

FOCUS & EXECUTION FRAMEWORK

How to Stop Spinning and Start Making Measurable Progress



1. PRIORITY FILTER

List everything demanding your attention this month.

Then mark:

- Revenue-impacting _____
- System-building _____
- Firefighting _____
- Nice-to-have _____

Rule:

If it doesn't move revenue, efficiency, or stability — it's noise.



2 THE "STOP DOING" LIST

Write down:

- Tasks you do by habit

- Tasks that shouldn't exist anymore

- Tasks better automated or delegated

This is where time is reclaimed.



3. WEEKLY EXECUTION RHYTHM

Weekly structure:

- One strategic priority

- Three execution objectives

- Clear owner for each

- Friday review: results, not excuses

Progress comes from sequencing, not urgency.



4. EXECUTION SCOREBOARD

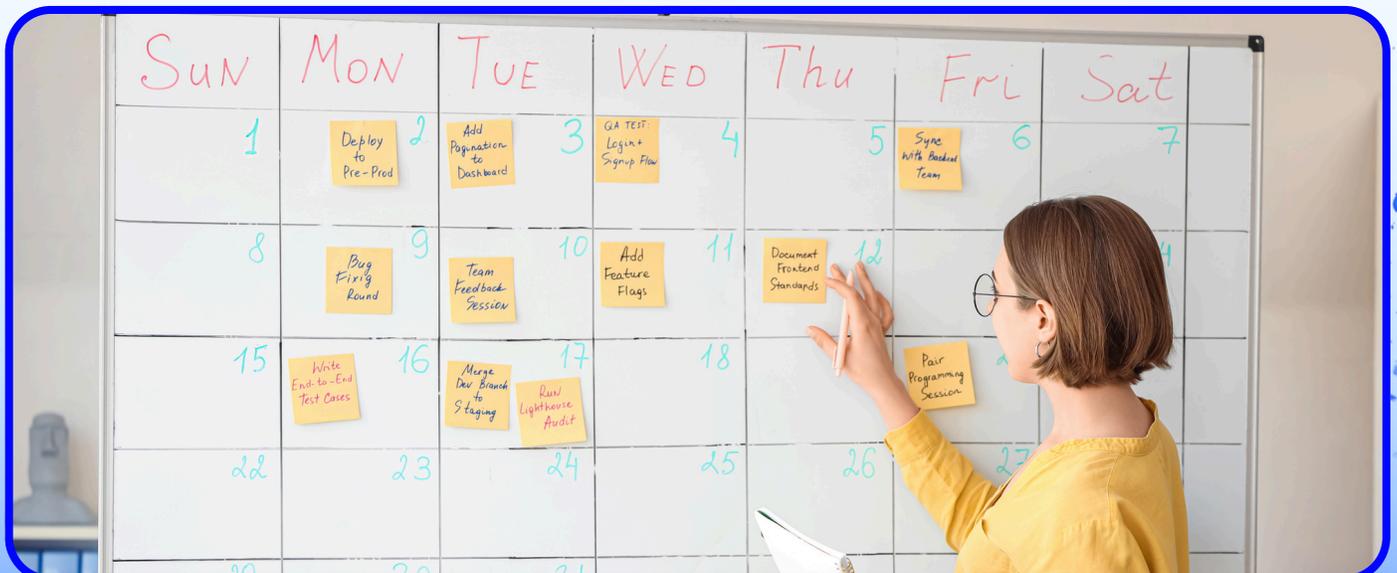
Track weekly:

- What moved forward

- What stalled

- Why

- What changes next week



CONCLUSION

Busy is not the goal.
Execution is.

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