Make those calls, hold check-in meetings weekly with your staff, be “front of mind” with your customers, consider any incentives, special offerings, special pricing, etc. It is also year-end for your customers. Know how they are doing and what is important to them right now. Then position your product or service as a way to help them to achieve their goals.

A successful year end always sets up the following year for success as well. The extra time and effort you put forth to achieve results will be well worth it. Pull your team together immediately and together establish your plans. Get the momentum going, inspire your team, and focus your effort and energy on the target by executing the defined plan. If you do these things, you are setting yourself up for greater success! And believe it or not, you just might have some fun while you are doing it. Good luck in finishing up 2012 strong and successful!!!