

**FORGET ABOUT PERFECT:  
SMALL CHANGES MAKE ALL THE DIFFERENCE**

**PAM WRIGHT FOR POOLAIDE – MARCH 2021**



Adobe



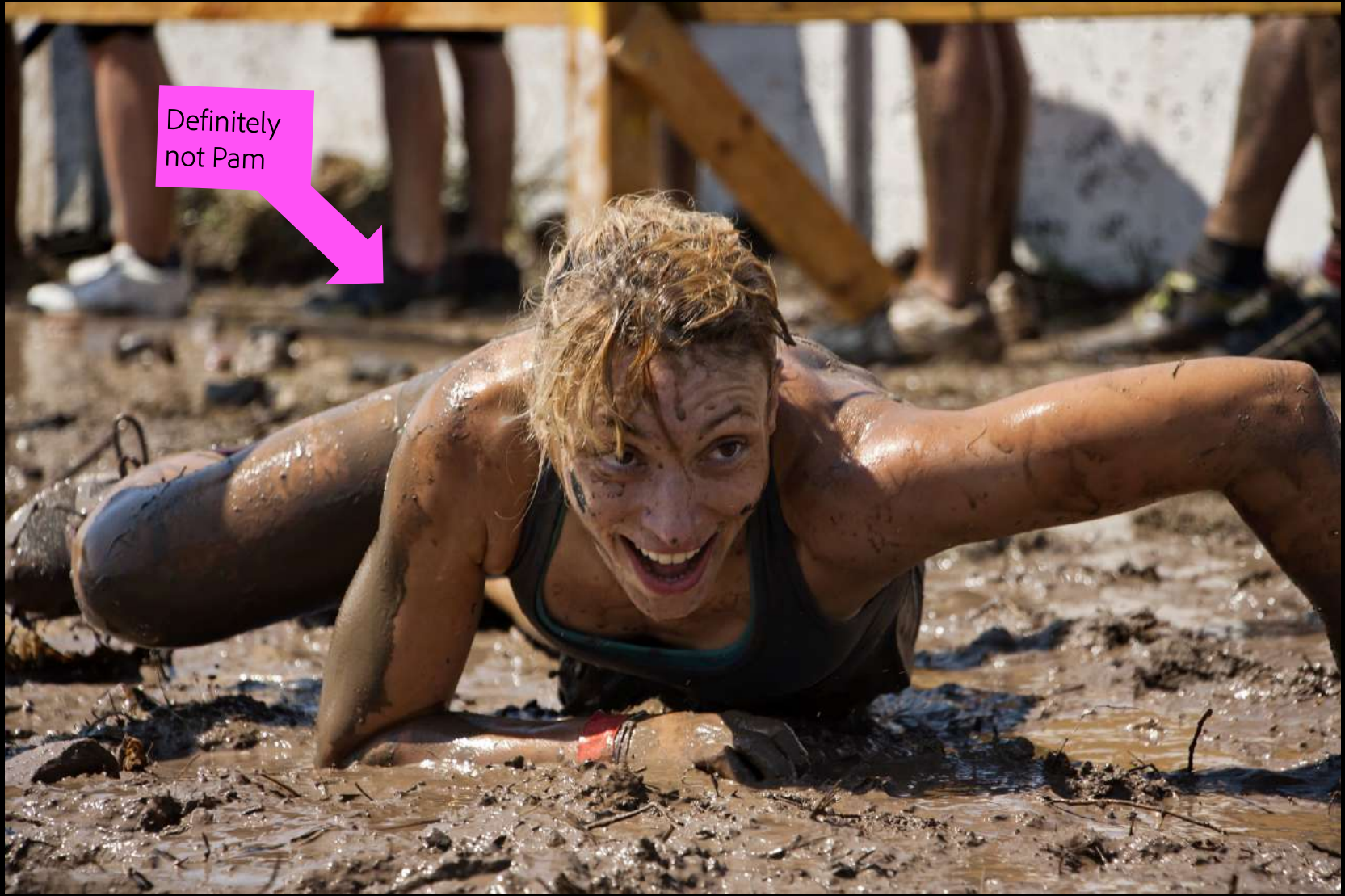




Not Pam's  
apartment







Definitely  
not Pam



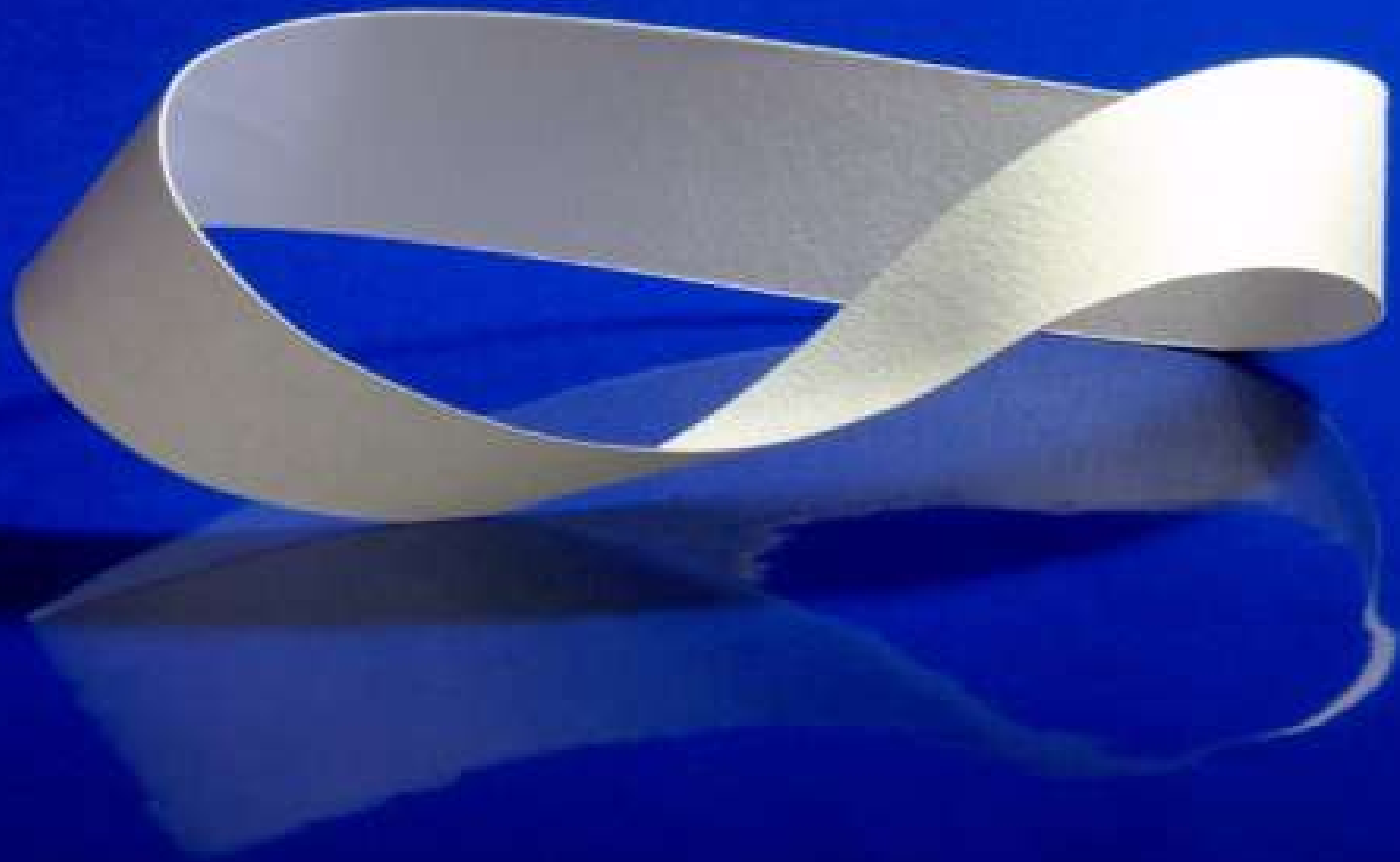














## **KEY THEMES TODAY:**

- 1. FORGET ABOUT PERFECTION! (80/20 rule)**
- 2. SMALL CHANGES MAKE ALL THE DIFFERENCE**
- 3. ROLL WITH THE PUNCHES**
- 4. TRY DIFFERENT STUFF**

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# The Pareto Principle, Otherwise Known as the **80-20 Rule**

The majority of results  
tend to come from a  
minority of causes.

Applies to multiple facets  
of business:



Personal  
actions



Employees



Product  
and services



Customers



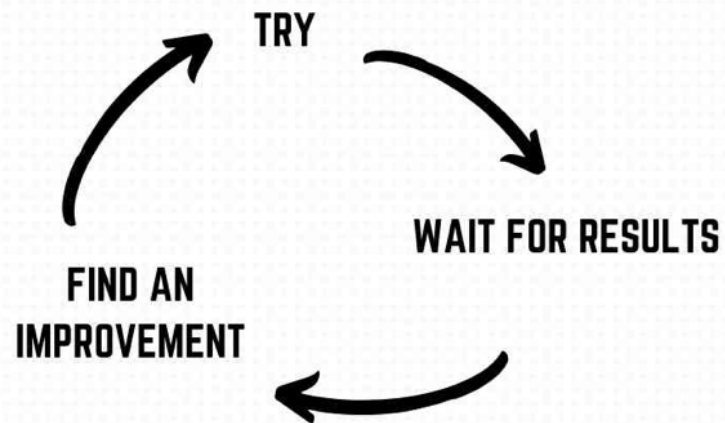
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Forget about perfection !

***SMALL*** improvements  
Make all the difference

TRYING THE MARGINAL GAINS WAY



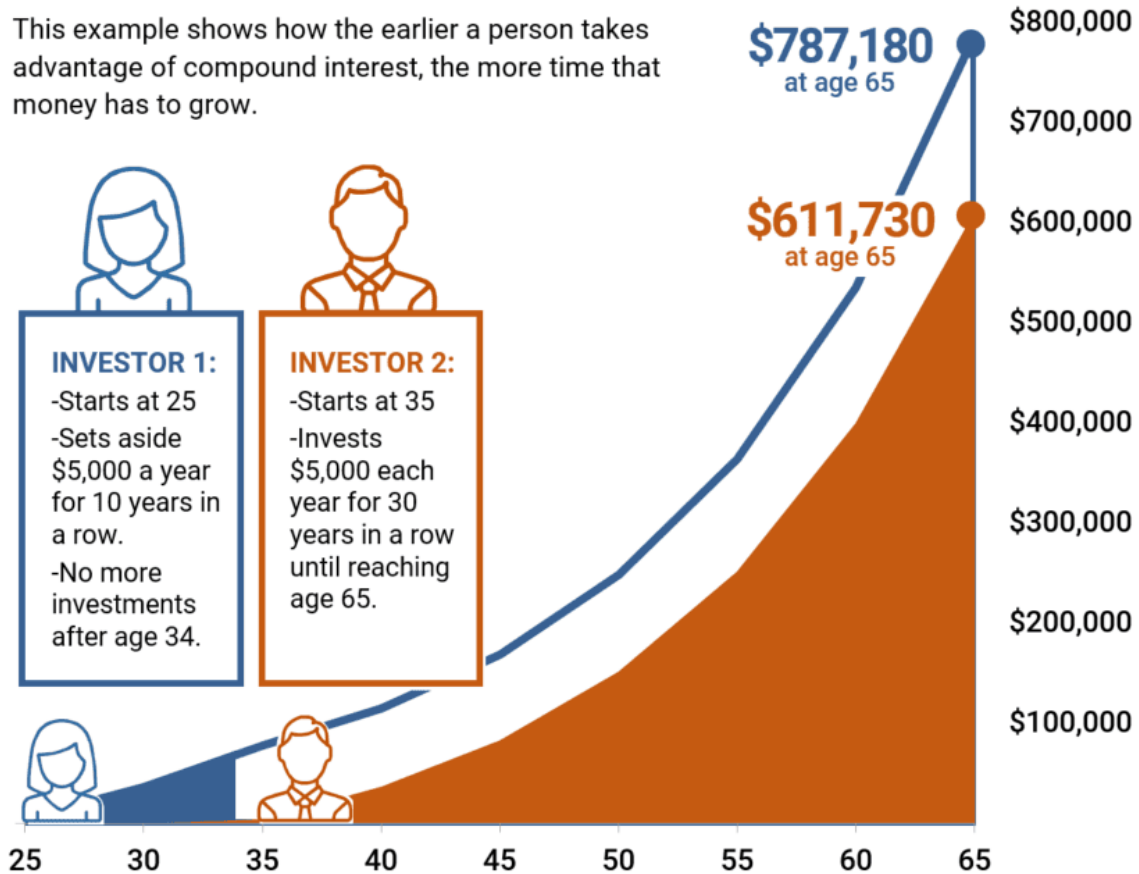
**1%**





## COMPOUND INTEREST: WHO WILL EARN MORE?

This example shows how the earlier a person takes advantage of compound interest, the more time that money has to grow.



### INVESTOR 1:

- Starts at 25
- Sets aside \$5,000 a year for 10 years in a row.
- No more investments after age 34.

### INVESTOR 2:

- Starts at 35
- Invests \$5,000 each year for 30 years in a row until reaching age 65.

NOTES: Assumes an 8 percent interest rate, compounded annually. Balances shown are approximate.  
SOURCE: Author's calculations.

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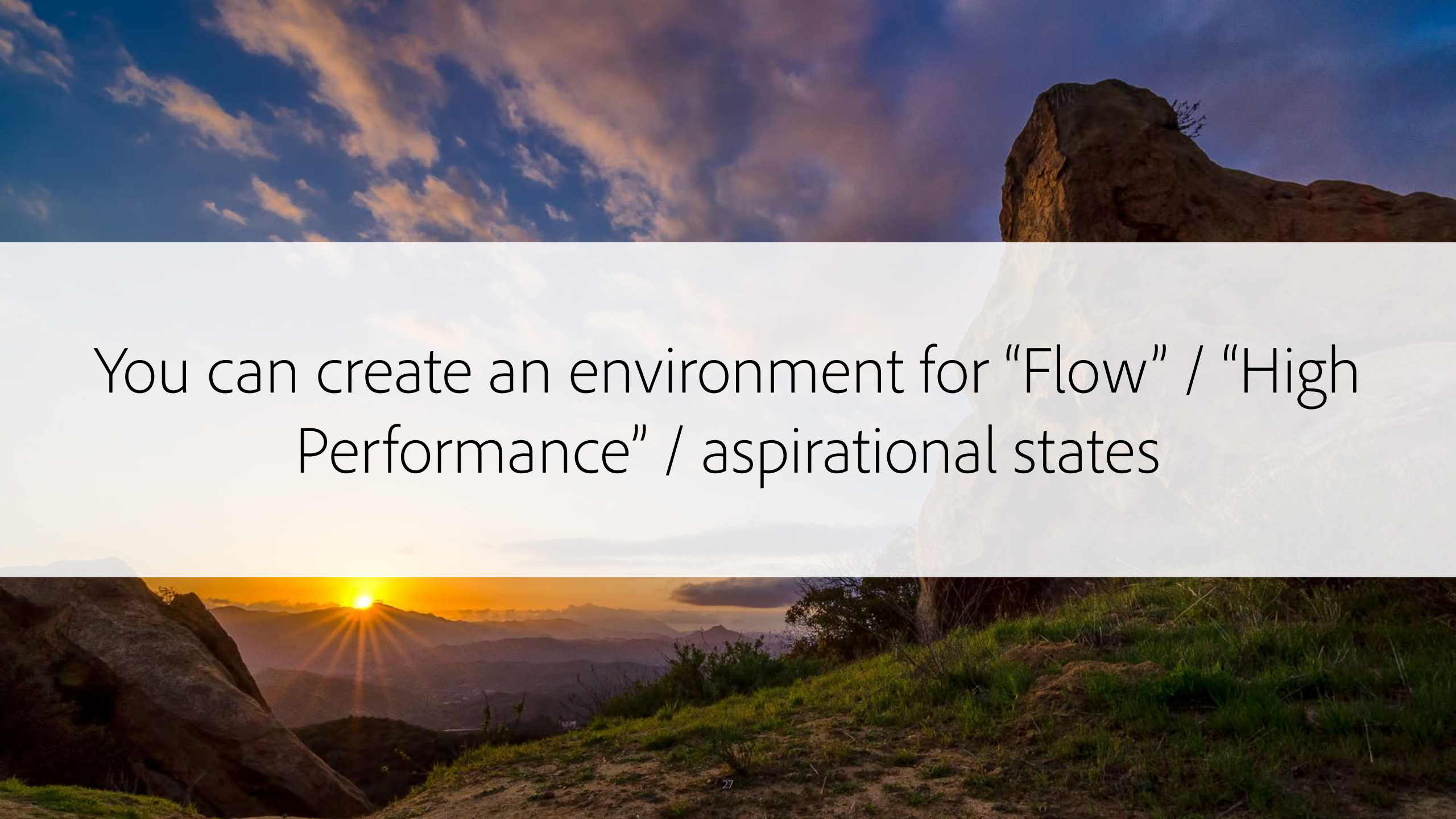
Write down 3 words...  
What state are you in now?



Write down 3 words...  
What state would you be in, if everything was going perfectly?

A scenic landscape featuring a sharp mountain peak at sunset, reflected in a calm lake with large rocks in the foreground. The sky is filled with soft, colorful clouds, and the water is still, creating a clear reflection of the mountain and the sky. The foreground is dominated by large, dark, rounded rocks.

# Strong States Spread



You can create an environment for “Flow” / “High Performance” / aspirational states

# Getting that FLOW

1. Need to know what the goal is
2. Need to know when we get there
3. Need to know when we don't get there!
4. Need a REWARD for when we get there!!
5. Preserve positivity / grace / humility

# Getting that FLOW

1. Need to know what the goal is.

“Get to that chair”

# Getting that FLOW

1. Need to know what the goal is
2. Need to know when we get there

# Getting that FLOW

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# GOAL SETTING

S

SPECIFIC

M

MEASURABLE

A

ATTAINABLE

R

RELEVANT

T

TIME-BOUND

# [Employee Name] [Date] Clarity Template

Goal

WHAT IS YOUR GOAL? (WRITE IT HERE)

How Will I Know?

## MEASURES (NO MORE THAN 3)

	Measurement	Weighting %
1	Example: Survey results; Pipeline Generation; Attainment; Account Penetration; Close Rates; Cross-Sell %	
2	Example: Utilisation	
3	Example: A KPI or metric like CSAT scores	

Desired Results

## HOW WILL I KNOW WHEN I GET MY GOAL?

1. Example: >20% improvement in survey scores
2. Example: >90% utilization
3. Example: CSAT turns from yellow to green

## HOW WILL I KNOW IF I DON'T GET MY GOAL?

1. Example: No improvement in survey scores
2. Example: <50% utilisation
3. Example: CSAT doesn't change or declines

Actions

## FIVE IMMEDIATE ACTIONS I THINK WILL MOVE ME TOWARDS MY GOAL

Action	Cadence / Date	Person Involved	Owner
Create and publish survey	By 30 March	Regional leaders, and IC's	Me
Publicity Blitz	By 25 March	All users	Me
Secure funding for CSM competition to improve one customer CSAT by X%	By 15 April	CSMs, ACS Leadership	Me, Darren
xxx	xxx	xxx	xxx
xxx	xxx	xxx	xxx

# Why Are We Here?

A silhouette of a person pushing a large, heavy rock on a cliff edge at sunset. The person is on the left, leaning against the rock. The rock is on the right, balanced precariously on the edge of the cliff. The background is a bright sunset sky with clouds, and the sun is low on the horizon, creating a strong backlighting effect. The overall scene is dramatic and symbolic of striving for a goal.

Your goal

**What's In Your Way?**

A silhouette of a person pushing a large, dark rock on a cliff edge at sunset. The sun is low on the horizon, creating a bright orange and yellow glow. The sky is filled with soft, white clouds. The person is standing on a smaller rock, leaning against the larger one. The overall scene is dramatic and symbolic of overcoming obstacles.

**A Distraction!!!**

# Identifying Distractions in the Field



Obvious Distraction  
*Easy to avoid*



Interesting Distraction  
*Could be relevant...*



Credible Distraction  
*Seems right but makes no progress*



Process Distraction  
*We've always done it this way*



Important Distraction  
*When everything is important*



Boomerang Distraction  
*Of your own making*



# Dealing with Distractions

A photograph of a stone structure, possibly a dolmen or a small shrine, built on a rocky coastline. The structure consists of four vertical stone pillars supporting a large, flat, rectangular stone slab. The scene is set against a backdrop of a blue sky and a body of water. A semi-transparent white horizontal band is overlaid across the middle of the image, containing the text. The foreground shows more rocks and some green grass.

Only you can master your distractions.





**A brief word about “busy”**

**BEWARE:**

**“Busy” is not progress.**

**“Busy” is addictive.**

# RECAP & KEY TAKEAWAYS

- “Forget about Perfect – small changes make all the difference!”
- Roll with the punches – you haven’t failed, you’ve learned something
- Keep trying different stuff, don’t be afraid to change what isn’t working
- How? Set SMART goals, with clear win / loss criteria (Clarity template can help)
- Have frequent check ins on progress and whether the goal still makes sense
- Know and Manage your distractions
- Keep track of what you’ve “won” – use it later, in a newsletter to your team, a celebration, or put it on your resume
- But Stay Humble!
  
- And Remember: Strong States Spread

