

2023

**THE
WINNER'S
PLAYBOOK**

YOUR MOST SUCCESSFUL YEAR EVER.

MATT FITZSIMMONS
THE STRATEGY GUY

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2023 Winners Playbook Version 2

First published & distributed November 2021 by Matt Fitzsimmons

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INTRODUCTION

The end of the year is a great time to look back at all you've achieved over the last 12 months and 'take stock' of your current situation. Most people find some time to contemplate the past but very few people actually make a record of it and put it to use in future.

This document uses a proven methodology to reflect, clarify and focus your energy for a successful year ahead. This format is used by professional coaches all over the world and is considered the benchmark way of planning for a successful future.

THREE PARTS OF THE WINNER'S PLAYBOOK PROCESS

The end of the year is a great time to look back at all you've achieved over the last 12 months and take stock of your current situation. Most people find some time to contemplate the future but very few know the process we are about to embark on. The Winners Playbook is made up of three parts. The first two involve the power of reflection to allow you to acknowledge your achievements and bank your learnings. The third step is about getting clear on your intentions moving forward.

01

Before anyone can successfully plan a path forward, firstly the past has to be considered. In the first section of the playbook we journey back over the last year and 'bank the wins'.

02

A clear evaluation of the current situation.

03

Planning the future from a personal and professional/business aspect.

Simply stopping to acknowledge your achievements is a powerful step. It gives you a sense of fulfillment and provides a source of energy and hope to build on in the future.

ENJOY THE JOURNEY!



Matt Fitzsimmons



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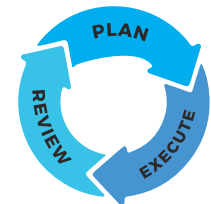
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SECTION ONE

REVIEW



ACHIEVEMENTS

Start with your achievements, what you did well in and what you achieved. When you look back on the past 12 months, what were the highlights, successes, milestones, the battles you fought and won?

MY KEY ACHIEVEMENTS IN THIS LAST YEAR

Business / Professional

Personal

Of all of these - I am most proud of... (and why?)

What did I change and what was the impact (good/bad)?

CHANGE

01
02
03

IMPACT

01
02
03



THE GOOD, THE BAD & THE UGLY

WHAT WORKED WELL (WHY)	WHAT DIDN'T WORK WELL (WHY)	WHAT WAS A DISASTER (WHY)
<p>↓</p> <p>WHAT COULD/SHOULD I HAVE DONE DIFFERENTLY</p>	<p>↓</p> <p>WHAT COULD/SHOULD I HAVE DONE DIFFERENTLY</p>	<p>↓</p> <p>WHAT COULD/SHOULD I HAVE DONE DIFFERENTLY</p>



IF I WERE TO DO THIS YEAR AGAIN, I WOULD...

Do more of...

Do less of...

Learn more about...

Focus on...

Change...



SECTION TWO

CURRENT REALITY



CURRENT REALITY - BUSINESS

Before we look forward to 2023, let's take a **look back and reflect** on some hard questions:

Q1 DO I HAVE A JOB OR A BUSINESS?

[Take a step out of your shoes for a minute and look at the hours you work, the role you play in the business and the reliance the business has on you for its basic operation, is the business likely to grow without your input?]



What's the one action that will take you closer to having a business? (and **not** a job)

Q2 WHAT ARE THE GREATEST NEEDS OF THE BUSINESS RIGHT NOW?

To continue (or start) growing what are the requirements of the business - it may be financial? Perhaps it's a clearly defined growth plan? - a business can't grow without one of these, maybe it's getting better at executing the plan? It could be more effort into the business systems?

ACTION:

Make a list of the top three needs of the business right now, and what needs to be done.

NEED	URGENCY	WHAT NEEDS TO BE DONE



CURRENT REALITY - BUSINESS

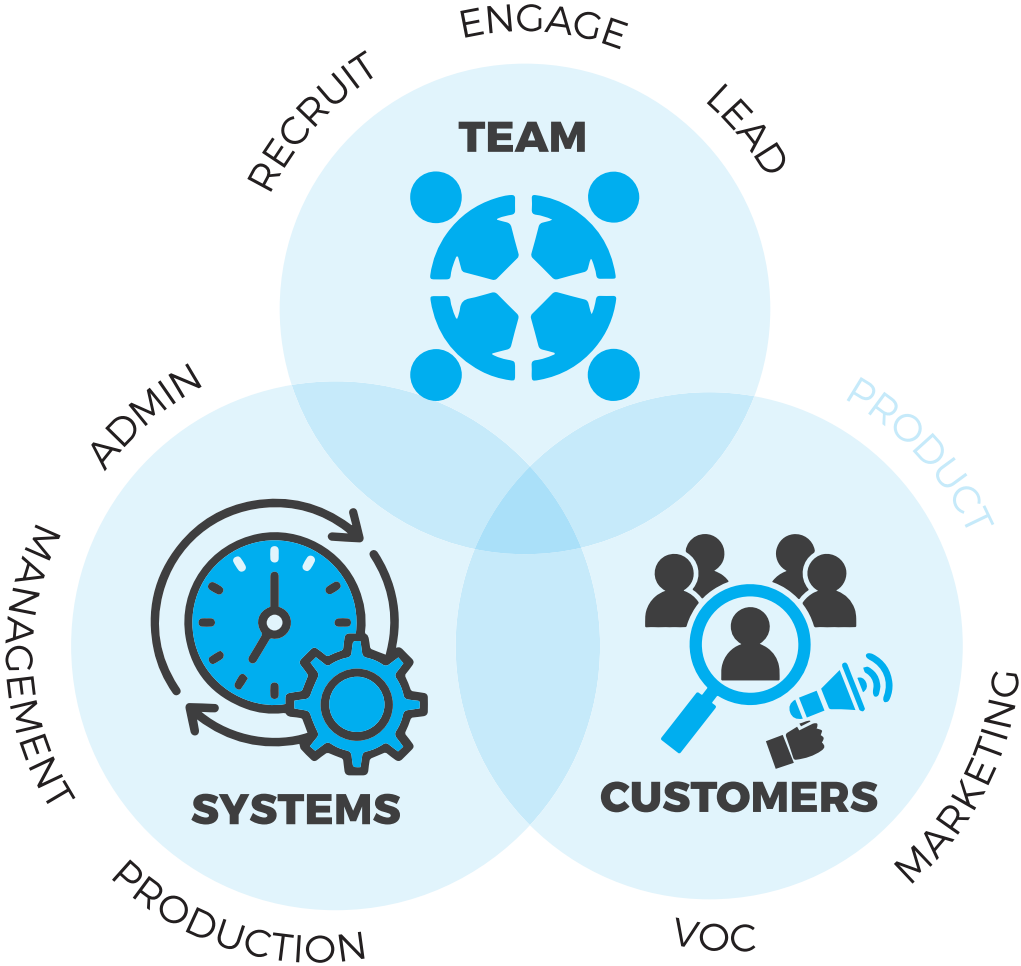
Q3 WHAT ARE THE 3 BIGGEST BLOCKAGES / BOTTLENECKS IN THE BUSINESS RIGHT NOW?

Businesses go through cycles of growth and consolidation and tend to hit a 'ceiling of complexity' (a plateau of profit/growth) as they grow. Every business goes through this. **What are the Top 3 things that get in the way of your business growth right now?**

BLOCKAGE / BOTTLENECK	ACTIONS IN 2023
01	
02	
03	



YOUR BUSINESS: THE 3 ELEMENTS OF A GREAT BUSINESS



WHAT ARE WE DOING REALLY WELL RIGHT NOW?

PEOPLE	PRODUCT / SERVICE	SYSTEMS
PEOPLE ACTIONS IN 2023	PRODUCT SERVICE ACTIONS IN 2023	SYSTEMS ACTIONS IN 2023



SECTION THREE

THE FUTURE

2023 & BEYOND



THE FUTURE: BUSINESS

Think about your business plan and picture your business in three years.

What will your business look like? Will it be more profitable? Bigger? Leaner?
 Now it's time to take charge of your business and set some overall goals for the next 12 months.

DO YOU HAVE A WRITTEN BUSINESS PLAN?

Y **N**

STAFF / REVENUE TURNOVER / LOCATIONS / PRODUCTS / SERVICES / PROFITABILITY

MY BUSINESS 3 YEARS	DECEMBER 2023	ACTIONS



CHANGE IN 2023

Its been said that 'Change is the only constant' and as such now's a great time to look into your crystal ball and anticipate what's going to happen. This is not a perfect exercise - we can't always see everything that's headed our way but we can practically guarantee that the seasons will change, trends change and staff will come and go.

Take a minute and look forward - what can you absolutely guarantee? What do you expect to happen? What might happen? Think of: demographic changes, competitor changes, industry changes, new & old trends, economic changes, regulatory & compliance changes, political changes. You are looking for things that may impact your business and what you can do about it - either to maximise the benefit or minimise the downside.

What I expect to happen

What I'm going to do about it



THE FUTURE: PERSONAL

**Now is the time to think about you personally - where do you want to be in three years' time?
It's time to build and clarify your dream.**

To do this, work through the following questions and decide on what your life will look like three years from now. Three years is the most effective timeframe for personal development as it is still within grasp and, with a razor-sharp focus and alignment, a lot can be achieved in this time.

PERSONAL DEVELOPMENT

In 3 years what new skills, knowledge or experience will I have? Be specific with your answer and include the level to which you will have achieved.

What do I need to do in the next 12 months to achieve these goals? This could include courses, books to read or skills to develop. It could include spending time with a mentor or coach.



MY LIFE WILL LOOK LIKE THIS IN 3 YEARS' TIME:

01 HEALTH

3 YEARS	DECEMBER 2023	ACTIONS IN 2023

02 FAMILY

3 YEARS	DECEMBER 2023	ACTIONS IN 2023

03 CLOSE RELATIONSHIPS

3 YEARS	DECEMBER 2023	ACTIONS IN 2023



04 HOBBIES

3 YEARS	DECEMBER 2023	ACTIONS IN 2023

05 LIFESTYLE

3 YEARS	DECEMBER 2023	ACTIONS IN 2023

“Nobody ever wrote down a plan to be broke, fat, lazy or stupid. Those things are what happen when you don’t plan.”

MAERLAN RICO LEE



NO-MATTER-WHAT: BUSINESS 2023 GOALS

This is where the rubber hits the road! In the next 12 months you can achieve some amazing things, with the right focus and determination. The key to this is to have absolute clarity on what you want to achieve and one overall personal and business goal that you will achieve **no matter what**.

BUSINESS GOAL: NO MATTER WHAT, IN 2023 I WILL ACHIEVE ...

GOALS FOR 2023			
<p>1ST QUARTER GOAL: In order to hit this goal in the first 3 months I will... JANUARY - MARCH</p>	<p>2ND QUARTER GOAL: In order to hit this goal in the first 3 months I will... APRIL - JUNE</p>	<p>3RD QUARTER GOAL: In order to hit this goal in the first 3 months I will... JULY - SEPTEMBER</p>	<p>4TH QUARTER GOAL: In order to hit this goal in the first 3 months I will... OCTOBER - DECEMBER</p>
<p>ACTION PRIORITY 01</p>			
<p>ACTION PRIORITY 02</p>			
<p>ACTION PRIORITY 03</p>			



NO-MATTER-WHAT: PERSONAL 2023 GOALS

PERSONAL GOAL: NO MATTER WHAT, IN 2023 I WILL ACHIEVE...

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<p>ACTION PRIORITY 01</p>			
<p>ACTION PRIORITY 02</p>			
<p>ACTION PRIORITY 03</p>			

Pull this page out of the book and put it somewhere that you will see it every day (on the fridge, next to your desk, etc). And please send me an email and let me in on your no-matter-what goals for the next 12 months. I would love to know what you're aiming for.

Email me at matt@mattfitzsimmons.com



TIME TO GROW AND REJUVENATE

We can be certain of one thing. As the owner, leader or staff member, you can only perform at your best when you are operating with peak energy levels. It's important that you build in some daily, weekly and monthly disciplines that maintain balance in your life and keep your energy levels up where they need to be. This will enable you to operate with peak energy levels all year round, and ensure that you stay passionate and focused.

"Your business will grow at the same rate you do"

Growth Time

What time every week will you commit to personal growth and learning?

DAY OF WEEK	TIMES	ACTIVITY



Rejuvenation Time

One of the keys to high performance is to take regular breaks throughout the year. These dates are agreed on and committed to our diaries a full year ahead. This way the dates are locked in and everything else can be scheduled around them.

By using public holidays such as Easter and Labour Weekend you can easily add on a few extra days and turn a long weekend into a full week of time out.

I recommended that you book your holidays to have a week off every quarter and a longer break (at least 2 weeks) once a year. You'll find that breaking the year into 90-day periods is very effective in terms of measuring progress and redefining goals. Use the tables below to plan when you will take your breaks for the FULL YEAR. If you want to, include the type of holiday - e.g. beach/relaxing, hobby, overseas trip, visiting, etc - or just leave it flexible.

JAN - MAR

FROM	TO	TYPE OF HOLIDAY/OCCASION

APR - JUN

FROM	TO	TYPE OF HOLIDAY/OCCASION

JUL - SEP

FROM	TO	TYPE OF HOLIDAY/OCCASION

OCT - DEC

FROM	TO	TYPE OF HOLIDAY/OCCASION



PAY IT FORWARD

There is no more powerful vehicle for changing and improving our world than through business. What do you give back to the community that supports your business?

Giving something back doesn't need to be about money. You can donate - time, product, resources or money - whatever is the right thing.

You have the opportunity through your business to affect the livelihood of a great number of people - including individuals, communities and organizations that are outside your business. You are in a privileged position to give something back. Over time you will see that whatever you give out, you will get back, ten-fold.

BRAINSTORM: How could you and your business give back to the community?

What time every week will you commit to giving back?





BEFORE YOU GO...

You're almost done! Now the crucial thing is, as you get into the busyness of the upcoming year, **DON'T FORGET YOUR PLAN!**

Book into your diary these three things right now:

- Goal review time – 15- 30 mins, at least weekly.
- Playbook review time – 30 mins, monthly.
- 90 Day Planning – each quarter.

Now you're ready to launch into your most successful year ever!

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THE STRATEGY GUY

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The Growth Toolkit

simplifying business growth

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