

1  
**GOAL:**

To launch my playbook to my team by:

NAME:

DATE:

Directions:  
Start with the goal date. Then shift to Results. What would be true for you and your company if you achieved this goal? Now move your attention to all the obstacles you can imagine. Now, finally - let's make a plan to overcome every obstacle. Brainstorm, share with the team, strategize, innovate.

3 OBSTACLE	4 STRATEGY

2  
**RESULTS**

What are the 5 biggest outcomes if we accomplish this goal?

