

The Weekly *Big Rock Report*

The Secret Tool to Exceptional Execution

If your action plan is built on the quarter, then the execution of your plan is built on the unit of the week.

Each week, review your quarterly 1-page SAP and pull out the key steps that you need to complete during the coming week. Considering that you really have only 5-15 hours of true focus time during most weeks, you need to be very clear at the start of the week what high-value activities you want to invest this precious focus time into for maximum results.

To help our business coaching clients operationalize their quarterly action plan and actually do this every week, we created a tool called the Big Rock Report. You've likely heard the descriptor "Big Rocks" before; it has become a common term in the business lexicon.



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Here's how it works: At the start of each week, you and your key staff members will review your quarterly SAP and each of you will pick two or three "Big Rocks". Big Rocks are specific action steps, tasks, or chunks of a key project that, if you did them in the coming week, would do the most to help you accomplish the key results outlined in your quarterly SAP. If you don't concretely identify your Big Rocks at the start of the week, odds are that any focus block you schedule instead will be wasted on lower-value junk.

Each Big Rock should be something that takes no more than two hours. If it's likely to take longer, then break it down into smaller chunks. Why two hours or less? Because, even following the time-mastery strategies we'll help you to master as part of the coaching program, it's unlikely that you'll consistently be able to block out a bigger chunk of time in your schedule. By limiting your Big Rocks to steps that you can complete in a one- to two-hour time frame, you'll increase your odds of getting them done.

The first part of your weekly Big Rock Report is to review how you did on your prior week's Big Rocks. Did you get them all done? What were the outcomes? What next steps are needed? What other information do you want to share with your team on these items?

The report then lists key victories, challenges, and other updates.

Finally, the Big Rock Report ends with you and your key team members reviewing your SAP to pick your two or three Big Rocks for the coming week. (See the example Big Rock Report on the next page.)

The Big Rock Report helps you escape the trap of a typical to-do list, with its overwhelming and unending supply of tasks and action steps you “have to” get done today, this week, this month, or this quarter. Stop and think for a moment about how a to-do list often is composed. It's a written or typed list of action items you own, usually with no real structure, other than as a catchall place flowing down the page and onto page two, three, four (gulp), five. It visually treats every item on that list equally, each just owning a row on the list.

Your Big Rock Report most decidedly is not a to-do list. It begins with you making the decision at the very start of your week what one, two, or three action items or Big Rocks you will choose that will make the biggest impact when you complete them this week. Of course, there may be times that you need to sidestep and handle an important and pressing problem or to seize a new and valuable opportunity not listed on your quarterly SAP.

Either way, you've pulled the most valuable, important action steps for the week off your to-do list where they were buried.

Here's one more thing the Big Rock Report does for you besides helping you better self-manage. When you get your key team members doing it too, the format lowers the burden of managing your key team. In one standardized format, you can see what they felt was most important to get done this week. You can see if they were accurate and optimal in their choice of priorities, and if not, the report prompts you to have a coaching conversation to better direct their attention onto the things that matter most. You have a clear accountability loop: did your team complete Big Rocks this week?

You'll soon come to love how the Big Rock Report gives you a fast and direct insight into your direct reports. Considering it takes you and your key team members only five to ten minutes each week to fill out, and it takes you only a few minutes to read several reports, this simple tool yields a big return.

Plus, people thrive and perform at their best when they can see the progress they are making. You can use the list of your team's victories as a reminder to help them celebrate, or at the very least, acknowledge the progress they are making. And the challenges they list become a place for you to see how you can help remove obstacles and coach them to grow.

Sample Weekly Big Rock Report

Last Week's Big Rocks

Period Ending January 21, 20xx

	Big Rocks	Comments
✓	* Formal debrief of Sand Hill project.	* Biggest insight was that because we agreed to include the two on-sites as part of the implementation contract, the client was thrilled. * We have already generated two strong referrals. (I'm following up on them now.) * I have also scheduled a 90-day follow-up with the client to make sure they stay happy and to ask for the next round of referrals.
✓	* Follow up and schedule assesment presentation with Core Inc.	* Scheduled for February 7th. * Already in contact with Lee from Engineering to get his help on technical portion.
✓	* Make 20 outbound stage one prospecting calls.	* Made 23 outbound calls; 3 stage two appointments set; 2 "timing issue" prospects to follow up with next month.

Business Review

Key Victories

- * Sand Hill project client thrilled. Gave us 2 strong referral prospects.
- * Was able to set assessment presentation with Core Inc. for Feb 7th.
- * Tanya made an incredible save with Mirror Tech to bring them back to negotiating table. Way to go, Tanya!

Key Business Challenges

- * Trying to match up travel schedules with Engineering to accompany me on Core Inc. presentation. They are feeling very full. Working on it, but any help would be appreciated.

Key Updates

- * New pre-call direct mail package made a real difference for my stage one prospecting calls. Three of the prospects I talked with specifically commented on the quality/value of the package.
- * Tried out Paula (new sales admin) on scheduling stage one calls for me. Didn't work well. Will try a different scripted opening next week to see if that helps.
- * Reminder that Tech World conference is 3 months away. We need to get trade show team together sometime in the next 2 weeks to get organized.

Next Week's Big Rocks

1. Global Finance Inc. presentation on 19th.
2. Make 20 outbound stage one prospecting calls.

The weekly Big Rock Report on the Maui coaching app helps clients pull the most important tasks from their quarterly action plan on to their weekly action list. Executing weekly is where you earn your business results.