



## - THE PATH TO 2% -

### YOUR 7-FIGURE CEO ROADMAP

#### *ABOUT DAY THREE*

Get clarity about what it takes to go from starting a business to being a CEO (even if you feel like you've been winging it!). Build the company of your dreams, with your heart first.

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#### **WHAT WE'VE COVERED SO FAR... 00:10:25**

**Optimized product suite** - you know what it is, or you're working on it! You have a clear vision for the product offerings you have, and how they're a part of the whole customer journey.

**Optimized pricing** - you feel calm and confident charging for the value you're delivering. You are at personal and industry benchmarks.

**Set end-of-year goals** - you now know exactly what you need to do, and how many units of the new product suite you need to sell to get to your goal revenue.

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# CEO SCHOOL

## THE ROAD TO YOUR NEXT LEVEL 00:11:30

**Hard work is the shortcut** - you have to put in the work to get success. Break your business goals into actionable, small and achievable steps. This is so exciting!! Don't be scared of it - it is doable.

**Business is personal** - you built this business to work for YOU, so make sure you are maintaining your energy by scheduling in personal goals you set on Day 1. What gives you the most amount of joy? And what do you need to outsource or delegate?

**Road to 2% - plan out your year** - be it business or personal, get organized with a calendar view of realistic, sustainable goal mapping and needle-movers.

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## GOALS TO ACTION 00:13:00

### *Zoom out to the whole year view*

You need to understand your yearly goals.

**PRO TIP** - setting your financial goals first will make it easier to break down your project goals. I always think about the business from revenue first, then products, and then projects.

Optimize based on your data.

### *Get writing 00:13:40*

Write out every key project / launch / milestone that needs to happen.

### *Timelines 00:14:30*

# CEO SCHOOL

Set your goals against a timeline view that takes into account **realistic, sustainable due dates**. For example, in 2022 our podcast was our priority.

## *Energy maintenance 00:15:15*

### TIME AND ENERGY INVESTMENT

Visually map out what the year will look like for you, your business and your team. Make adjustments as you need to. Write it out as you see in the example below - or brain dump it all onto post-it notes and map it all out on a whiteboard. You can even add in things you wish you had - write it all down, and if it doesn't happen in 2023 then save it and do it the next year!

Think about how your 2023 looks month by month.

JAN	FEB	MAR	APR	MAY	JUNE
	podcast launch			course launch	fully off
JUL	AUG	SEPT	OCT	NOV	DEC
Merch	expand team	Conference	product B launch		2023 planning

And then you can map it out into a full plan (see below).

Even as a service or product business, you still have launches and busy seasons where you're pushing your offers. This applies to every industry.

# CEO SCHOOL

RETREAT													
Internal													
External													
M	T	W	Th	F	S	S	APP PROCESS	TECH	OPS	CONTENT	LAUNCH	SOCIAL	LIVE
January						Suneera	Sofia	Sofia	Sofia	Laura	Rebeca	Lexi/Rebeca	Suneera
27	28	29	30	31	1	2							
3	4	5	6	7	8	9							
10	11	12	13	14	15	16							
17	18	19	20	21	22	23							
24	25	26	27	28	29	30							
February													
31	1	2	3	4	5	6	Approval Round #1		Decide on team accommodations, team, co-leads, travel etc.	Acc/Decline emails Create Classes		Create Push #1	
7	8	9	10	11	12	13						Create Push #2	
14	15	16	17	18	19	20	Approval Round #2			Create Classes		Create Push #3	
21	22	23	24	25	26	27			Focus on Retreat org			Create Push #4	
March													
28	1	2	3	4	5	6							RETREAT DAYS
7	8	9	10	11	12	13					Post roll		
14	15	16	17	18	19	20							
21	22	23	24	25	26	27							
28	29	30	31	1	2	3							
April													
4	5	6	7	8	9	10							
11	12	13	14	15	16	17							
18	19	20	21	22	23	24							
25	26	27	28	29	30	1							
May													
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
June													
30	31	1	2	3	4	5	Approval Round #1		Decide on team accommodations, team, co-leads, travel etc.	Acc/Decline emails Create Classes		Create Push #1	RETREAT DAYS
6	7	8	9	10	11	12						Create Push #2	
13	14	15	16	17	18	19	Approval Round #2			Create Classes		Create Push #3	
20	21	22	23	24	25	26			Focus on Retreat org			Create Push #4	
27	28	29	30	1	2	3						Post Roll	

**PRO TIP** - seeing your goals laid out visually can help you work out what you need to change or move. This is SO true for me.

## PARKING LOT

Putting things in the "parking lot" doesn't mean 'no' - it means 'not right now'. It allows you to focus on your top 3 needle-movers. The things you can't do in 2023, add to the parking lot. These things won't get forgotten, they just aren't a priority right now.

## BUSINESS SEASONS

Is your business or industry seasonal? Do you prefer short bursts of work or more consistent flow? Does that match your revenue goals? For me, I think about things in quarters - so I can plan in 90 day stages.

# CEO SCHOOL

## PERSONAL SEASONS

Do you want to take time off? Have vacations when your kids are off? Can you only work a few hours a day?

*Repeat 00:20:20*

Repeat this process for each quarter, each month and then each project. Take into account team energy and resources. What is possible for you and your business?

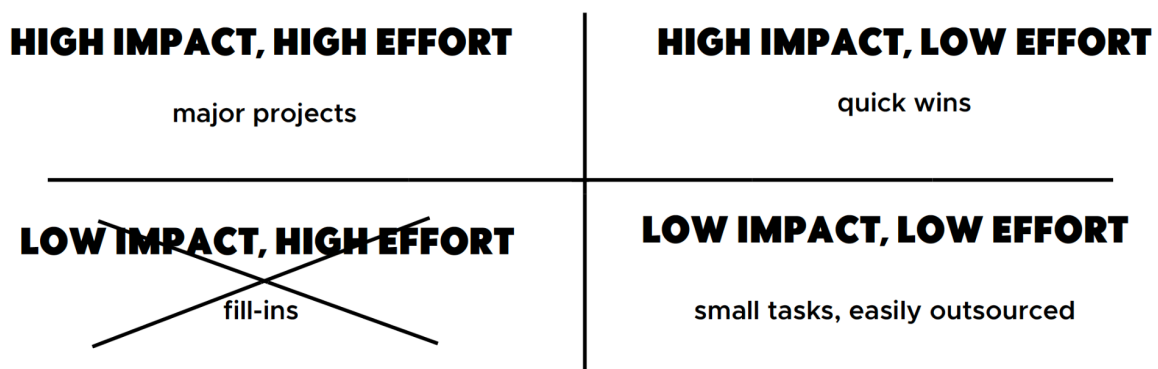
This is my high and low impact matrix.

**High impact, high effort** - for example, creating a new website. Choose carefully, and depending on what the project is - 1 per quarter, or even 1 per year.

**High impact, low effort** - for example, podcast episode recordings.

**Low impact, high effort** - for example, re-doing a branding session for something you already have.

**Low impact, low effort** - for example, social media channels, sales funnels. But these are needed - and can be easily outsourced.



# CEO SCHOOL

**REMINDER** - make sure you're measuring the right things! As a CEO and a company, you need to be focused with what you do and how you spend your time.

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## NEEDLE MOVERS 00:27:35

These are the tasks that absolutely must get done in order to reach your goals.

- Decide your big, high impact goals for 2023
- Set targets that are realistic but feel ambitious - always challenge yourself, can you do it a bit faster or a bit better?
- Focus on predictions of future success - what are the 3 major projects that must get done to achieve your goal?

### *The process of identifying needle-movers 00:28:50*

Break down the goal to work out - how do I actually get there? What are the most important things I need to do?

**What is your goal for units sold?** | Example: 9



**What is your sales call conversion?** | Example: 50%  $9 / 0.50 = 18$



**Goal:** Book 30 sales calls per month



**Needle-mover:** 30 booked sales calls

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# CEO SCHOOL

## YOUR 2023 VISION STATEMENT 00:32:00

I want to achieve \_\_\_\_\_ in revenue, through \_\_\_\_\_ strategic projects, being supported by \_\_\_\_\_ team members, and I'll feel \_\_\_\_\_ when I accomplish it.

**EXAMPLE:** I want to achieve **\$230k** in revenue, through **2** strategic projects, being supported by **3 A-player** team members, and I'll feel **empowered** when I accomplish it.

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## WHAT YOUR NEXT LEVEL LOOKS LIKE 00:35:00

Everything is achievable with consistency.

**Show up with power** - you know why you're working towards your goal, and you feel aligned in what you're doing, you know how to get there in detail. You show up, do the work, confident you can figure it out.

You aren't born with confidence. I'm confident because I've done it before - when you keep working on something it gets easier, and you become an expert. And when you show up as your best self, even without a team, you will show up in your best POWER.

**Scalable business goals** - you know how to strategically use your resources for better: for more time, money or energy. This is where I get most excited in CEO School. It's one thing to start a business, it's another to scale it. **Scaling means you can earn more, and do less.**

**You work on the business** - you work on the business instead of in the business, you delegate, release control, find a mentor or community and put in the work. As a CEO, you must take time to work ON your business. And have the accountability to do so - that is why having the right team and the right community around you is so important.

# CEO SCHOOL

**Team that supports you** - build a team of people who are motivated to do a good job, and not just doing what they're told, because they believe in your vision, too.

**Resources and playbooks** - stop wasting hours upon hours looking for the perfect software, looking up how to do anything, and get the support from women who've done it.

**A community that gets it** - even if you have the plan, the team, and the knowledge, let's be real: it's incredibly lonely, and sometimes, you just need someone who gets it.

**REMINDER** - there's no such thing as a million dollar idea - just million dollar execution.