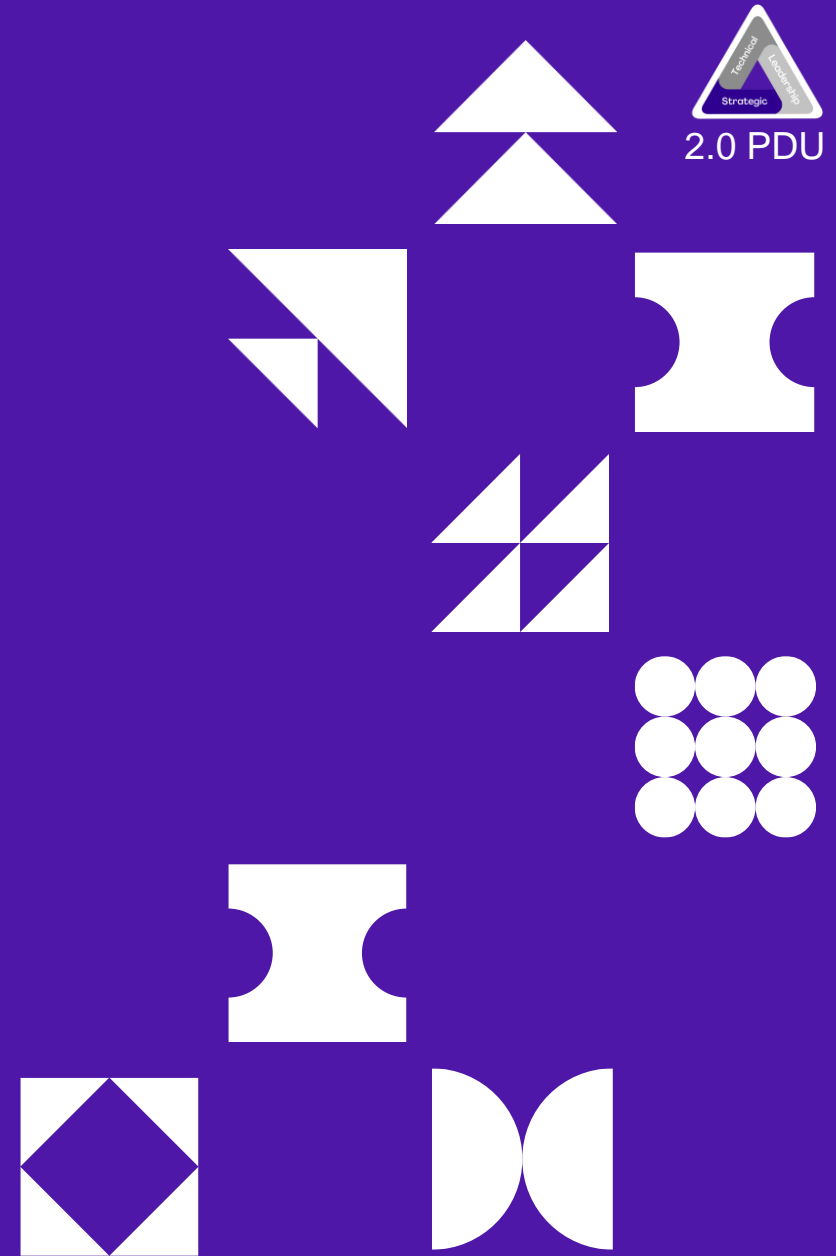
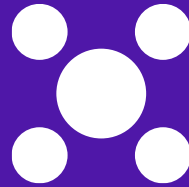


Scott Welle

Motivational Expert & Author

“Daily Execution. Extraordinary Results.”





OUTPERFORM 2022

DAILY EXECUTION. EXTRAORDINARY RESULTS.

OUTPERFORM
THE NORM

SCOTT WELLE





OUT-PER-FORM

v. TO SURPASS IN EXCELLENCE OF PERFORMANCE;
DO BETTER THAN.



THE NORM

OUTPERFORM

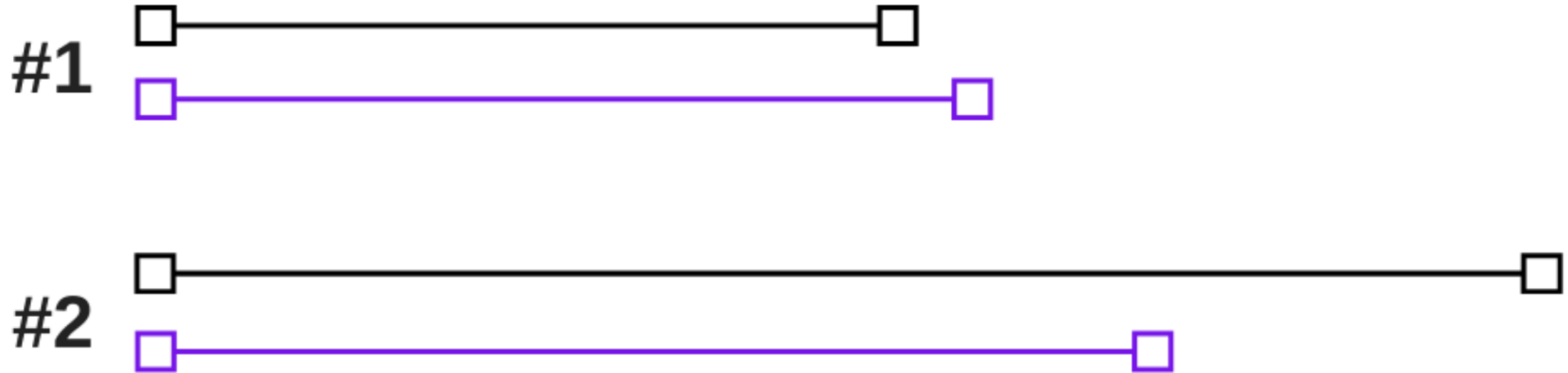


HOPEFULLY	DEFINITELY
WHEN I HAVE TIME	I'LL MAKE IT A PRIORITY
EXCUSES	ACCOUNTABILITY
FIXED MINDSET	GROWTH MINDSET
COMFORTABLE	CHALLENGED
RESOURCES	RESOURCEFULNESS
SECURE DECISIONS	CALCULATED RISKS
SOMEDAY	TODAY
EASY WAY	BEST WAY
FOLLOWER	LEADER
FOCUSED ON ME	FOCUSED ON WE

WHY DO SO FEW PEOPLE
SET AND ACHIEVE GOALS?

GOAL SETTING

Which one is better?



□—□ GOAL

□—□ ACTUAL



SMART GOALS

VS.

DUMB GOALS



AMAZON: To be earth's most customer centric company.

IKEA: To create a better everyday life for the many people.

NIKE: To bring inspiration and innovation to every athlete* in the world.
(*if you have a body, you are an athlete)

TED: We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world.

TESLA: To accelerate the world's transition to sustainable energy.

A hand is shown in the upper right, holding a pen and drawing a target with concentric circles on a purple background. The target is centered in the lower half of the image. The text 'GOAL SETTING' is overlaid in large white letters across the middle of the target.

GOAL SETTING

THE O.P.P. FRAMEWORK

A 3D illustration of a map. A thick blue line traces a path across the map, starting from a red location pin in the upper left and ending at a green location pin in the lower right. The map shows a grid of streets, a river, and some green spaces. The green pin is in sharp focus, while the rest of the map is blurred.

OUTCOME



FINANCIAL OUTCOME GOAL
Grow Gross Revenue to \$2M by 12/31



CULTURE OUTCOME GOAL

Reduce Staff Turnover to <10% in 6 months



HEALTH OUTCOME GOAL
Lose 15 pounds in 60 days

WHAT IS ONE OUTCOME
YOU'RE WORKING
TOWARDS RIGHT NOW?



BLUFF ROAD

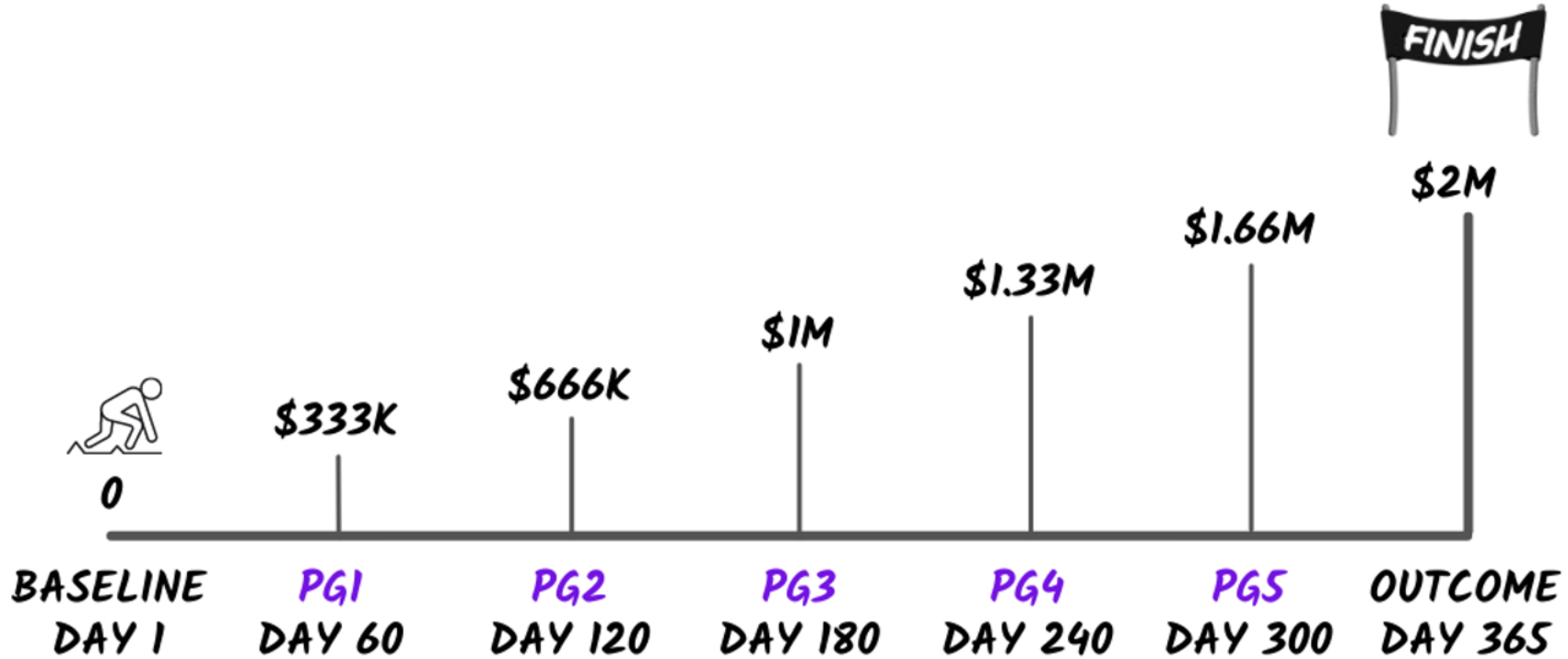
Mile 70.7

2.6 miles to Duffin Road



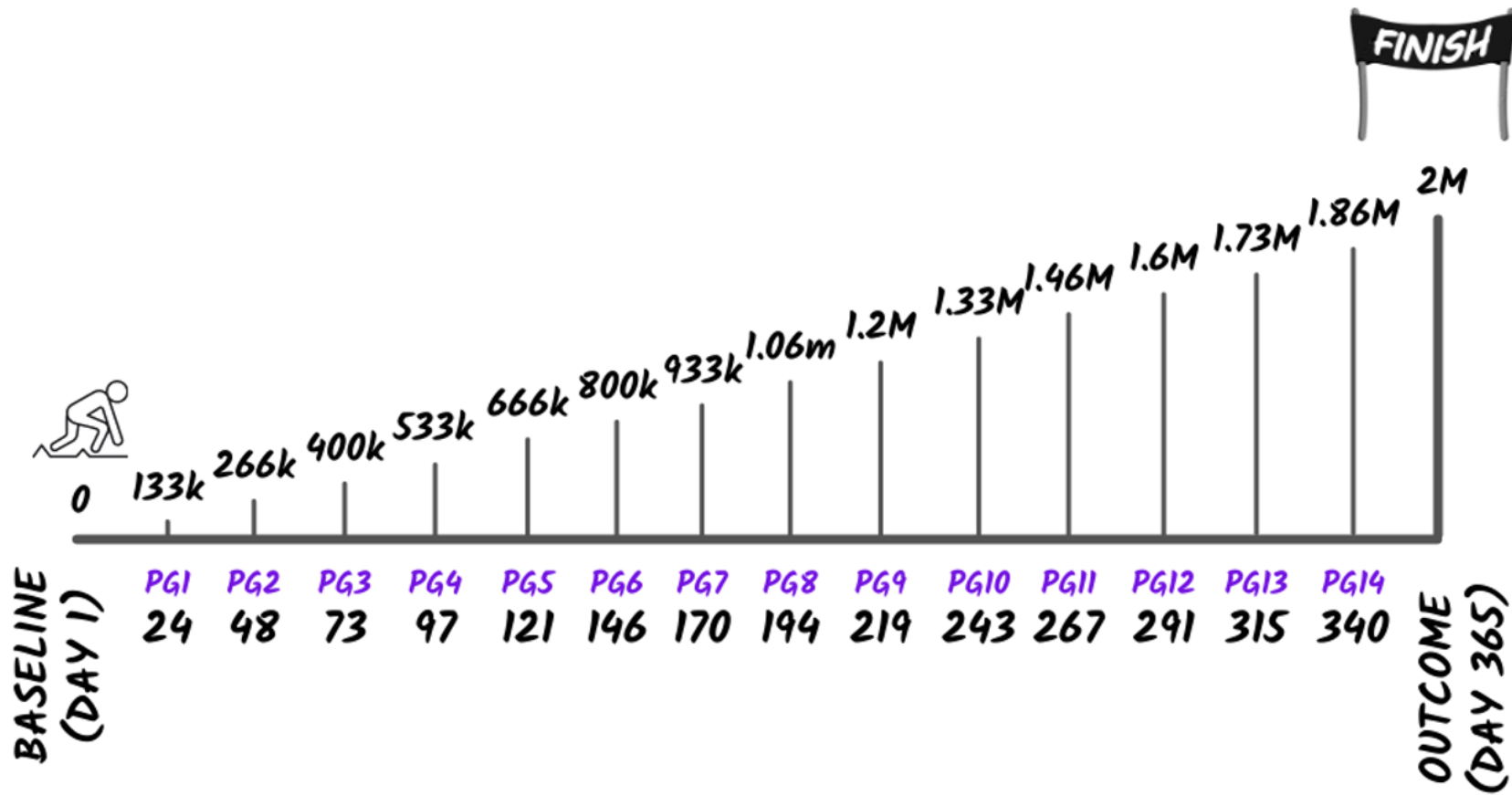
KETTLE MORaine 100





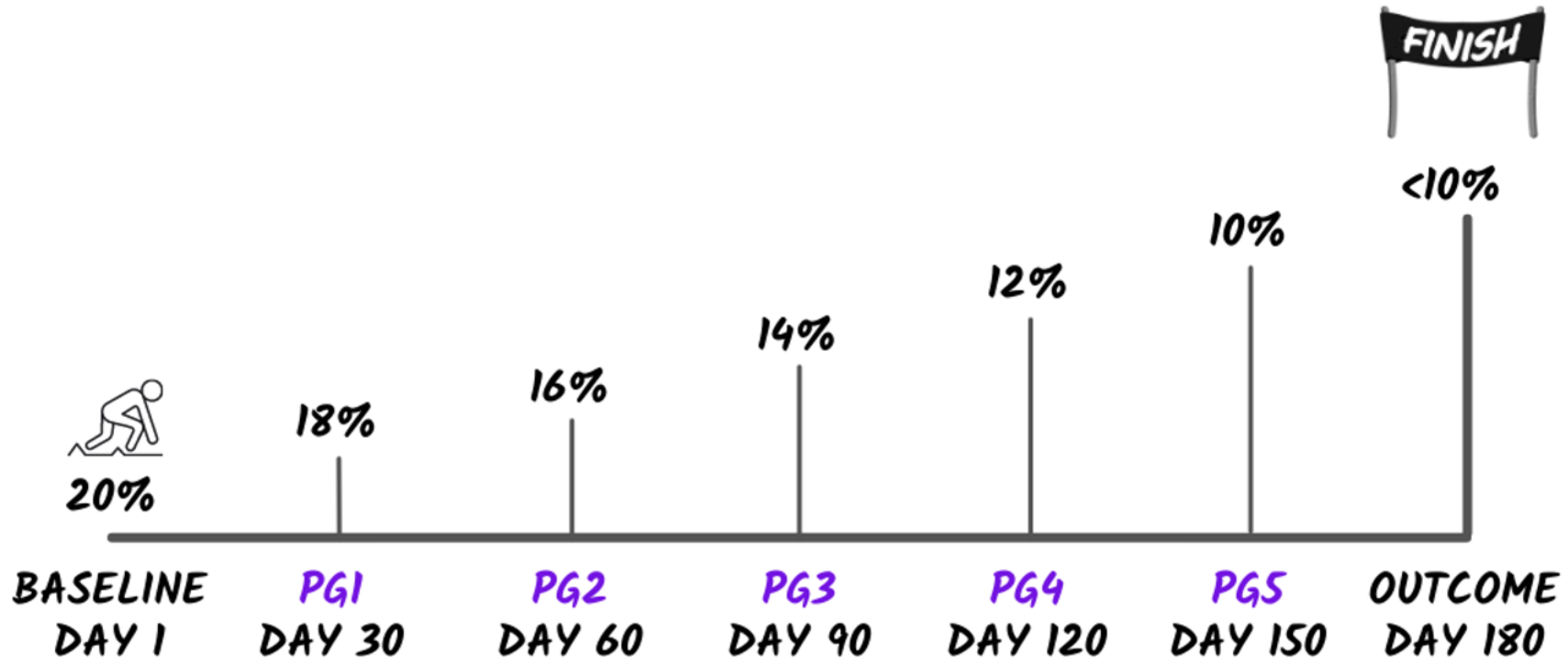
FINANCIAL PERFORMANCE GOALS (5)

Grow Gross Revenue to \$2M by 12/31

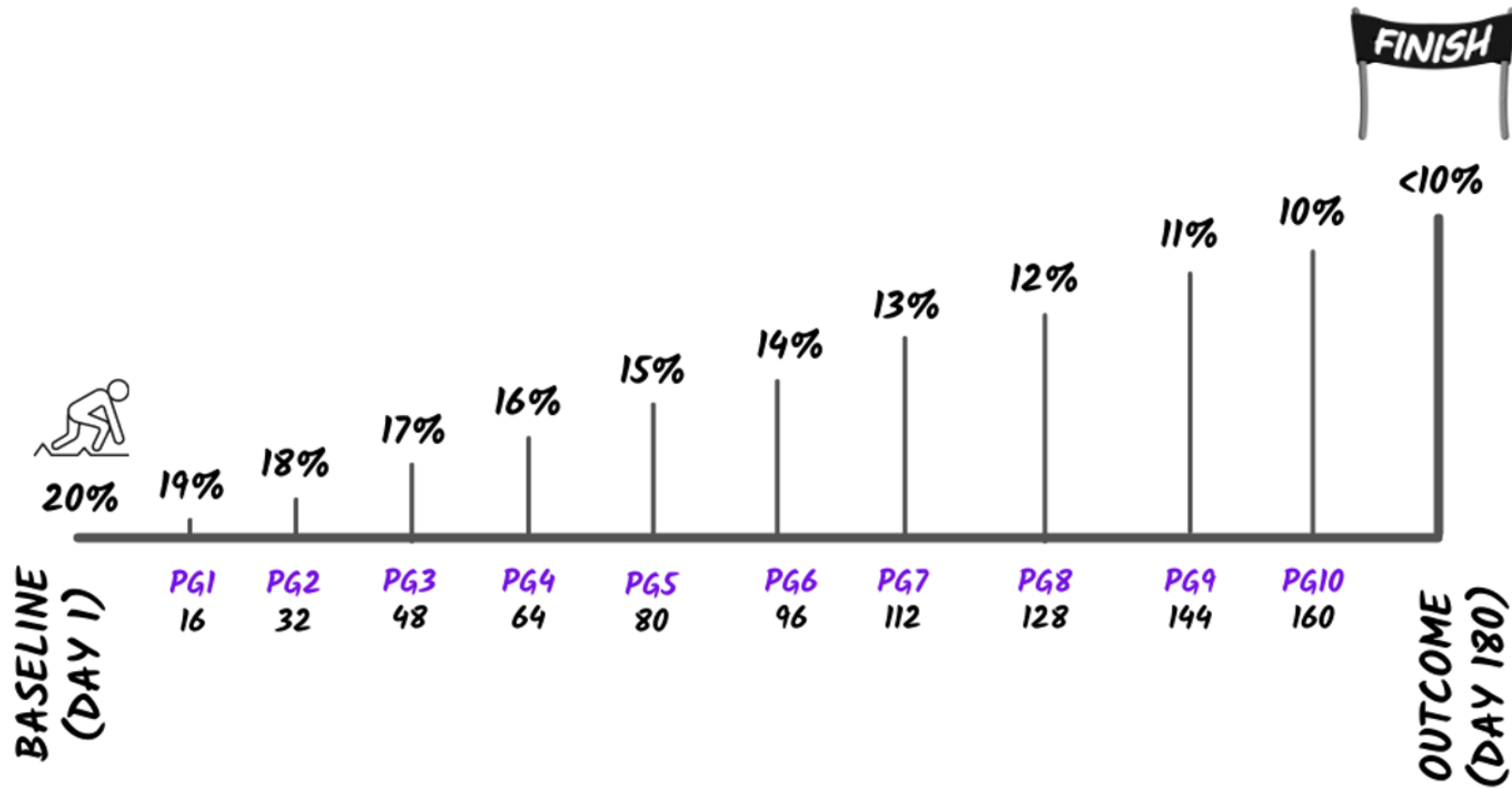


FINANCIAL PERFORMANCE GOALS (14)

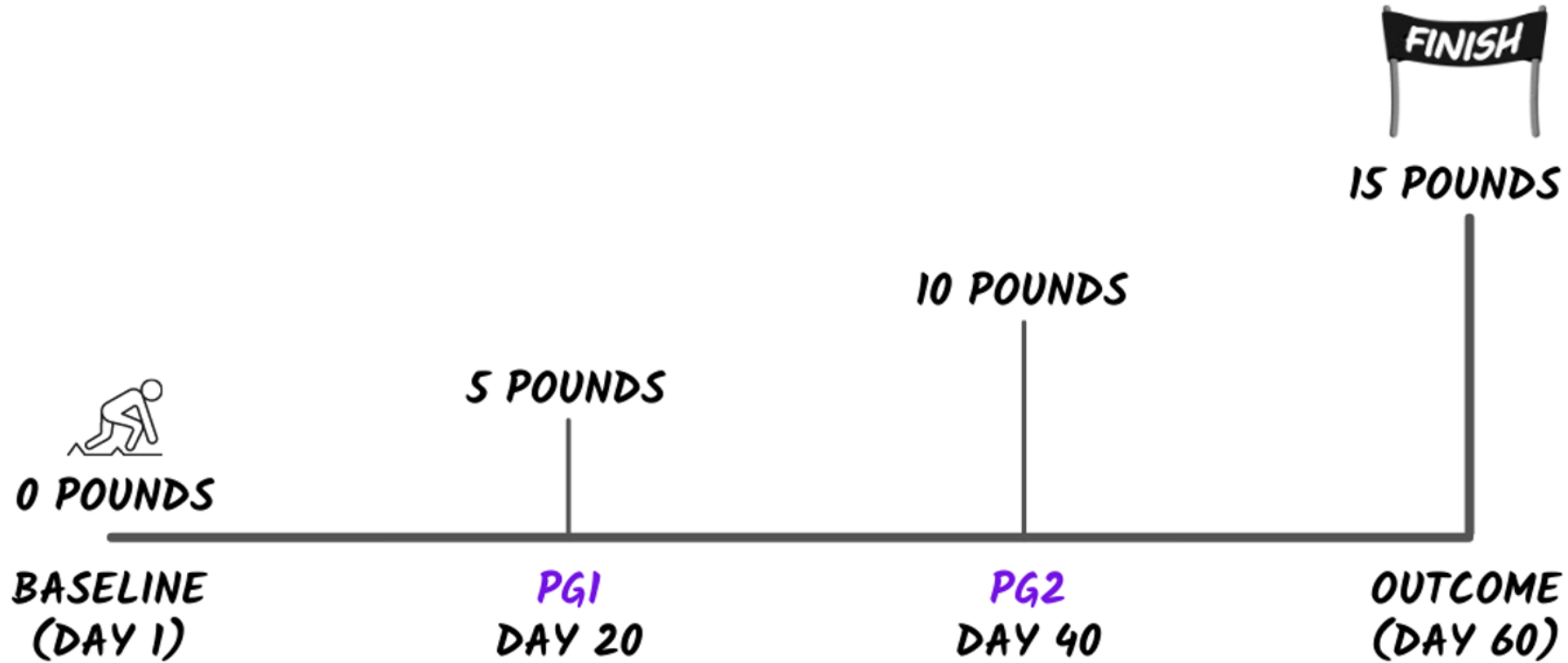
Grow Gross Revenue to \$2M by 12/31



CULTURE PERFORMANCE GOALS (S)
Reduce Staff Turnover to <10% in 6 months

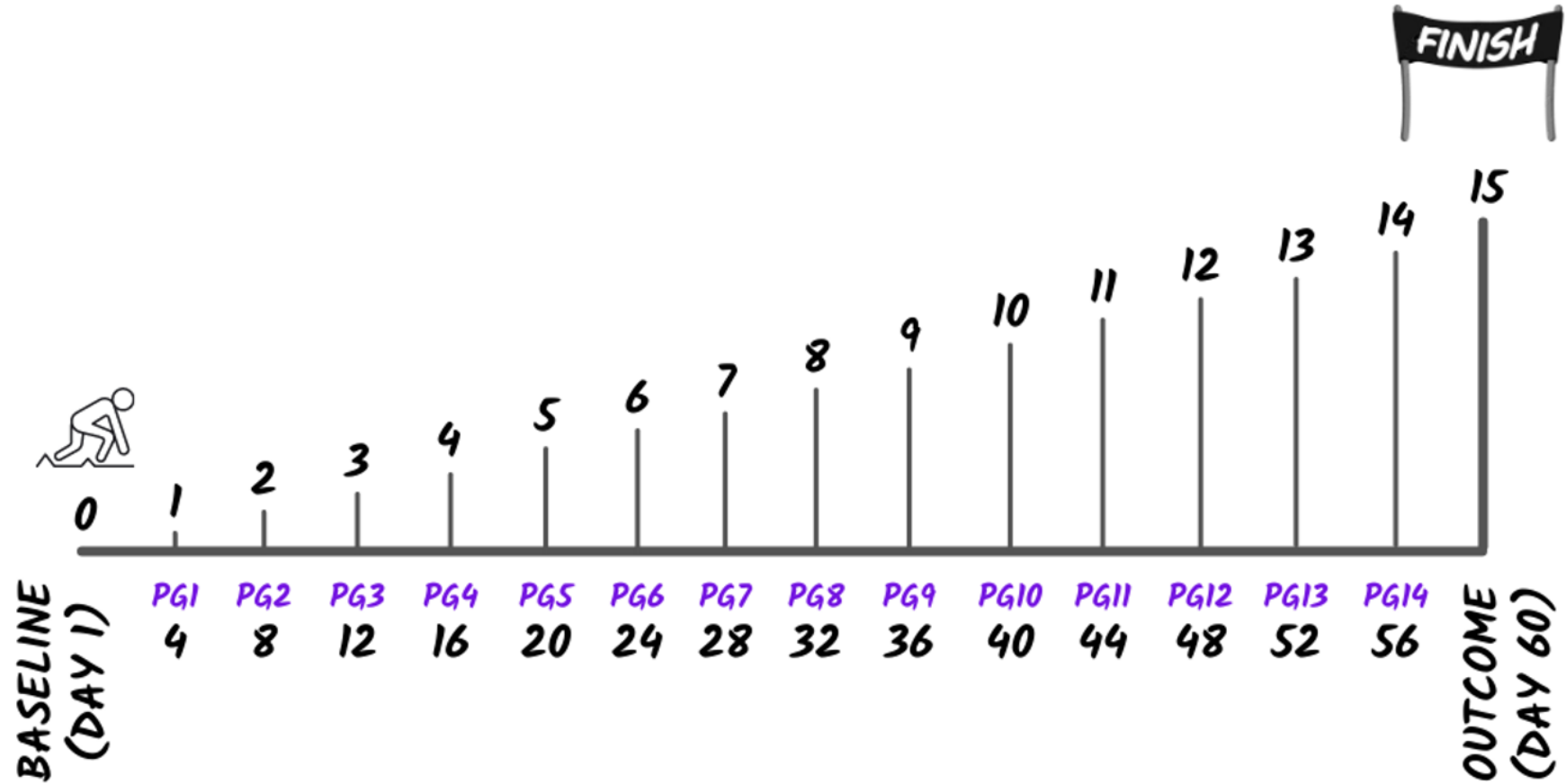


CULTURE PERFORMANCE GOALS (10)
Reduce Staff Turnover to <10% in 6 months



HEALTH PERFORMANCE GOALS (2)

Lose 15 pounds in 60 days



HEALTH PERFORMANCE GOALS (14)

Lose 15 pounds in 60 days

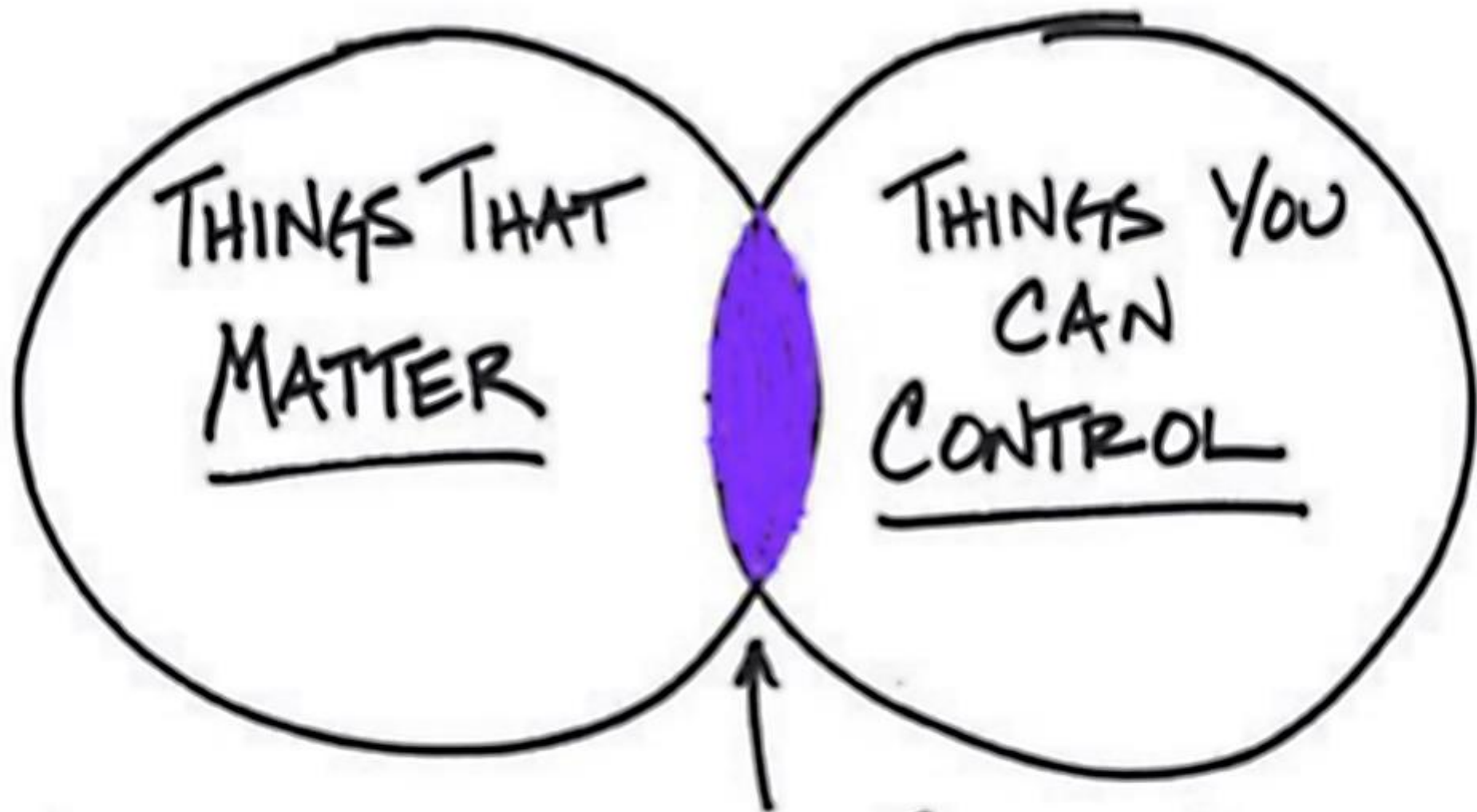


PROCESS

and looks
for the
focus

this new

of law



WHAT YOU SHOULD FOWS ON

PROCESS GOALS

"WHAT ACTIONS WILL ALLOW ME TO CLIMB THESE STAIRS?"

OUTCOME GOAL

PERFORMANCE GOALS

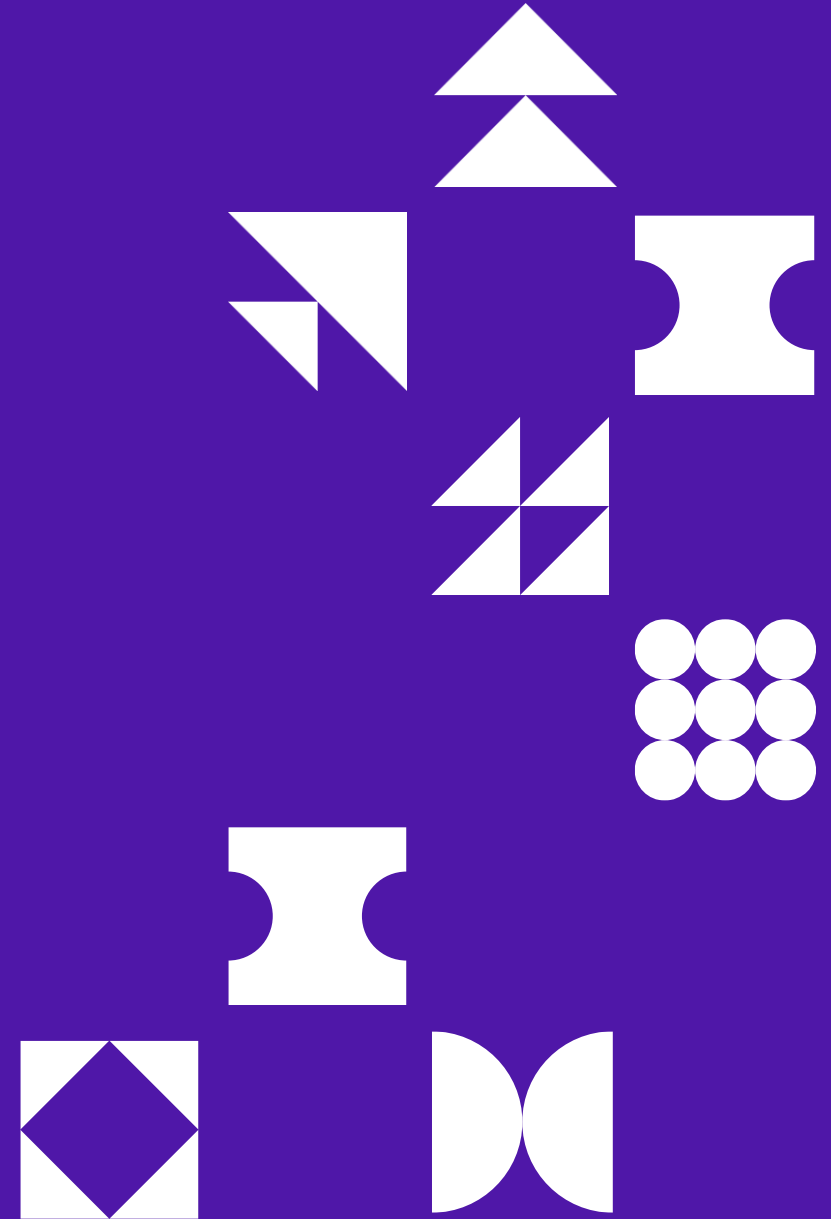
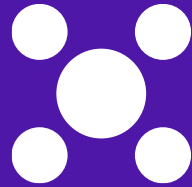
ONE OUTCOME

NEXT PERFORMANCE GOAL

ACTIONS (PROCESS GOALS)



Project
Management
Institute®
Austin



10-MINUTE BREAK

Networking & Self-Reflection

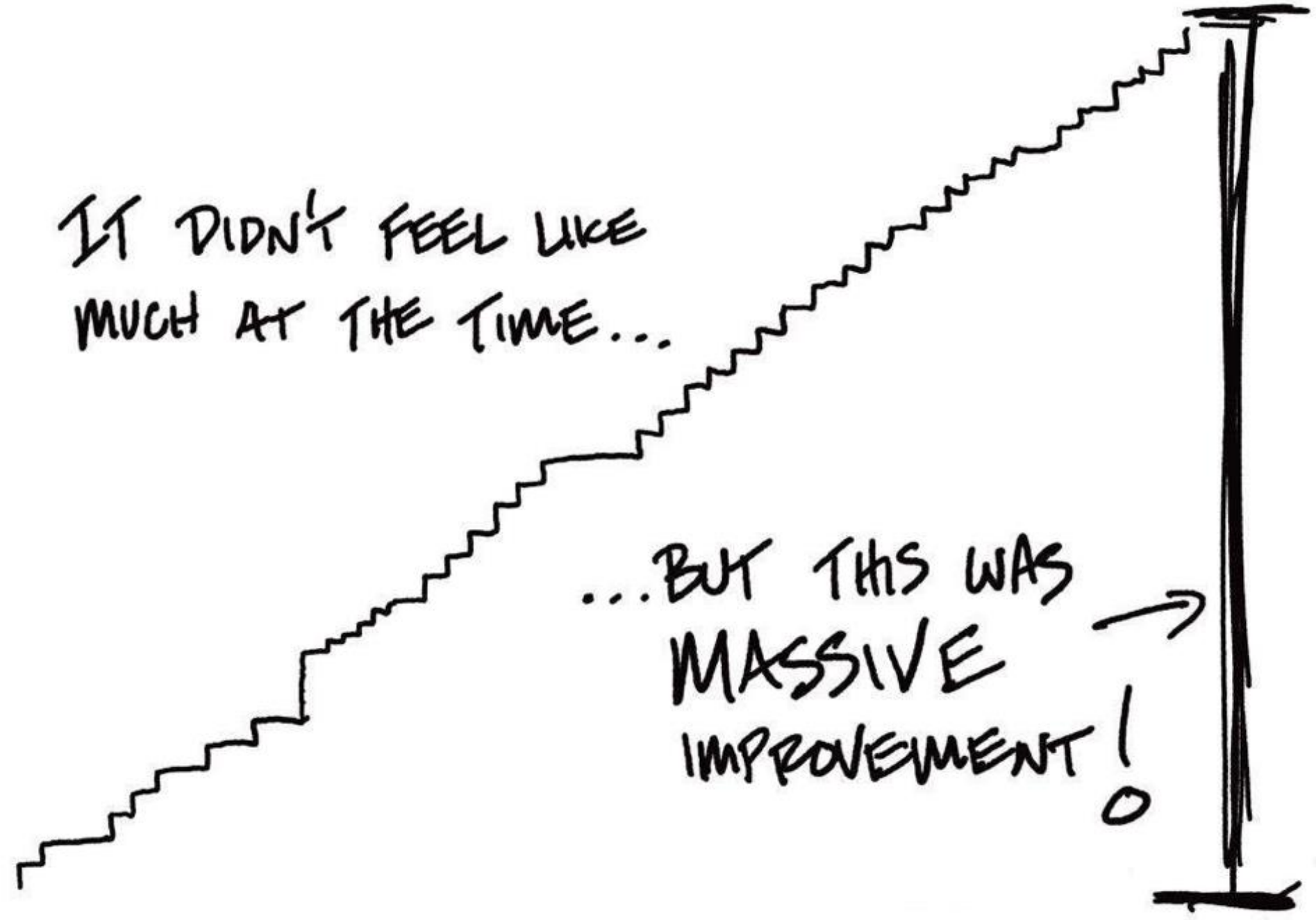
GOAL ACHIEVING

EXCELLENCE IN EXECUTION



IT DIDN'T FEEL LIKE
MUCH AT THE TIME...

...BUT THIS WAS
MASSIVE
IMPROVEMENT!





LIVE IT

SHOW UP WITH INTENTION

WHAT ONE WORD
DESCRIBES HOW YOU
NEED TO SHOW UP?



LOVE IT

IS IT IMPORTANT? IS IT ENJOYABLE?

LOGICAL / TACTICAL

SURFACE



WHAT YOU
SAY
YOU DO

WHAT YOU
ACTUALLY
DO

EMOTIONAL

MEANING





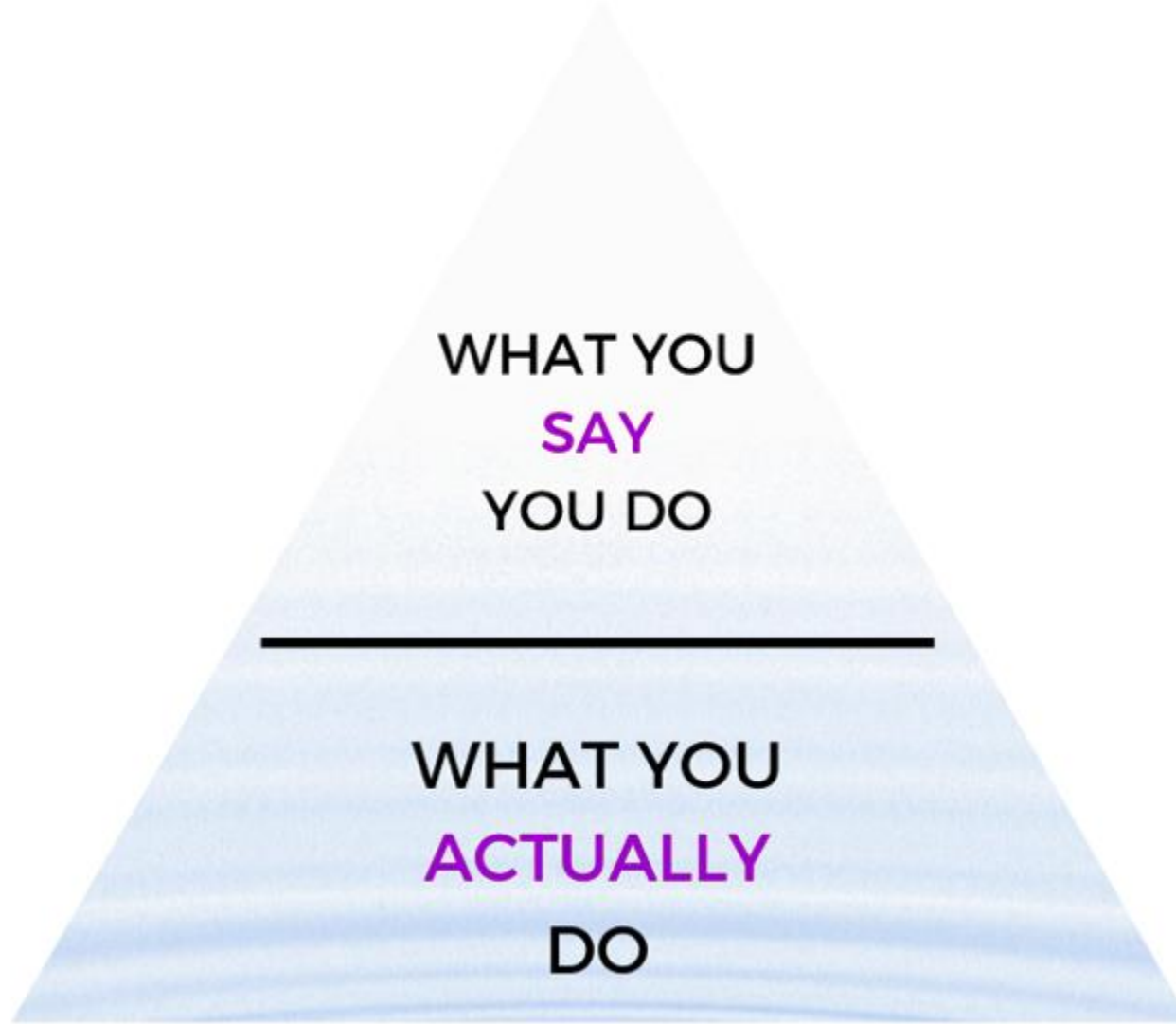


LOGICAL / TACTICAL

SURFACE



EMOTIONAL



MEANING

WHAT DO YOU DO?

WHY IS IT IMPORTANT?

ORM

HKOSH





SHOVE IT

CLEAR THE PATH FOR SUCCESS

WHAT ARE THE BIGGEST
OBSTACLES
TO YOUR SUCCESS?



10

@ 17

18

14

20

33



Seinfeld

TRACK IT
DON'T BREAK THE CHAIN



SUNDAY

MONDAY

TUESDAY

THURSDAY

FRIDAY

SATURDAY

1

2

3

5

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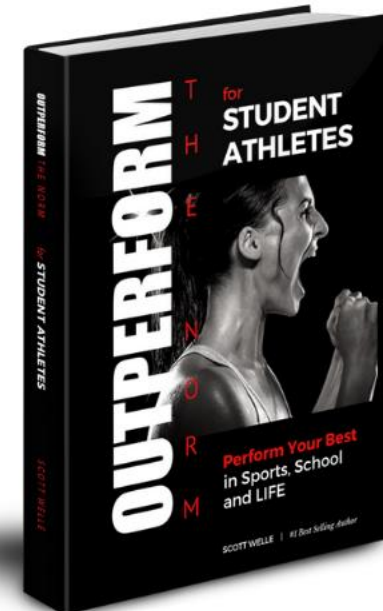
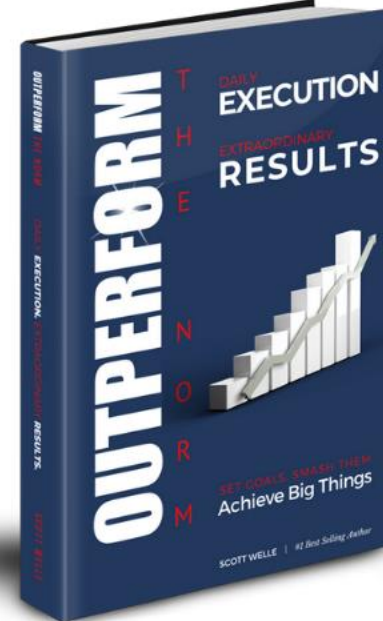
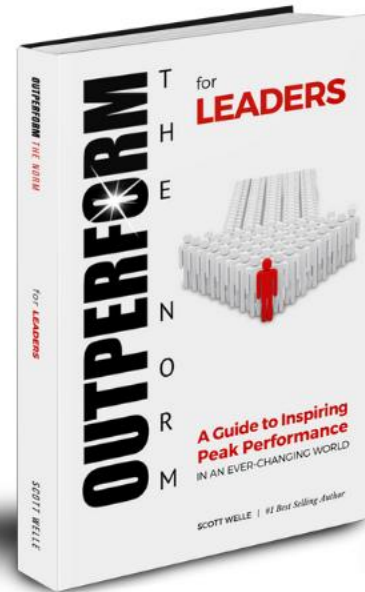
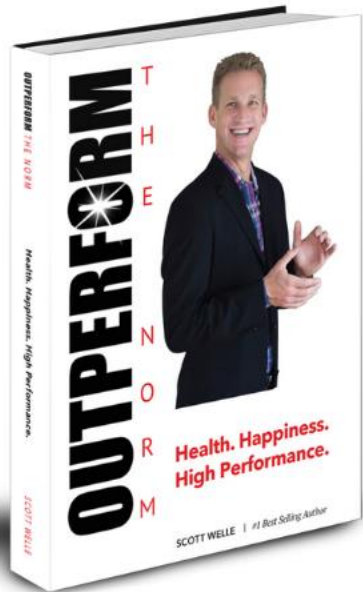
27

28



ScottWelle.com/PMI





THE OUTPERFORM BOOK SERIES

SCOTTWELLE.COM

IMPLEMENT WITH INTENTION

I will [PERFORM BEHAVIOR]
on [DAY, TIME]
at [LOCATION]

(start / stop / continue)

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