

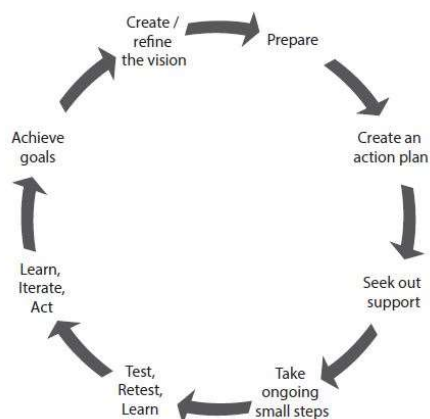
# Week 32 Focus – One Percent Rule to Business Development

**Focus Question:** What are the consistent daily steps you want to undertake?

## DESCRIPTION

The 1% rule to business development consists of a series of 8 different stages:

**1. Create the Vision:** Our vision sets the broad swath of possibility. It gets us thinking about what is possible. It also helps to anchor us when we think about where we want to go and what we want to do. Making our vision detailed and keeping it visible can be important.



**How are you enshrining your vision?**

**2. Prepare.** During the preparation phase we want to get clear on what the requirements are for our work and projects. We want to know what a successful result looks like. We want to be clear on what resourcing is needed. During the preparation phase we will gather all the information we have so we can pull together a plan.

**3. Create an action plan.** In my work as a coach, I usually get my clients to create a One-Page Action Plan. The value of the One-Page Plan is that it contains all of the most important information in one page. The One-Pager be placed in a visual location so that you can refer to it quickly AND regularly. *What's on your action plan?*

**4. Seek out support.** What is going to help you achieve the key goals you have set out for yourself? Support can take many forms – financial, technical, people. *What do you need to be successful?*

**5. Take ongoing small steps.** As my father, a retired entrepreneur himself, always reminds me that “Rome was not built in a day”. The premise behind the workbook planners is about taking REGULAR, CONSISTENT action. In building a business by ourselves burnout may be a possibility if we move too fast. It can be important to take regular small steps to create the momentum needed for things done quickly.

**6. Test, Learn, Retest.** In the sixth step were going to test things out. Today's volatility and complexity requires that we experiment regularly. With the data we receive from the initial test or action we can learn and apply then retest and learn again. This is an iterative process which continues. Throughout the business cycle we may move through different bouts of experimentation. Each cycle creates an opportunity for learning and growth.

**7. Learn, Iterate and Act.** Each action creates a reaction, which over time creates its own momentum, making it easier to achieve the goal. Along the way learning and feedback will help to shape what we do.

**8. Ultimately our goal is achieved.** Based on our experience we will further refine the vision that we set out for ourselves, expanding it or modifying it based on our experience. This will further support and shape our actions as we move forward with the next cycle and process.

This cycle may take place in a short amount of time, for example a day or it may be phased over the longer term of a project.

## ACTIVITY

Using your business or a current project, work through the One Percent Rule. What can action and learning look like around one of your most important goals? Map out the 8 steps of the One Percent Rule.

"Great acts are made up of small deeds." - Lao Tzu



## **🧩 CONNECTION TO THE WORKBOOK AND PLANNER**

**Refer to the One Percent Rule to Business in Section 1 on page 29 of the Coaching Business Builder, or page 31 of PlanDoTrack.**