



Piece Of Mind Company ... For Your Peace Of Mind

THE MOMENTUM WORKSHEET

Momentum can be a leader's best friend, but the lack of momentum can be a leader's worst Enemy.

The good news?

Even if you've lost momentum in an area of your life, you can build it back again.

In this worksheet, you'll identify the primary area of your life and leadership where you need momentum. Then, you'll work through five practical strategies to build up and sustain healthy momentum.

Definition:

Momentum is the force that propels you forward and is greater than the sum of all your leadership, strategy, and resources combined.

Think about the area of your leadership or life that needs momentum (financial, relational, physical, spiritual, etc.) and name it:

Five Practical Strategies to Jump-Start Your Momentum:

Now that you've identified where you want to build momentum, keep that area of your life in mind as you work through the exercises.

1. First, identify why you lost momentum.

Andy Stanley teaches, "If you don't know why something is working when it is, you won't know how to fix it when it's not."

Let's get to work figuring out why you lost momentum.

Newton's Law of Motion:

An object in motion tends to stay in motion unless it's acted upon by an outside force.

If you have momentum, it should stay in motion—unless it's acted upon by an outside force.

"We cannot do what we don't define." —Craig Groeschel

These four common forces kill momentum:

- Continuing what's known
- Relying on what's safe
- Defaulting to what's easy
- Enjoying what's comfortable



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List one or two of your habits, patterns, processes, or perspectives that are potentially killing your momentum, and list them under the common force they best fit under:

What's known: _____
What's safe: _____
What's easy: _____
What's comfortable: _____

Now, look at your calendar and set one hour aside to brainstorm new strategies to grow in these areas.

Meeting time: _____

2. Create an inward burst of momentum.

You can't pour from an empty cup.

John Maxwell teaches that you'll never attract a leader more passionate, disciplined, or committed than yourself. If your passion level is a seven, you'll never attract another leader to your team who's an eight. You'll attract fives and sixes.

It's critical you keep your cup filled because you'll never attract more than you are.

So how is your inward passion? If you've lost momentum, there's a chance that you as the leader need to create an inward boost of momentum.

Exercise: Write a statement that describes when you feel most excited about the area you're focused on.

3. Ask yourself if you need to develop a leader or replace a leader.

It's difficult to get the right results without the right leaders. If you're not experiencing the momentum you desire, you might need to make a leadership change.

Consider the leaders in your organization. Do all of them pass "The Keeper Test?"

To filter a leader through The Keeper Test, ask yourself;

"If this person were to leave, would I fight hard to keep them?"

If the answer is "yes," you know you have a valuable contributor. If "no," you know it's time to



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invest in helping that person grow, or it may be time to make a personnel change.

Remember: If you have a team member who creates problems, but you never address that team member, you become the problem.

In either case, that incongruent team member will likely kill momentum. You might be surprised how quickly you see positive results when you replace an ineffective leader with an effective one.

Evaluate your team or volunteers.

Take it further:

It's possible that the leader who needs to change is you. Evaluate yourself.

4. Reallocate resources to the areas with the highest potential.

On average, companies allocate 90% of their resources to the same projects year after year. If you do what you've always done, you'll see the results you've always had. If 90% of your actions and processes never change, it's harder to see exponential momentum start to build.

When you have the courage to disrupt what exists now, you potentially create momentum for what could happen tomorrow.

Consider moving some of your resources to invest them into a new strategy, and make sure it feeds into your focus area (team culture, revenue, lives changed, family health, etc.)

If you're having a hard time coming up with a new strategy, you can find 14 strategies for jumpstarting momentum for Businesses or Ministries at the end of this worksheet.

Question: What area of your organization is creating the most momentum right now? Could you shift resources from low-yield areas to high-yield areas? Or, in your personal life, which actions bring you the most health, fulfillment, or impact?

Are you prioritizing those actions, or are they neglected on your calendar

5. Do something you've been unwilling to do.

Sometimes, you already know what you need to do to move your team or project forward, but you're afraid to do it.

It's easy to avoid giving hard feedback, shutting down a division, or letting an underperforming team members go. If you want to build positive momentum, stop delaying that decision and do the hard-right thing.

Questions:

1. Is there something about your organization that needs to change?
2. Is there something in you that needs to change?
3. Is there something you know you need to do that you haven't done?

It's likely that you answered yes to at least one of these questions. What is the hard decision you need to make? Set a time to do it.



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Set a time: _____

Remember: Momentum is the force that's greater than the sum of all your leadership, strategy, and resources combined. Learn the four factors that fuel momentum here: <https://go2.lc/4factors>

KEEP BUILDING MOMENTUM

Congrats! You've done a lot of thinking and self-assessment.

In Strategy 1, you identified any forces that may be killing your momentum.

In Strategy 2, you reminded yourself what you're most passionate about.

In Strategy 3, you evaluated if you need to make any personnel changes.

In Strategy 4, you decided to reallocate resources to areas with highest potential.

In Strategy 5, you made up your mind to do the hard, right thing you've been avoiding.

These steps won't happen overnight, and momentum starts slowly like a rocket firing up to leave the atmosphere. Stick with it, stay encouraged, and measure performance.

14 FRESH STRATEGIES TO JUMP-START MOMENTUM IN BUSINESS

Change your marketing strategy.

Target a new market or niche of your existing market.

Change your pricing model.

Create an incentive program for people in your market who use your service.

Try a new customer acquisition strategy—turn over new rocks, get more relational, etc.

Add customer retention benefits.

Offer existing customers additional products or services they aren't using.

Create a referral program and incentivize referrers.

Make a change to a product or service—modernize, simplify, update, etc.

Streamline the sales process, the checkout process, or the signup process.

Change your sales team or the sales manager.

Evaluate your online presence. Are you visible in search engines, map apps, industry ratings tools, etc.

Study the data. Have your metrics changed over time? Have key markets dropped or grown?

Interview your customers. Find out why new customers came and why expired customers left.

Question: What fresh strategy from the lists above can you implement in your focus area?

Name it and set