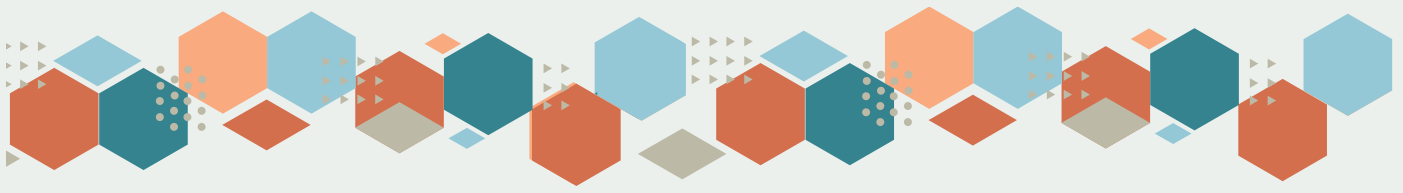


What is my Big Promise? (This is what differentiates you from your competitors)

What are the top 6 activities we perform to deliver on this big promise?

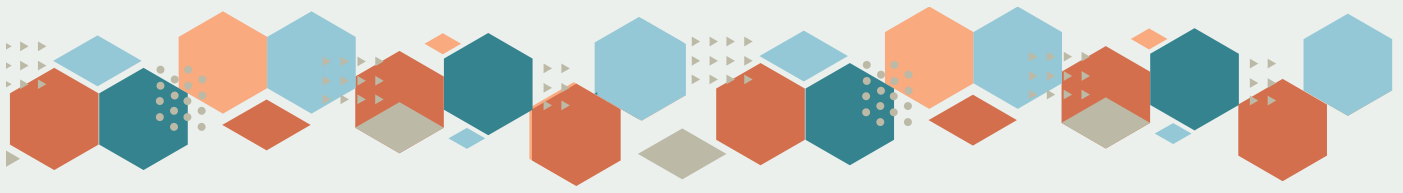
Remove two.

Remove two more.



Rewrite the two remaining activities / roles that you must perform to deliver on your Big Promise

Select, with intention, the one activity that will most ensure survival of your business and your delivery of the Big Promise. This is the REALLY BIG Primary Role - what Clockwork calls your Queen Bee Role - that must be protected and served. Ensure that everyone in your business is aware of this, and is willing to protect and serve it, even if it means sacrificing each person's primary role.



What does it look like when the Queen Bee Role is protected and served? Give examples

What does it look like when the Queen Bee Role is NOT protected and served? Give examples
