



LEVEL UP SHORTS EXERCISE 01 - PERSISTENCE

Put yourself into the shoes of your customers and see your business from their perspective. See your building, your parking lot, your people, your suppliers, your inventory, and even your website. The whole thing. Do you like what you see? What is the experience your business is creating for your customers? Capitalize on this opportunity that's right in front of you. Identify a continuous improvement opportunity and then take principled action. What are you willing to give up in order to go up? How will you improve your customer experience in 2024?

PART A: THE CONTINUOUS IMPROVEMENT OPPORTUNITY IS...

PART B: I AM PREPARED TO TAKE THE FOLLOWING ACTION TO MAKE THIS HAPPEN...



LEVEL UP KEY TAKEAWAY #1 - WHAT ARE YOU WILLING TO GIVE UP IN ORDER TO GO UP?

LEVEL UP SHORTS EXERCISE 02 - EXCELLENCE

What can you do to build Excellence into your business? To leave behind some aspect of the formula that's brought you to this place and replace it with something better. How can you "wow" your customers this year? Because as they say, God is in the details. Many people get the big things right, but only champions perfect the little things. Below, identify one aspect of your business you feel is mediocre. Then, describe specifically how you will embrace Excellence and improve it this year.

PART A: THE ASPECT OF MY BUSINESS THAT COULD BE IMPROVED IS...

PART B: THE ACTION I WILL TAKE TO MAKE THIS HAPPEN IS...



LEVEL UP KEY TAKEAWAY #2 - IT'S NOT WHAT YOU'RE CAPABLE OF. IT'S WHAT YOU'RE WILLING TO DO.



LEVEL UP SHORTS EXERCISE 03 - PROCESS

Part A is to identify 1-3 goals you've set for your business over the next 12 months. Part B is to see those goals through the lens of 'The Process'. In other words, what is your ultimate goal? And what are the actions you will take to move your business and your team toward that particular objective?

EXAMPLE: I WILL IMPROVE MY NET INCOME BY 10% THIS YEAR.

EXAMPLE: TO DO THIS, I WILL EVALUATE MY LABOR COSTS, EXAMINE MY TOP COMPETITORS' HOURLY LABOR RATES, AND ADJUST MY OWN LABOR RATE ACCORDINGLY.



GOAL #1

PROCESS PERSPECTIVE #1



GOAL #2

PROCESS PERSPECTIVE #2



GOAL #3

PROCESS PERSPECTIVE #3

LEVEL UP KEY TAKEAWAY #3 - BEHAVIOR DRIVES RESULTS. FOCUS ON 'THE PROCESS.'

IF YOU ARE OPEN TO SHARING YOUR GOALS AND "PROCESS" WITH ME, I WOULD LOVE TO HEAR WHAT YOU ARE WORKING TOWARDS FOR YOUR BUSINESS THIS YEAR. PLEASE EMAIL ME AT JEFF.WALLICK@KMTIRE.COM