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| **Introduction**  |
| This is a tool that encourages you to get focused and think about the impact you want to have **before** any kind of event, project or crucial conversation. It could be an important sales visit, it could be a meeting for a promotion, or a disciplinary meeting; the key is it is an event, project or crucial conversation and it needs to be thoroughly thought through in advance. As a general rule, the more detail you’re able to capture as part of the process the better prepared you’ll be to move forward with confidence.Essentially, it’s about having “intentionality”, which is most powerful when written down, diagrammed, or otherwise captured documented. The Impact Accelerator is a great way to effectively increase the chances of success. |
| **Completion tips**  |
| 1. Start with what do you actually want to accomplish? Ask yourself what you want to achieve, what is the biggest difference achieving this will make and what will the completed outcome ideally looks like? Describe not only the more concrete details, but what you would see, think and feel on successful completion. Understanding this could point to some troubleshooting you might have to undertake, outside resources you might have to invest in, a change in timing, or any number of factors that will affect the success of the event.
2. Consider things like what it will mean to you personally; for example, your confidence, your belief in yourself, your goals, your values, your reputation, your ability to keep growing, new opportunities opening up, your physical and mental well-being and so on.
3. What about the others involved? How will these people be affected? Depending on the issue, this might include your client or prospect, your team, your boss, your suppliers, your partner, your spouse, family and friends, the people in any of the communities you’re involved with?
4. Review the purpose of the of the accomplishment. Having reviewed and documented the above, review the purpose of your quest, does is still “sit right” or is there something that needs to change first?
5. Review the importance of the task, what needs to change for it to be even more important?
6. Worst scenario. Next, look at the worst-case scenario in all its worrisome detail. Detail is the key here: Put your imagination and articulation skills to work, capturing the worst result as fully as you can. Once you’re done, you’ll feel like you’re living that moment of defeat.
7. Best scenario. More positively, let’s now take a good look at the best-case scenario in all its glorious detail. Detail is again the key; really put your imagination and articulation skills to work, capture the very best result as brightly and fully as you can. Once you’re done, you want to be in the moment enjoying the elation!
8. Success criteria. Now you have lived the best and worst scenarios you should have clear-cut criteria for measuring the final result. You have lived both extremes and *know the difference that makes the difference* between the two outcomes. What you need to establish now is what has to be true at the end of the event, project or crucial conversation. Again, the more specific you are on what your success criteria are, the more likely you’ll be able to get the outcome you’re looking for. Success criteria are actions, decisions, communications, and completions. Actual numbers, dates, money/pounds and other ways of measuring success will not only get you much clearer on what you want to achieve, they’ll give you solid benchmarks to measure against after the event, project or crucial conversation has been completed.
9. Finally, prior to the event, having reviewed the success criteria, are there any other specific actions that need to be taken?

**Post event – lessons learnt – making it even better next time …**1. Inevitably there are some things we can never see or anticipate in advance, so after the event, project or crucial conversation you need to evaluate. You need to revisit the above in order to embed the learning, review the task or the outcome; what can you learn? What went well? And what went not so well?
2. What needs to happen so that next time the outcome will be even better?
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| 1. **What do you want to accomplish?**
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| **2) What will it mean to you personally?**  | **3) Who else is involved and what will it mean to them?** |
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| **4) Purpose: What is the purpose of the task or outcome?**  | **5) Importance: What is the biggest difference this will make?** |
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| **6) Worst scenario**  | **7) Best scenario**  |
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| **Success criteria**  |
| 8) Success criteria list  | 8a) Success criteria details  |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |
| n. |  |
| **9) Specific actions**  |
| 1. |
| 2. |
| 3. |
| 4. |
| n. |
| **Post event – lessons learnt – making it even better next time …** |
| **10a) What worked?**  | **10b) What didn’t?** |
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| **11) What needs to happen next?** |
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