Complete your What, How & Why Worksheet and then use that information to determine your Individual Quarterly Priority.

WHAT, HOW & WHY PRIORITY WORKSHEET

WHAT is the most important priority for you to accomplish this quarter. Be specific. What is the ultimate outcome for this priority? List the specific results of completing this priority (lagging indicators):

HOW will you accomplish this priority? List the activities, steps, and/or Key Performance Indicators (KPI's) that will lead you to accomplish this priority (leading indicators):

WHY is this priority important? List the reasons "why" this priority is important to the company and to you. What is the get-out-of-bed-in-the-morning reason?

INDIVIDUAL QUARTERLY PRIORITY

OWNER NAME:	QUARTER:

ALIGNS WITH COMPANY PRIORITY: Write the title of the company priority that aligns with your priority. If there is no alignment, write "N/A":

PRIORITY TITLE: In 10 words or less, create a specific title for your individual priority based on the What in the worksheet above:

KEY PERFORMANCE INDICATOR (KPI): Refer to your How above and determine the primary KPI you will use to track the activity required to complete this priority. KPI's can be the following: #'s, %, Hours per Day, Week, Month or Quarter, or Confidence Rating:
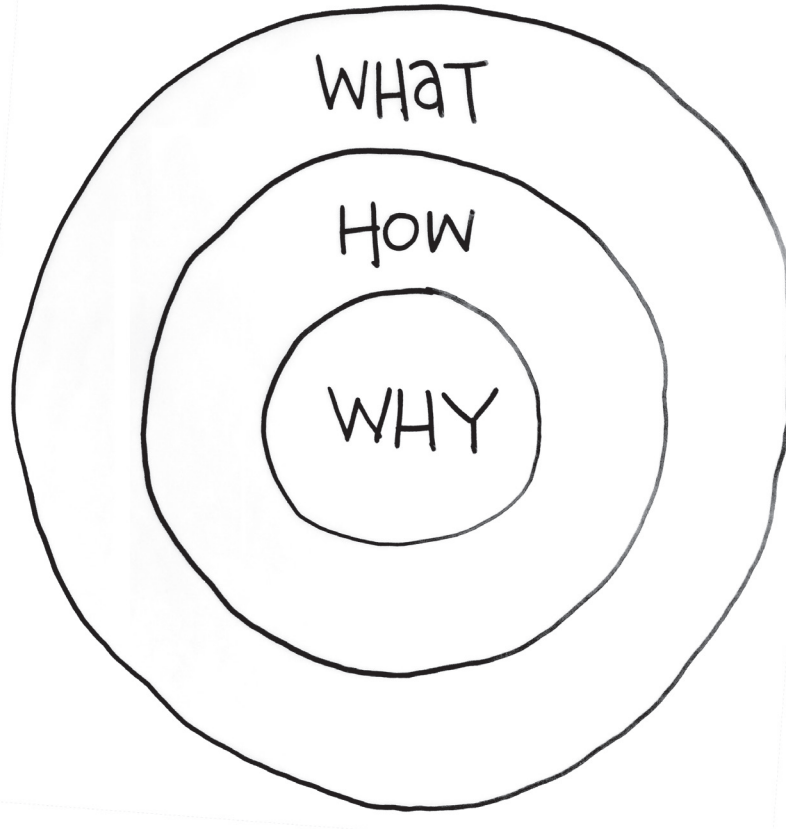
WHAT is the most important priority for you to accomplish this quarter. Be specific. What is the ultimate outcome for this priority?

List the specific results of completing this priority (lagging indicators):

- "Close $500,000 in new revenue from existing clients."
- "Our top 20 clients are introduced to our new product line."

HOW will you accomplish this priority?

List the activities, steps, and/or Key Performance Indicators (KPI's) that will cause you to accomplish this priority (leading indicators):

- #'s or % (e.g. "Meet with 10 decision makers." Or, "0% to 100%.")
- Hours per day, per week, per month, or per quarter (e.g. "Spend 15 hours per week calling existing clients.")
- Milestones (e.g. "A 5 step process: Step 1...Step 2...")
- Confidence Rating (e.g. "I am a 6 on a scale of 10.")

WHY is this priority important?

List the reasons "why" this priority is important to the company, and to you personally. What is the get-out-of-bed-in-the-morning reason:

- "Improve the company's ROI on new products so we can hire more team members to develop more products."
- "Prove that I deserve the sales manager position and get a raise."