

Instructions On Using The Business Tournament from Sean Leahy, LLC

Purpose: The Business Tournament is an easy and highly effective way to develop a business strategy and focused plan. The tournament forces you to identify the most critical aspects of your plan so you focus on what is most important in reaching your goal. It also helps you to avoid activities which prevent you from succeeding.

Step 1: Define your objective. I recommend using the SMART technique for objective setting. SMART stands for;

Specific, Measurable, Attainable, Relevant, Time Bound

A bad example of an objective for a pro football team is: “Have a good season.”

An example of a SMART Objective for the same football team is: “Increase profit by X% in 2 years by increasing revenue by Y% while increasing expenses by only Z%.”

I also recommend that you develop the objective with as many participating team members as is practicable.

Step 2: Brainstorm. Enter ideas into The Tournament by typing them into the “Enter Idea” space. Your ideas should be any idea that comes to mind that could potentially help you meet your objective. Your ideas should be more strategic in nature as the specific plan will come after the strategies are developed. Strategy examples for the football team example could include, Get into the playoffs, increase attendance, cut high salary players, and increase merchandise sales.

Step 3: Begin Tournament. Once you have entered all of your ideas that will help you meet your objective, click on the “Begin Tournament” button. The software will automatically plot your ideas into the tournament and you can begin.

Step 4: Decide winners: The tournament pairs 2 ideas against each other. Ask your team to vote on each pairing by asking “If we could do only one thing to achieve our objective, which one would it be?” Click on the winner. You will see the winner flash one time as it proceeds to the next round. Continue this process for each pairing until you have your top 3 priorities determined.

When you enter the final 4 you will notice a “Challenge” button. If you believe that an idea that lost during an earlier round is more important than any idea in the final 4, click on the challenge button. This will allow you to challenge any idea in the final four with an idea that lost earlier.

Step 5: Print your Tournament.

Step 6: Develop your plan. Once you have determined your top 3 priorities for success, brainstorm again for specific steps, or plans, that you must take in order to succeed. You may choose to use another tournament for each strategy. Force yourself to focus on the top 3 priorities and avoid losing focus by getting distracted, and working on, other ideas that lost in the tournament.

Step 7: Call me. I have conducted over a hundred business tournaments and assure you they can be highly effective if done right. If you want to develop a winning strategy and the plan to insure success, I can help by facilitating your meeting. 847-922-2181 or sean@seanleahy.com.