

THE PETER JONES MINDSET PLAN TEMPLATE

THE 10 GOLDEN RULES

Use this template as a route map toward success. Plan for your success right here on paper. Brainstorm, answer questions and sketch out your future.

1. VISION

What am I trying to create?

What will it look like? (Think colours, brand, personality, purpose)

What do I want to achieve?

... in year five and beyond:

... in year two:

... in year one:

2. ACTION

How am I going to get there? What tasks need to be actioned to achieve these goals and create this vision?

Month 1

Month 2

Month 3

Year 1

Year 2

Year 3

3. RESULTS

What are the specific results I want to achieve?

What do I need to invest in terms of time and money to achieve those results?

And how much time and money?

How will I monitor and review these results?

How will I communicate these objectives to the team/each team area?

4. INFLUENCE

Which other people are on board/will I need on my team?

Which skills are missing? Where are the weaknesses?

My potential partners include:

I intend to add value to my partnerships by:

What do their customers want? How can I help my partners to better serve their customer/customer's customer?

The win-win for each partner involved is:

Dates to contact my bank manager to keep in the loop, send forecasts, etc

5. CONFIDENCE

Why will my idea work?

How can I quantify this belief?

Where is the opportunity?

What will the Return on Investment be? Why and how?

The strengths of the business are:

The weaknesses of the business are:

The opportunities and drivers in the market include:

Threats to the business/risks include:

I will overcome these risks by:

6. Commitment

To protect my idea I need to carry out the following actions:

I commit to ...

(Within the next week)

(Within the next month)

7. Timing

My customers/partners need/want the following benefits/services/products:

How might these needs change in the future?

What areas of the market aren't being serviced?

Priorities for the next three months are:

8. Perseverance

What have I learned so far from mistakes, feedbacks and rejections?

What can I do next to achieve the above goals and results? What is Plan B?

9. Caring

What motivates each of the individuals working with me?

What tasks and roles do they particularly enjoy?

10. Intuition

I am certain my idea feels right because:

I can work with the people on the team because:
