



# FOCUS<sup>28</sup><sup>TM</sup>

The 28-Day Success Planner for  
Building Confidence and Momentum



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## FOCUS<sup>28</sup> The 28-Day Success Planner

Choose one or more goals that you want to achieve and determine how much you can accomplish in the next 28 days to build momentum and confidence. Answer the following questions and set your plan in motion. Remember to chart your progress from start to finish!

What goal do I want to achieve in the next 28 days?	Goal:	Goal:
Why is it important?		
What is the timeframe?		
Who owns the goal?		
Who can provide the necessary support?		
What is the measurable, desired outcome? (specific metrics)		
What are the obstacles to success?		
What strategies and tactics can I use to overcome the obstacles and ensure success?		
How will people know the objective and be able to track the progress?		
How will I celebrate the achievements of the milestones and/or the overall goal?		
How will I sustain and build on the success?		



## FOCUS<sup>28</sup> The 28-Day Success Planner - Examples

Choose one or more goals that you want to achieve and determine how much you can accomplish in the next 28 days to build momentum and confidence. Answer the following questions and set your plan in motion. Remember to chart your progress from start to finish!

What is the goal I want to achieve in the next 28 days?	Goal: Increase participation in the personal development planning process	Goal: Get back on track with my health regimen
Why is it important?	Engaged employees 'stay' & 'strive'	Feel & look good - more energy
What is the timeframe?	February 1 - February 28	January 16 <sup>th</sup> to February 12 <sup>th</sup>
Who owns the goal?	Group Manager	Me
Who can provide the necessary support?	<ul style="list-style-type: none"> <li>•Vice President</li> <li>•Manager Human Resources</li> </ul>	<ul style="list-style-type: none"> <li>•Personal Trainer</li> <li>•Chris</li> </ul>
What is the measurable, desired outcome? (specific metrics)	<ul style="list-style-type: none"> <li>•40% of employees to complete and enter plan into system</li> <li>•Minimum of 3 specific goals</li> <li>•Quality review is acceptable</li> </ul>	<ul style="list-style-type: none"> <li>•Lose 4 lbs in 28 days</li> <li>•Burn 2000 cal per wk at gym</li> <li>•1 dessert per day</li> </ul>
What are the obstacles to success?	<ul style="list-style-type: none"> <li>•Leaders' own plans incomplete</li> <li>•Lack of knowledge in effective goal setting</li> <li>•No reporting in place today</li> </ul>	<ul style="list-style-type: none"> <li>•Time to make it to gym</li> <li>•Discipline re: working out hard</li> <li>•Bored at gym</li> <li>•Overactive sweet tooth</li> </ul>
What strategies and tactics can I use to overcome the obstacles and ensure success?	<ul style="list-style-type: none"> <li>•All Mgmt will lead by example in first 14 days</li> <li>•2 hour hands-on workshop for select employees</li> <li>•Weekly report to be created and distributed</li> </ul>	<ul style="list-style-type: none"> <li>•Book 3 firm weekly gym visits</li> <li>•Chart calories/weight in PDA</li> <li>•upload latest MP3 training programs for gym use</li> <li>•Brush teeth after each meal</li> </ul>
How will people know the objective and be able to track the progress?	<ul style="list-style-type: none"> <li>•VP to announce campaign</li> <li>•Initial report to show current stats and 28-day goal</li> <li>•Weekly updates to team</li> </ul>	<ul style="list-style-type: none"> <li>•Track gym days and post daily calories and weight in PDA and on posted chart</li> <li>• share with Chris</li> </ul>
How will I celebrate the achievements of the milestones and/or the overall goal?	Budget: \$300 Leader with highest % completed to be recognized with team lunch award for contributors	Budget: \$300 •New Diesel jeans •2 new gym outfits
How will I sustain and build on the success?	<ul style="list-style-type: none"> <li>•Add ratio to scorecard</li> <li>•Review plans every 6 months</li> </ul>	<ul style="list-style-type: none"> <li>•Track calories burned - weekly</li> <li>•Buy additional MP3 programs</li> </ul>

