

BY JEREMY HUDSON

STEP 1: DETERMINE “THE WHY”

ONE SENTENCE DESCRIBING WHAT SUCCESS LOOKS LIKE.

This statement needs to be both measurable and inspiring. Make sure it is memorable because you will be referring to it frequently in the process.

STEP 2: SET THE FOUNDATION

POINTS TO KEEP IN MIND GOING FORWARD

FOR EXAMPLE:

- **Make adjustment without making compromise.**
- **Duplicate the effect of 11AM**
- **It's not about protecting our culture... its about building a better culture together!**

- **Remember the WHY:**

EXTRA NOTES

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STEP 3: PICK THE TIME

SET THE DAY + TIME FOR THE LAUNCH POINT.

LISTENING IS THE KEY.

- What do we hear God saying?
- What do we hear our audience/customer/consumers sayings?
- What discussion do we need to have?

STEP 4: LOGISTICS + CHALLENGES

SPECIFICALLY WITHIN EACH AREA OF LEADERSHIP

LOGISTICS: WHAT WE'LL NEED	CHALLENGES: WHAT WE'LL FACE
EX: MORE VOLUNTEERS	EX: CURRENT TRAINING GAPS GROW LARGER

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STEP 5: BUILDING A PLAN

THESE PLAN MOVES FROM MACRO TO MICRO THROUGH THE RED CHAIR TEAMS

PHASE 1: Key dates and descriptions including milestones

PHASE 2: Key dates and descriptions including milestones

PHASE 3: Key dates and descriptions including milestones

(Repeat with as many phases as needed)