

2 Technical Tools, Tracking and Accountability		1 Decision Making	
<p>Mindset</p> <p>Think of improving your BD Automation performance like a high-performing athlete would think about their on-field performance. You need to measure, tweak and consistently improve.</p> <p>Gotcha to Avoid</p> <p>I don't have time to set up a tech tool or review a measurement system myself.</p>		<p>Mindset</p> <p>Think of BD Automation like agile sprints to build and evolve your system. You want ongoing decisions made quickly and easily because you've made <i>strategic pre-decisions</i> through proper planning. Annual: 3 themes. Quarterly: 3 game changing BD priorities/projects.</p> <p>Gotcha to Avoid</p> <p>I'm too busy to plan.</p>	
<p>Strategic Tools</p> <p>CRM, Spreadsheets. Accountability mechanisms. ConvertKit.</p>	<p>Tactical Tools</p> <p>Typeform. Autocorrect. TextExpander. Calendly.</p>	<p>Strategic Tools</p> <p>GrowBIG Annual Growth Guide. GrowBIG Module 14 Targeting Criteria. Saying No, Nicely Model.</p>	<p>Tactical Tools</p> <p>Hybrid to do system (electronic/paper). Day One. Trello. "Great ideas for later" list.</p>
<p>For More</p> <p>Mo's interview of USWNT star Kelley O'Hara in our Real Relationships Real Revenue podcast</p>		<p>For More</p> <p>GrowBIG® Burst Masterclass replay from December 1, 2020 which shows how to use the GrowBIG Annual Growth Guide</p>	
3 Process		4 Teams, Partners and Skills	
<p>Mindset</p> <p>Think of BD Automation as efficiency. Little improvements compound. Go slow to go fast. Weekly: 3 MITs. Daily: Do BD First. The rest of the day will sort itself out.</p> <p>Gotcha to Avoid</p> <p>I've got this in my head.</p>		<p>Mindset</p> <p>Think about BD Automation as scale through teams, partners and skills. Every skill taught will grow quickly and scale to others over time.</p> <p>Gotcha to Avoid</p> <p>It's faster to do it myself.</p>	
<p>Strategic Tools</p> <p>Weekly and daily recurring strategic planning meetings. Defined repeatable process for weekly and daily review. Vacations. Scheduled time to build systems.</p>	<p>Tactical Tools</p> <p>Templates for frequently used messaging and links. Template for weekly and daily actions. Day One. Ugmonk's Analog planner or 3x5 cards. Repeatable checklists. Things. Pocket. Habit Trackers.</p>	<p>Strategic Tools</p> <p>Ongoing individual and team training. Ongoing implementation meetings. Group client/prospect meetings like Value Groups.</p>	<p>Tactical</p> <p>Taping mentoring video sessions. Skill-based channels in Slack or Teams. Each one teach one programs. Process of "watch the video then let's talk" instead of one off mentoring. Group/team based tactical skill building sessions.</p>
<p>For More</p> <p>Mo's interview of James Clear in our Real Relationships Real Revenue podcast. The Snowball System and GrowBIG Training. Audit your BD like the business process it is: cultivating leads → creating demand → fostering relationships → building everything together and gaining approval → expanding existing clients</p>		<p>For More</p> <p>GrowBIG Leader Training, Chapter 10 of The Snowball System: Creating Momentum In Teams. Mo's interview of Michael Hyatt in our Real Relationships Real Revenue podcast.</p>	

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5 Implementation Plan			
<p>1</p> <p>2</p> <p>3</p> <p>4</p>		<p>5</p> <p>6</p> <p>7</p> <p>8</p>	