

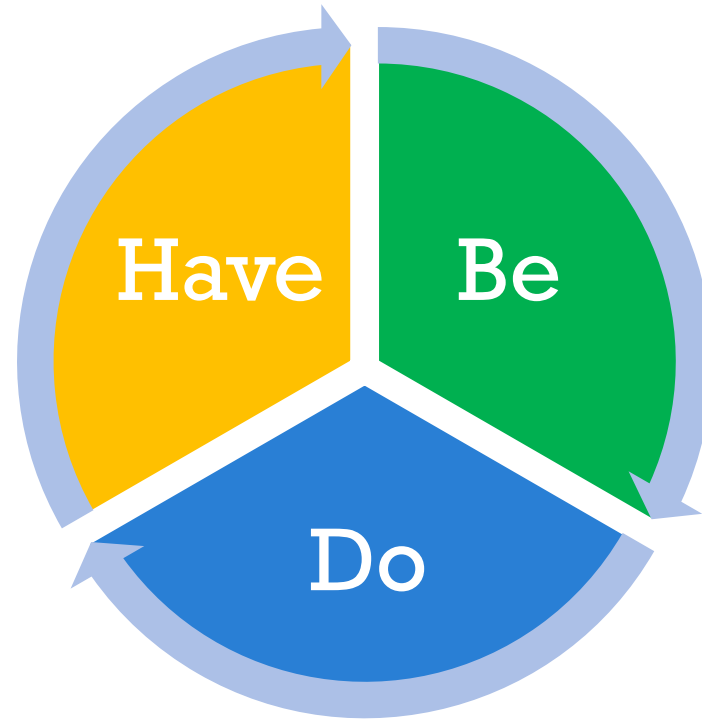
THE “BE-DO-HAVE” PRINCIPLE

ROGER SARGENT

- ✓ Clearly-defined mission (statement)
- ✓ Clearly defined valuable final product (vision)
- ✓ Spotlight on key metrics
- ✓ Identify the brand promise
- ✓ Breakout Activity

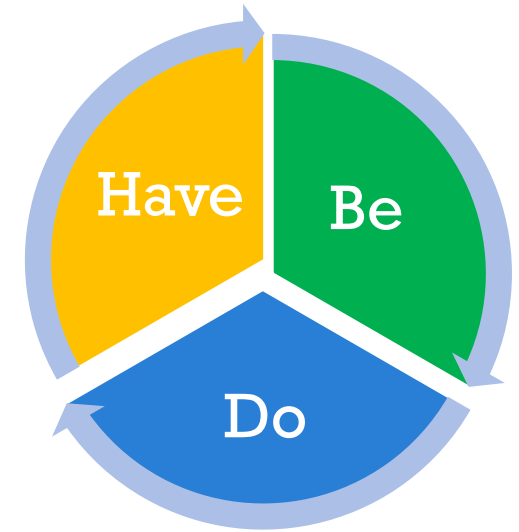
The “Beginning” | The “Middle” | The “End”

CYCLE OF ACTION



START WITH "BE"

- Current mission?
- What mission are we defining?
- “Do I Smell Pot Roast?”



- **My Health Club:**

“To create *Happiness* by providing the finest in **Services, Facilities & Personnel**”

**MISSION
STATEMENT
EXAMPLE**

START WITH "BE"

- Individual or Team Activity: Storytelling
 - What does it look like when we're doing our best work?
 - What ***could*** it look like when we're doing our best work?



START WITH "BE"



- Step 1: Storytelling
 - Circle every specific place or person
 - Draw a square around any mention of the team making a difference and taking action. (overlap is ok)
 - Underline anytime something in the story changes for the better in the results from your work.

SHIFT TO “HAVE”

- Valuable Final Product (***Your Super Bowl Victory***)
- The results of your actions will bring you to your goal – the **end result**.



VALUABLE FINAL PRODUCT “VFP” EXAMPLE



■ **My Health Club:**

“Members actively participating in Club programs and referring new members”

SHIFT TO “HAVE”

- How is this measured?
- Identify key metrics...
- **Example:**
 - # of members participating in each program
 - # of Referrals



“POTENTIAL GAP”

The delta between where you currently are with your “BE” and where you want to be with your “Have”

LET'S NARROW THE "GAP"

This is your ***Brand Promise***

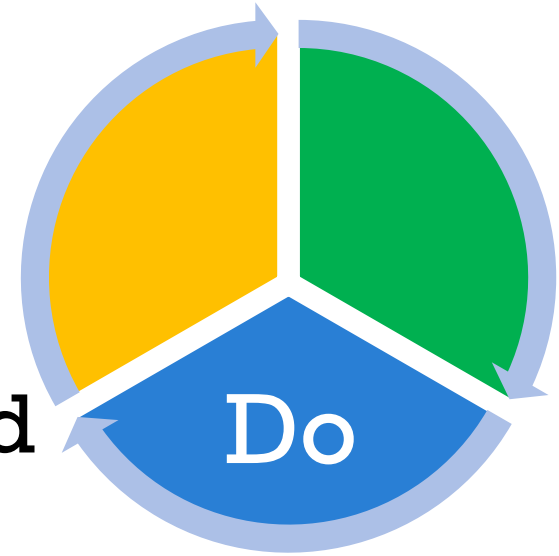
REMEMBER... *"We rarely are selling what our customer's are buying!"*



BE. HAVE. DO.

1. How does your “DO” connect the “BE” and “HAVE”?

- Team meetings
- Departments
- Systems
- Processes
- Communication





BE	HAVE
Our mission is....	What we want to have is....

Area of Focus	DO
Team Meetings	
Departmental Systems & Processes	
Training of Employees	
Communication	
Company Core Values	

THANK YOU!



Roger Sargent

absconsulting58@gmail.com

(509) 366-2953

“Everyone Has A Story” Podcast