



# TOP ACHIEVERS FOCUS CHART

## INSTRUCTIONS FOR USE

The Focus Chart is an extremely powerful tool which can be applied to a variety of uses. It is designed along the lines of a rifle sight with the centre of the “sight” representing the desired result at the end of the chosen period. The four quadrants between the inner and the outer circle of the “sight” contain the “WHAT’S” or four areas on which to focus to achieve the end goal. The outer areas reflect the “HOW’S” – the key activities that need to be performed in each of the four areas.

As an example, assume the Focus Chart is being used as a plan of action for a 90 day goal. The 90 day period would be inserted at the top of the Focus Chart. The desired result (ie. revenue, profit, savings, investments, weight, etc) would be entered into the centre of the “sight”. Then the four areas of focus (ie. marketing, sales, client fulfilment, support team management, etc) would be inserted into the four quadrants between the inner and outer circles in priority order – the most important area of focus going into quadrant No. 1. Finally, the key activities to be performed in each area are inserted in as specific and measurable a form as possible.