

COULD DO, SHOULD DO, MUST DO; BY WHO? BY WHEN?

Could Do >> Should Do >> Must Do

Could Do's -

A somewhat lengthy list of things your team could do to improve your business, increase productivity, and grow your database.

Should Do's -

A shorter list of the top 20% of 'could do's' that your team should do to improve your business, increase productivity, and grow your database.

Must Do's -

A priority list of the 'should do's' that your team must do in order to prevent threats to your business, risks of underperforming, and missed opportunities.



CREATE A MUST-DO
ACTION PLAN FOR
YOUR BUSINESS.



Could Do → Should Do → Must Do / By Who? By When?

[Listen to Bill Middleton & Debbie Lariviere discuss The Could Do, Should Do, Must Do exercise.](#)

The Could Do –

Use a whiteboard or ask your team to come up with a list of all of the things you COULD DO to:

- Improve your business this year
- Increase your productivity
- Improve your communication with your database.

The result is likely a lengthy list. There just isn't enough time to accomplish everything on this list.

You must now prioritize. A good rule is to take 20% of the '**Could Do**' list and filter it down to the '**Should Do**' list.

The Should Do –

The top 20% of the highest priority items from your **Could Do** list. All of the things you **SHOULD DO** to:

- Improve your business this year
- Increase your productivity
- Improve your communication with your database.

The realistic result is that this is still quite a lengthy list.

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Chances are, there just isn't enough time to accomplish all of the things on this list either.

You must once again prioritize. A good rule is to take 20% of the '**Should Do**' list and filter it down to the '**Must Do**' list.

The Must-Do –

The must-dos is the short list of things you absolutely **MUST DO** to accomplish the following items:

- Improve your business this year
- Increase your productivity.
- Improve your communication with your database.

A good way to think of the Must Do items is to ask:

If I don't do these things:

1. Am I exposing myself to a threat in my business?
2. Will I lose ground to a competitor?
3. Am I risking underperformance in pursuit of my goals?
4. Could I miss an opportunity or advantage for my business?

Usually, you are aware of these things but haven't gotten around to doing them because there is no urgency. You can determine how to plan for and execute these items by using the 'By Who? By When?' exercise on the next page.

By Who? – By When?

Now that you have established your MUST DO list, you must determine who on your team will be responsible for completing these tasks and when that person must complete them.

Who will be responsible for making sure this list is completed and completed on time? Even if there will be a collaboration, it is important to establish one person to whom you will be responsible for the execution of this project.

Use the following action plan when creating your ‘Must Do’ list.

Action Plan: Projects

Must-Do #1:

By Who?

By When?

Must-Do #2:

By Who?

By When?

Must-Do #3:

By Who?

By When?

Carry this approach to create your business growth plan and other projects.