

Lenses

The System Behind Real Business

Mission	Inspirational	Someday	
Objectives	Long-Term Directional	1 Year +	→
Targets	Short-Term Direction	90 Day	→
Goals	Calculated	30 Day	→
Weekly Report & Review	Perspective & Commitments	7 Day	→
Planning & Solitude	Daily Intention	Today	→

Creating Your Client-Centric Mission

Inspirational

Name:

Date:

<p>We want to help...</p> <p style="text-align: right;">1</p>	<p>The change we want to make is...</p> <p style="text-align: right;">3</p>
<p>We will help them by...</p> <p style="text-align: right;">2</p>	<p>We will know we are successful when...</p> <p style="text-align: right;">4</p>