

Executive Summary

Focus Your Team

Introduction: The day-to-day whirlwind of activity makes it very difficult for leaders to ensure that their teams are working on what's most important. In *Focus Your Team*, participants explore methods and strategies for enhancing team effectiveness and productivity to drive the business forward.

Payoff: Participants will be able to:

- Understand the importance of “focus” for maximizing team productivity
- Know who the team's customers are and understand how that knowledge defines the team's “mission of service”
- Be armed with strategies for helping team members think differently about how and where they apply their efforts to priorities and projects
- Have a team strategy and support tools to use with team members for focus and accountability

The 3 P's of Focus:

1. **Purpose:** The team's fundamental reason for being.
2. **Priorities:** The team's core activities for activating its purpose.
3. **Projects:** The team's contributions for growth, innovation and progress.

Purpose

Who are your customers? Knowing our team's customers and what they need from us is the first step in getting clear about why the team exists.

What is your team's purpose? Purpose is tied to those we serve. Knowing our purpose provides clarity and direction about how we contribute. It also defines the scope of the team.

Co-create a team purpose statement. Involve the team to create a purpose statement that represents the “ongoing mission” of the team.

Priorities

Mindset Model #1: “Think 20%”

Remember the 80/20 Rule: 20% of the team's core activities yield 80% of the team's results. These core activities are called “Master Priorities.”

Align your team through Master Priorities

Define the 3-5 Master Priorities you want the team to focus on, day in and day out; organize them by hierarchy. Have team members do the same, then compare lists and discuss. Use the final list to help everyone organize their work and make better choices about what to do when.

Mindset Model #2: Plan the Week

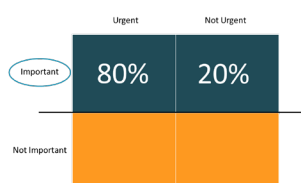
Plan and organize work using the timeframe of *the week*. The week helps to absorb the variability the day can bring and gives us more control over how to fit in our important priorities.

The Weekly List

Each week, list all activities and organize them by Master Priority. Choose 2-3 key commitments as the top activities for the week. Commitments create an inroad to accountability.

Projects

Mindset Model #3: The Eisenhower Box



Ensure the team is working “above the line” to focus on what's most important. Strive to devote 80% to Master Priorities (important and urgent) and 20% to project work (important but not urgent).

Break “Big Rocks” into little rocks

Projects, initiatives and goals are more likely to get done if we break them into manageable sub-steps. Sub-steps fit much better in a weekly plan.

Encourage and support “Time Blocking”

Schedule “20% time” for Big Rocks each week. Block time for these on the calendar and *protect the time*.

Establish an “Accountability System” through Weekly Team Review

- Team members report on (account for) their 2-3 key commitments from the previous week
- Team celebrates wins and discusses obstacles
- Team members state their 2-3 key commitments for the next week
- Leader captures new commitments