



A Brief Summary of the Seven Steps of the Do Big Things Framework

From the book, *Do Big Things: The Simple Steps Teams Can Take to Mobilize Hearts and Minds and Make an Epic Impact*

Most teams have the ingredients they need to succeed, such as talent and a great plan. What's often missing, however, is their special recipe: A method to creating the thinking and actions the team needs to execute the plan. The 7 steps of the Do Big Things (DBT) Framework are how you develop the human capability needed to deliver your specific objective...without crushing the dignity and the quality of lives of people along the way.

1. Commit to the Human Imperative

- Often, it's only in hindsight that teams identify why they were successful. They say things like “we were all-in,” or “we had each other's backs,” and “we were laser focused.” Teams that do big things don't wait. They identify up-front what they collectively need to be thinking, feeling and doing in order to deliver on their business imperative. Most importantly, the human imperative they identify is grounded in the understanding that they must care as much about each other as teammates as they care about achieving their targets.

2. Embody Success (and Leverage Failure)

- Many teams hope they will succeed, but at their core, question if they will or not. Therefore, they only act like a success once success is achieved. Teams that have a reliable process for thinking and acting, no matter what occurs around them, exude success from the start. When excellence is who we are (rather than what we will be someday) then even the hardships we encounter make us better as a team.

3. Choose to Contribute, Activate and Connect Across the Business

- Every teammate is making 35,000 decisions a day. And, of those decisions, three will determine whether the team succeeds or not.
- The three decisions are:
 - **The Contributor Decision:** I choose to bring my best to this situation. Not to be confused with the *Conditional Contributor Decision: If you bring your best, then I might bring my best, but only if you do first.*
 - **The Activator Decision:** I choose to bring out the best in others in this situation.
 - **The Connector Decision:** We choose to partner across the business to deliver our shared objective.

4. Exercise Your Barrier Breaking Authority

- Successful teams effectively identify what stands between them and achievement—both real and perceived. Then, by controlling what they can control, team members act upon their inherent authority to choose the thinking and actions necessary to break through those barriers.

5. Focus on What Matters

- These are the three enemies of fulfillment: when team members become distracted, hopelessly stressed and disconnected. Left unaddressed, the team will flatline before the finish line. The solution is in strengthening the team's ability to focus, particularly on the intentional interactions that develop lasting partnerships among team members.

6. Energize Around a Shared Reality

- Teams don't fail because they don't have enough time. They fail because of how they use the time they have. When there's a unified understanding of the world the team operates in, the challenges it faces, and what's necessary to succeed, teams are free to accelerate forward.

7. Mobilize Hearts and Minds Forward

- Big things are only achieved when team members are empowered to own their role in delivering a stronger future. This occurs when the team operates with a higher consciousness. And, for certain: To open the mind you must first open the heart (Dalai Lama). This is done by asking a higher class of question.