

2 Technical Tools, Tracking and Accountability		1 Decision Making	
Mindset 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.		Mindset 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.	
Gotcha to Avoid I don't have time to set up a tech tool or review a measurement system myself.		Gotcha to Avoid I'm too busy to plan.	
Strategic Tools CRM, Spreadsheets. Accountability mechanisms. ConvertKit.	Tactical Tools Typeform. Autocorrect. TextExpander. Calendly.	Strategic Tools GrowBIG Annual Growth Guide. GrowBIG Module 14 Targeting Criteria. Saying No, Nicely Model.	Tactical Tools Hybrid to do system (electronic/paper). Day One. Trello. "Great ideas for later" list.
For More Mo's interview of USWNT star Kelley O'Hara in our Real Relationships Real Revenue podcast		For More GrowBIG® Burst Masterclass replay from December 1, 2020 which shows how to use the GrowBIG Annual Growth Guide	
3 Process		4 Teams, Partners and Skills	
Mindset 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.		Mindset Think about BD Automation as scale through teams, partners and skills. Every skill taught will grow quickly and scale to others over time.	
Gotcha to Avoid I've got this in my head.		Gotcha to Avoid It's faster to do it myself.	
Strategic Tools Weekly and daily recurring strategic planning meetings. Defined repeatable process for weekly and daily review. Vacations. Scheduled time to build systems.	Tactical Tools 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.	Strategic Tools Ongoing individual and team training. Ongoing implementation meetings. Group client/prospect meetings like Value Groups.	Tactical 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.
For More 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		For More 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.	

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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>	