



## THE *Do Big Things* LEADER ACTION GUIDE

You love the book – now make sure your team puts the principles into action. (Books aren't any good when the wisdom of your team stays on the shelf.) Here are the proven steps to simply and efficiently integrate and operationalize the methods and practices identified in *Do Big Things*.

### 5 PRACTICAL STEPS TO MAKE THIS BOOK WORK FOR YOUR TEAM

**Motivation and Messaging** – Senior leaders must use the language of the seven simple steps in their day-to-day engagements with the team. Included in their words are the “why” this work is so important. This focus informs the team that leadership is making the thinking and actions necessary to do big things a priority. *After a meeting, ask, “How did this meeting advance our Human Imperative?”*

**Integration** – The seven steps of the DBT Framework are easily integrated into your existing processes and meetings. Remember: This is not about doing something new; the Framework is simply a method for identifying what great teams do naturally. The success of your team in delivering big things is proportional to the scope of the integration of steps in the framework. *During one-on-one performance situations, discuss progress made against barriers.*

**Ownership** – Each member of the team has a role to play in enabling the team to do big things. *Share the leadership by rotating among team members the responsibility to lead short, action-oriented discussions designed to support your team in putting the principles of the book into action.*

**Awareness** – Consistency is key: Make certain your team is regularly asking questions that activate their ability to identify what they are experiencing in daily moments, as well as determine what they must do in their thinking and actions to succeed as a team. *Discuss with the team, “What are our best strategies for leveraging the Energy Map?”*

**Accountability & Celebration** – Establish and apply your proven method for ensuring your team works its plan to put the principles of the book into action. Importantly, celebrate the small wins as the team builds momentum and ultimately delivers that Big Thing that must be done. Ask, *“Whose work can we acknowledge and celebrate today?”*

**You've got this. Your team wants to do big things. They want to be inspired, fulfilled, challenged, and experience the satisfaction of getting it done and making an epic impact.** *Do Big Things* provides the framework and simple steps you can use to rally your team and get it done.

*Here are a few examples of what this looks like in practice...*

## EXAMPLES FROM THE FIELD

- **Integration** – A product supply team from a large manufacturing facility had a team of 17 individuals. They were disciplined to read 20 pages each week. During their weekly leadership team meeting, they took the first 10 minutes of the meeting to reinforce their human imperative and discuss:
  - their most significant challenge
  - What insight they gained from the book
  - How they might apply the insight – 2 actions they would take within the week
  - How they would measure their results
- **Awareness** – An HR senior leadership team of 12 individuals was facing severe reduction in force throughout the business. They knew delivering the separation messages would take a human toll on each of them and yet, it had to be done. The cuts were going to be deep. The team rallied around the human imperative: *Caring*. While they were always a caring team, they made it a focus for this stretch of time during which they would have to deliver bad news. They chose to immerse themselves in the wisdom and lessons from the chapters on the human imperative, the energy map, and questions trigger hearts and minds. In each meeting they shared stories of how they applied these tools to have a more forward focused conversation and embody the caring necessary to bring their best to each conversation. Their shared stories gave fuel to their colleagues and ignited an impassioned HR team.
- **Accountability & Celebration** – A regional sales team was faced with a big challenge – to hit a very ambitious target with a particularly desirable incentive. It was a Big Thing that they really wanted. The motivation was already there. They knew that they would not hit the target if they continued to do “business as usual”. They committed to reading a chapter each week and applying the principles immediately. The regional managers had a virtual conference call each Monday. They took turns leading the meeting and began by reminding the team what was at stake and reviewing their progress toward the target metric. They celebrated their small wins and spotlighted individual contributors. Then they turned to the Do Big Things (DBT) Framework and shared significant progress or success made at each of the seven steps. In addition, they identified the one action they would focus on during the upcoming week to advance their progress. They consistently ended those meetings on a roll!

**What will be your story?** We are eager to partner with you to build out your plan and implement the seven steps of the DBT Framework to ensure your team is on target to deliver your One Big Thing.