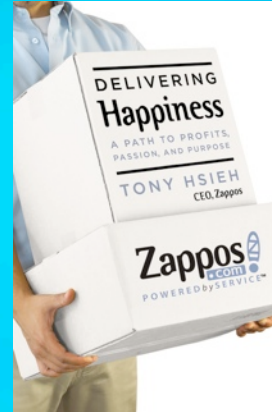


# READITFOR.me

POWERED BY POLAR UNLIMITED



WORKBOOK



# HOW TO USE THIS WORKBOOK

These workbooks were designed with one thing in mind: **to get you into action**. For that reason, they're not complicated, and each exercise should take you no longer than 15 minutes. Do one, or do them all, that's up to you. The important thing is this: you've learned something new today, so take advantage of it and put it into action.



1. Watch the video summary of the book.
2. Set aside 15 minutes to work through one of the challenges.
3. Print out as many copies of the tools as you need and keep them handy.
4. Decide which tools work really well, and share them with your teammates.
5. Repeat with each exercise, as desired.

# STEP 1: CUSTOMER SERVICE

## Customer Service as Marketing

What customer service items could you offer your customers that would (a) make them more likely to try your product/service and (b) make them more likely to stay a customer for life?

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## Where will you get the money?

What marketing (or operational) costs could you eliminate that would pay for this program?

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## STEP 2: CORE VALUES

**What are your TRUE core values? Hint: don't look on the walls!**

Ask everybody you see in the next 48 hours what they think the core values of your company is. Write them down here, and then find the similar these. These are your TRUE core values.

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**How do you feel about this?**

How would you feel if you had to publish these in a book and distribute to each new employee?

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## STEP 2: **PROCESS**

The science of happiness will tell you that there are a lot of things you could be doing (but probably aren't) to increase the happiness level of your team. Here are some questions to think about.

What are you doing to help your employees feel like they are in control of their future (perceived control)? What could you be doing? What are you doing to help your employees feel like they are making progress (perceived progress)? What could you be doing?

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What are you doing to help your employees feel like they have a "higher calling" in life? What could you be doing?

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What are you doing to help your employees feel a sense of connectedness with one another? What could you be doing?

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# STEP 3: ORGANIZE

## From Lists to Projects

Having one giant list of things to do isn't helpful. Is this a project? If it needs more than one step to complete, yes. List all of the things you need to do right now that will form a project.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

(if you need more space, and you probably will write on the back of this sheet)

Where should this item go? It can go into a list of "next actions" in the project, in a calendar, or in a reference file (for things that don't require an action but are useful to keep)

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