

MONTHLY GOALS: APRIL

Name	Aha Moment	Before	Now	Next Steps	Result
Yvonne	I am Mc Donalds!	Case Manager	Franchise Owner (building) Infrastructure	<u>Team Meetings are key</u> • Focus on filling the pipeline • Make each of the numbers • The “how” for every case manager objection • Instilling the “why”	
Ini	Stop hiding	Back Office	In the Field (filling) Pipeline	<u>Recruiting:</u> • Sales • New teammates • Teach Primerica, not leadership	
Roger	I am the NFL	Successful slave: Hard work = work. It's not winning.	NFL Pro Drafter (creating) Strategy	<u>Samoan churches and community:</u> • If I bring forgiveness, I bring wealth. • Don't ask. Appeal. • I'm not money. YOU are my money.	
Fiona	I just have to be me. Everyone will do everything for me.	Good will	Fellowship: Recruit disciples who are different than me. Structure	<u>Build a fellowship:</u> • Team meetings (once a week) • Study groups (mid week) • Culture (food, music, abundance) • Evangelism (once a month events, invite outsiders)	
Sela and Jason	The safer and happier people are— we're going to lose business. We have to challenges!	The Path (routine)	Spartan Challenge Culture: • Fear factor • Bragging rights • Addictive • Difficulty	<u>Training:</u> • Same “Path” Mon-Sun, but Spartan it! • Make it difficult • Do it right alongside them • Breathe down their necks, 24/7 • They bring more people	
Sinita and Mike	Attract and recruit natural born leaders	Primerica Office	Leadership Academy Marketing	<u>Word of mouth marketing</u> • Script - Talking Points • Look Book of Success Stories • Turn “crazy” into gossip about my personal success story • What we do: Build Leaders	

Semisi	Assembly line for Career Recruits	Mover, Opener.	I am an army. Training/Machine	<u>Build One Assembly-line each for:</u> • Sales/ recruiting • orientation • training • licensing	
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What did we do this month?

1. We looked at your system.

- How you do make sales?
- How do you recruit?
- How do you promote?

2. Why isn't your system getting you results?

3. How do we tweak your system to make it work?

In the Group Coaching, you learned about who you are, what your destiny is, how to step into your power.

In your homework, you are delving deeper into WHO YOU ARE.

In our private coaching, we are going to focus on your SYSTEM. When we apply your real self, who you are, to your system—-what happens? It changes! Either your system is good and you weren't working it using who you truly are. Or, your system needs to be tweaked to better serve who you truly are.