

2023
Success Roadmap
Masterclass

DAY 1

5th December 2022

Frances Quinn

Hello! My name is Frances, and I am a corporate-world operations nerd turned productivity consultant.

I've spent 20+ years of my career working with giant brands like ME Bank, Lifeline, Sunsuper & UNSW to help them build great teams, deliver great customer outcomes, and run effective businesses.

Now I bring that big-business experience to the small business world, helping to create sustainable scalability to purpose-fuelled businesses.

My superhero powers are taking ideas through to execution, and creative problem solving, and I have bottled a lot of that magic into this success roadmap framework.



NICE TO MEET YOU!



AMPLIFY YOUR IMPACT

FUN FACT!

My first love is dancing!



AMPLIFY YOUR IMPACT



*A goal without a
plan is just a wish.*

Antoine de Saint-Exupery



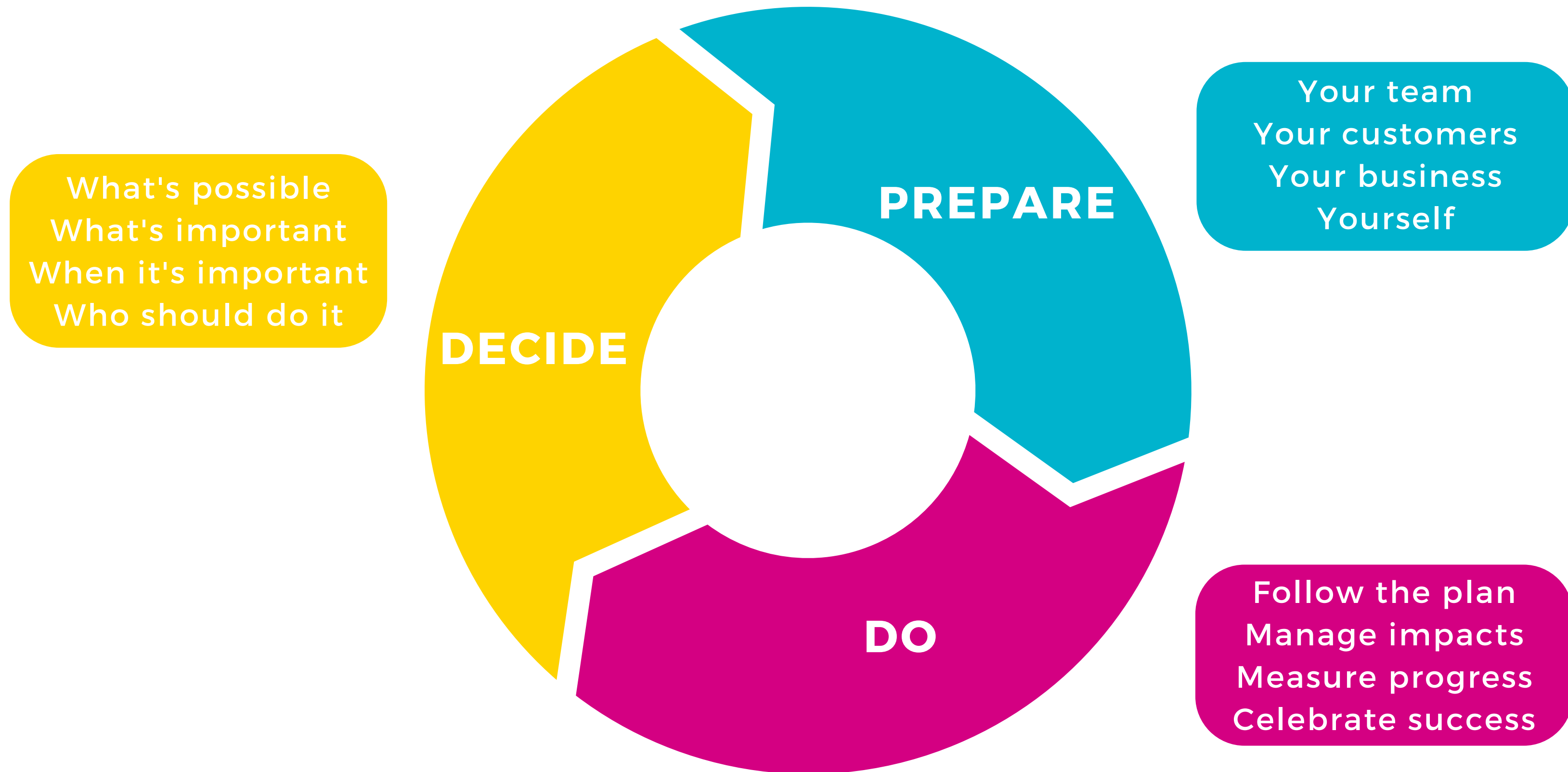
AMPLIFY YOUR IMPACT

THE MISSING LINK

- Constantly busy but not making progress
- Always carrying the load alone
- Long hours, late nights, sacrificing quality of life
- Every one step forward feels like two steps back
- Forever battling burnout, overwhelm and frustration
- Slowly falling out of love with your business
- The team push back on everything you deliver
- Losing customers, profit and people



SUCCESS FRAMEWORK



THE MASTERCLASS

SESSION 1 - SETUP FOR SUCCESS

SESSION 2 - DECIDE

SESSION 3 - PREPARE

SESSION 4 - DO

SESSION 5 - BUILD YOUR ROADMAP



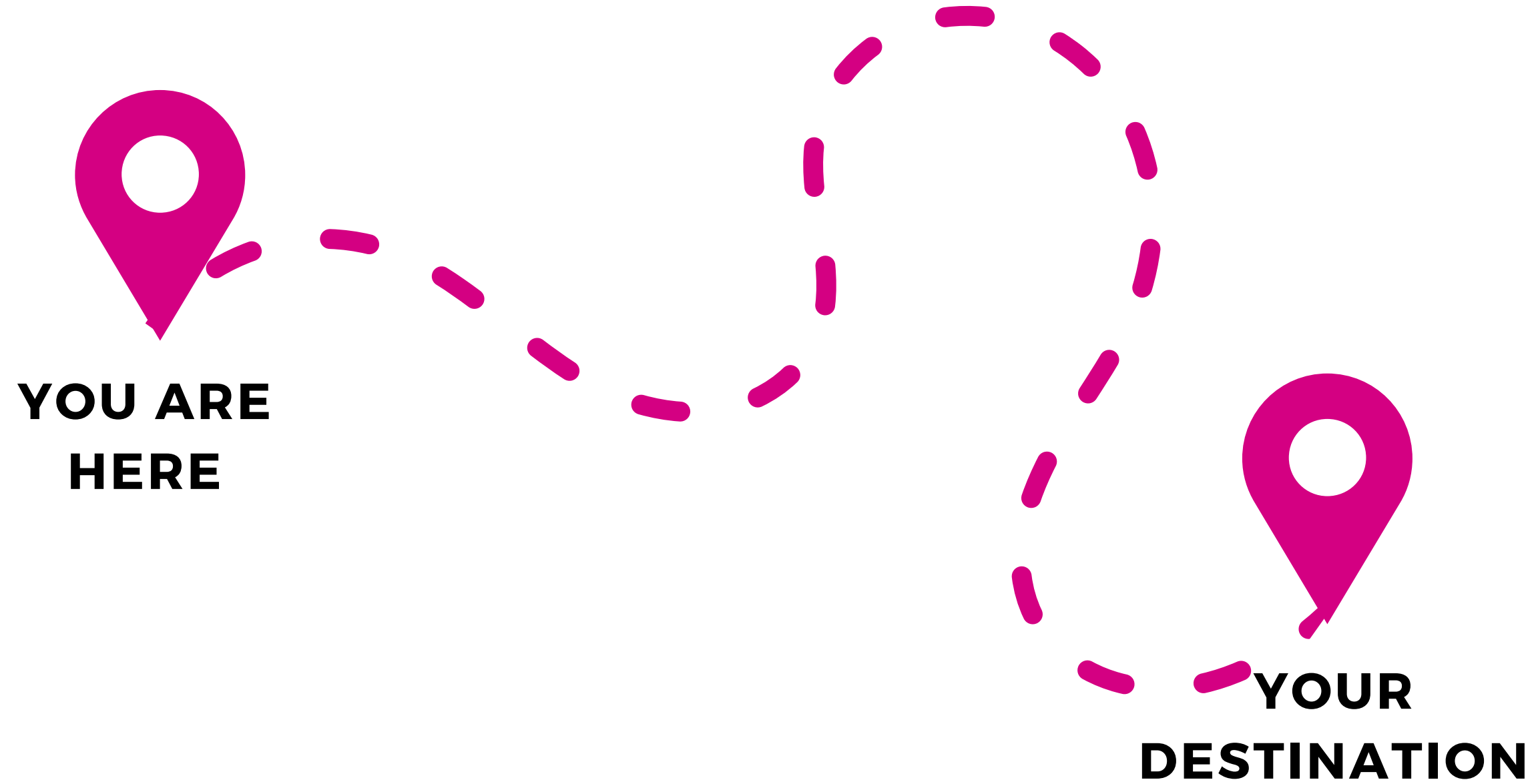
AMPLIFY YOUR IMPACT

YOUR WORKBOOK



AMPLIFY YOUR IMPACT

FIRST THINGS FIRST



AMPLIFY YOUR IMPACT

YOUR GUIDEPOSTS

- Where are your customers unhappy?
- Where are your team unhappy?
- Where are you losing time?
- Where are you losing profit?
- Where are you missing opportunities?
- Where can you gain efficiencies?
- What is keeping you awake at night?
- How can you strengthen your brand and business?



EXCLUSIVE SCHOLARSHIP OPPORTUNITY

One full and six partial scholarships are available for the:

Q1 Success Roadmap Accelerator

[BOOK YOUR APPLICATION CALL HERE](#)

QUALIFICATION CRITERIA

- ✓ Been in business at least two years
- ✓ Have at least two team members
- ✓ Can invest 12 hours over 12 weeks

HOW TO APPLY

- ➔ Book your application interview
- ➔ Awarded first come first served
- ➔ Application calls open for one week only



HOMework

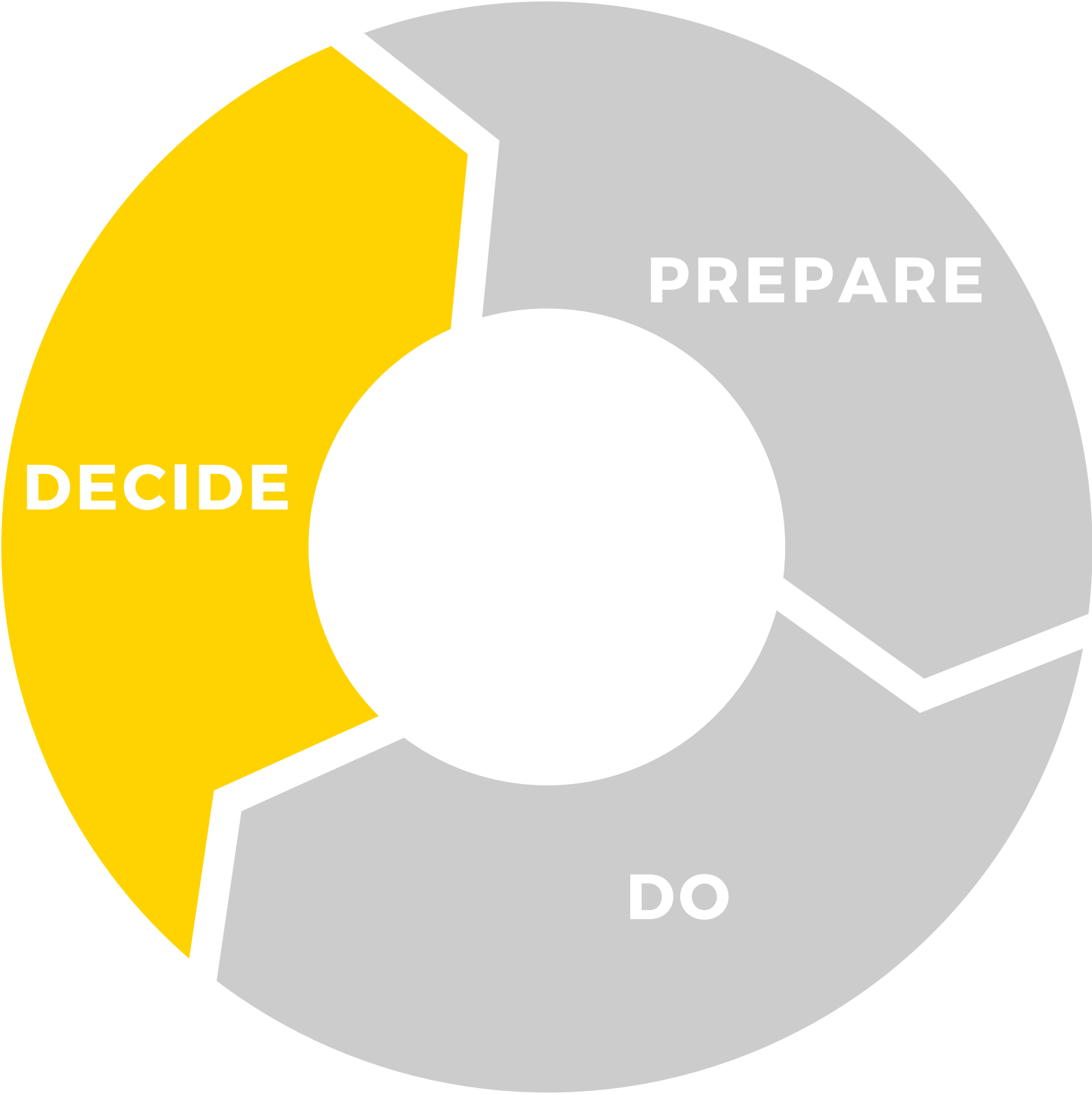
IN YOUR WORKBOOK...

- For each area of your business
- Get clear on where you are today
- Define where you want to be at the end of 2023



TOMORROW'S SESSION

What's possible
What's important
When it's important
Who should do it



SEE YOU TOMORROW!

(VIP's please stick around for your Q&A call)

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DAY 2

6th December 2022

Frances Quinn

FUN FACT!

I've been to
circus school.



AMPLIFY YOUR IMPACT



*You cannot make
progress without
making decisions.*

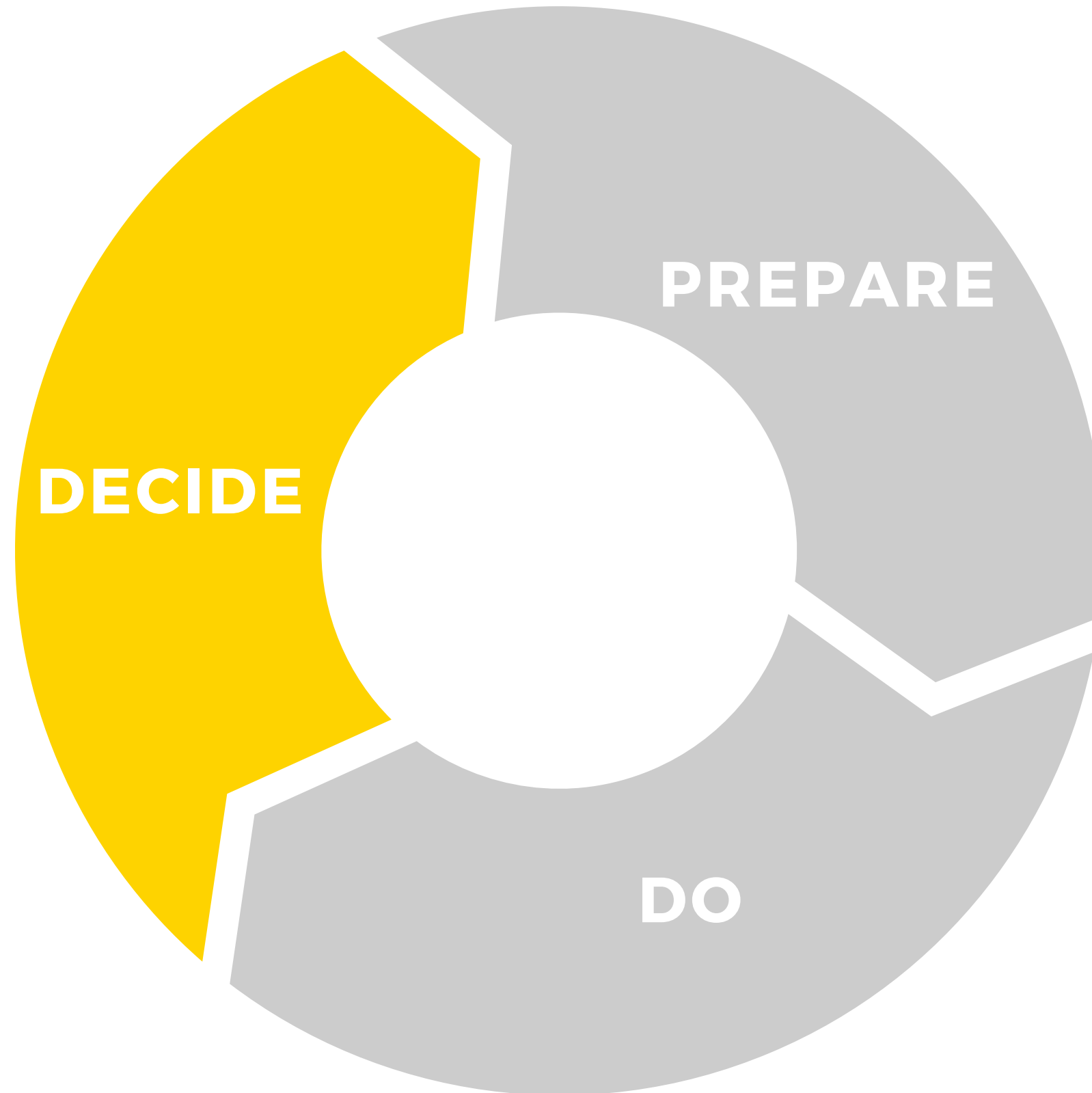
Jim Rohn



AMPLIFY YOUR IMPACT

SUCCESS FRAMEWORK

What's possible
What's important
When it's important
Who should do it



STEP 1 - DECIDE

IDENTIFY

PRIORITISE

DEFINE



AMPLIFY YOUR IMPACT

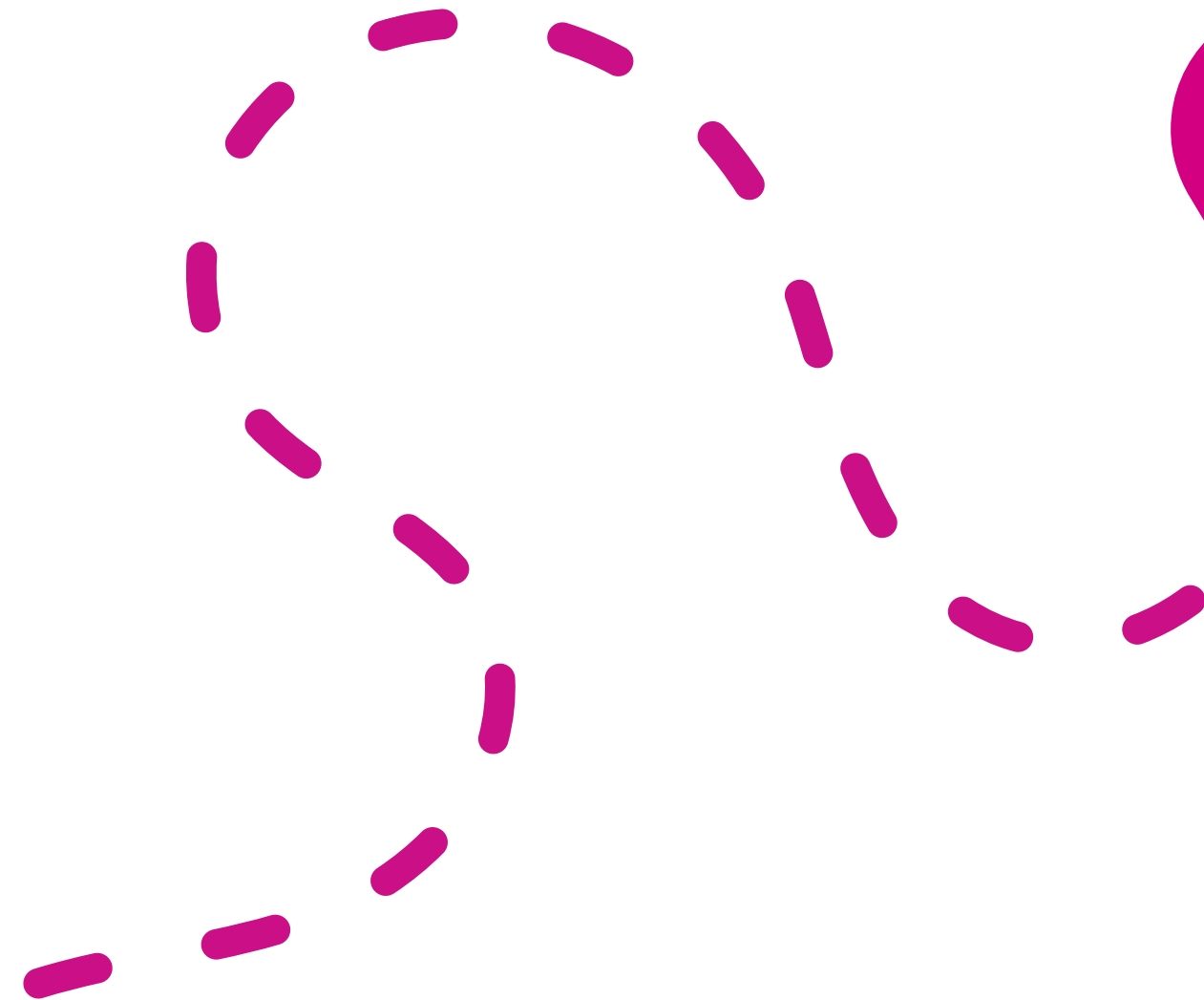
IDENTIFY

CLOSING THE GAP...

- Think about each area of your business
- What are the initiatives that will close the gap between where you are today, and where you want to be at the end of 2023



NOW



THEN



AMPLIFY YOUR IMPACT

PRIORITISE



AMPLIFY YOUR IMPACT

DEFINE

Initiative:	Effort:	Who Will Do This:
	Impact:	
This Includes:	This Excludes:	
Impact of Doing This:	Impact of Not Doing This:	



PUTTING IT INTO PRACTICE

THE SCENARIO

- High Growth Marine Business
- Founder was overstretched
- Focus on too many things
- Lack of prioritisation & planning
- Lack of clearly defined scope

THE SOLUTION

- Collated all the ideas and 'wishes' into a planning board
- Prioritised the immediate focus
- Built a framework for defining and communicating them

THE CHALLENGE

- Haphazard changes impacting team & customers
- Founder spending 40%+ of his time managing and fixing issues
- Everything that was fixed broke something else

THE OUTCOME

- Founder saved 35% of his time
- Core platform stabilised
- Low cost support team owns and manages the process
- Visibility of true benefit of changes made & cost invested



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EXCLUSIVE SCHOLARSHIP OPPORTUNITY

Q1 2023 SUCCESS ROADMAP

Accelerator Program

1on1 Consultation

Build or refine your
success roadmap

DECEMBER 2022

Group Calls

Fortnightly progress &
support calls

JANUARY–MARCH 2023



HOMework

IN YOUR WORKBOOK...

- Brainstorm all the initiatives that would close the gap
- Map these on the prioritisation matrix
- Chose your highest priority initiative and define it in detail



TOMORROW'S SESSION



Your team
Your customers
Your business
Yourself



AMPLIFY YOUR IMPACT

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DAY 3

7th December 2022

Frances Quinn

FUN FACT!

**My quarterly
planning &
reflection ritual
is non-
negotiable!**



AMPLIFY YOUR IMPACT

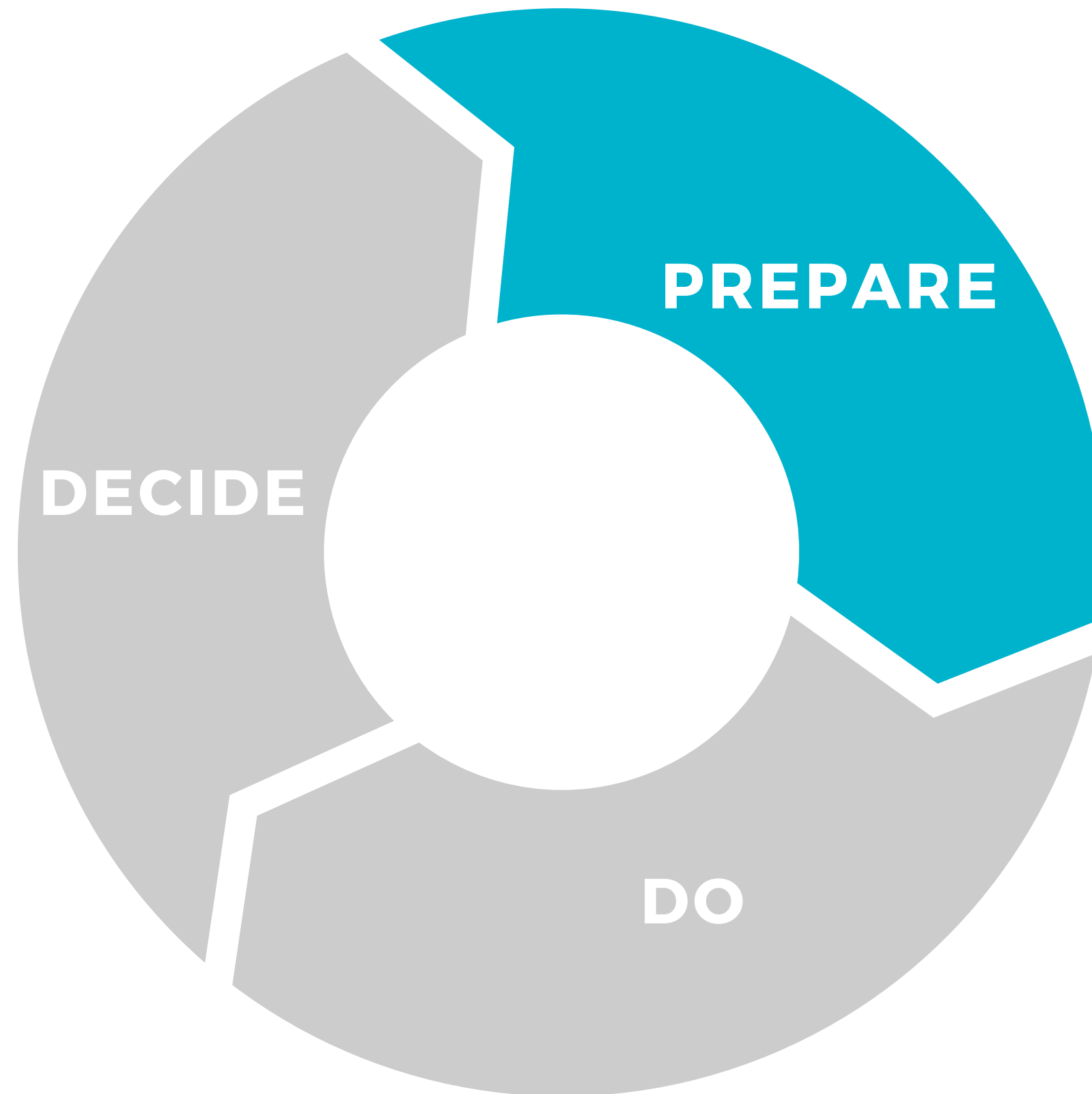
*Plans are nothing.
Planning is everything.*

Dwight D. Eisenhower



AMPLIFY YOUR IMPACT

SUCCESS FRAMEWORK



Your team
Your customers
Your business
Yourself



AMPLIFY YOUR IMPACT

STEP 2 - PREPARE

PLAN

RESOURCE

SHARE



AMPLIFY YOUR IMPACT

PLAN

WHAT NEEDS TO BE DONE

WHO WILL DO EACH THING

WHEN AND IN WHAT ORDER

WHERE WILL WE COLLABORATE

HOW WILL WE KNOW WE'VE SUCCEEDED

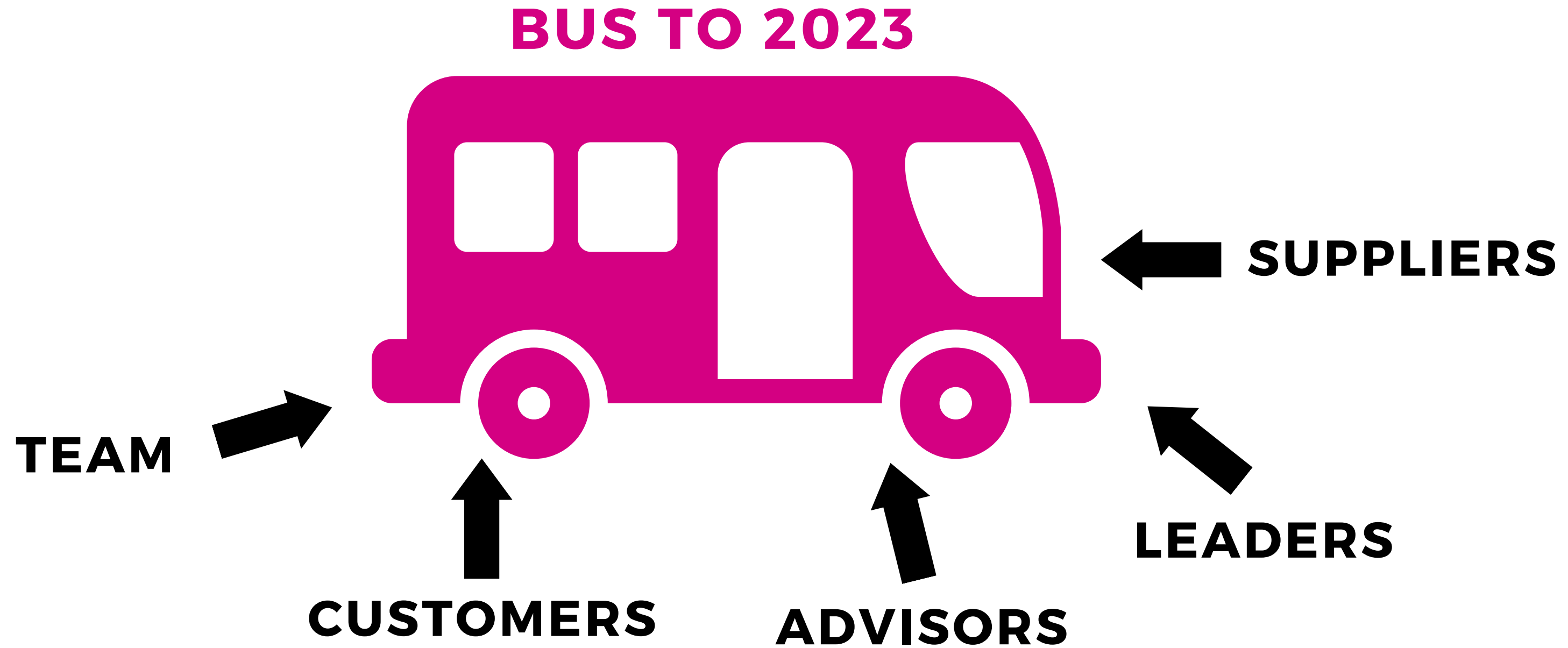


AMPLIFY YOUR IMPACT

RESOURCE



SHARE



AMPLIFY YOUR IMPACT

PUTTING IT INTO PRACTICE

THE SCENARIO

- Large Psychology Practice
- Goal to build an Onboarding Process for new staff
- Lots of 'how we do things' training to do, plus systems, processes, policies

THE SOLUTION

- Mapped out the stages & actions step by step
- Defined timeframes, allocated resources
- Built a communications plan
- Allocated a project manager

THE CHALLENGE

- Project had been on Santa's wish list for a long time
- Labour market incredibly challenging post-covid
- Didn't know where to start

THE OUTCOME

- Phase 1 of the project completed in 12 weeks
- Phases 2 & 3 mapped out & underway
- Strong buy in from team members and leaders
- Infused project framework in business



WORDS OF WISDOM

Don't do too many projects at once - even with lots of team members, every project involves other people.

Delegate tasks to your team - they will do it better, faster, and get lost down fewer rabbit holes.

Once you've put the framework into practice, you can reuse the bones of it for future projects.

Accountability is key to success for everyone involved in the project.



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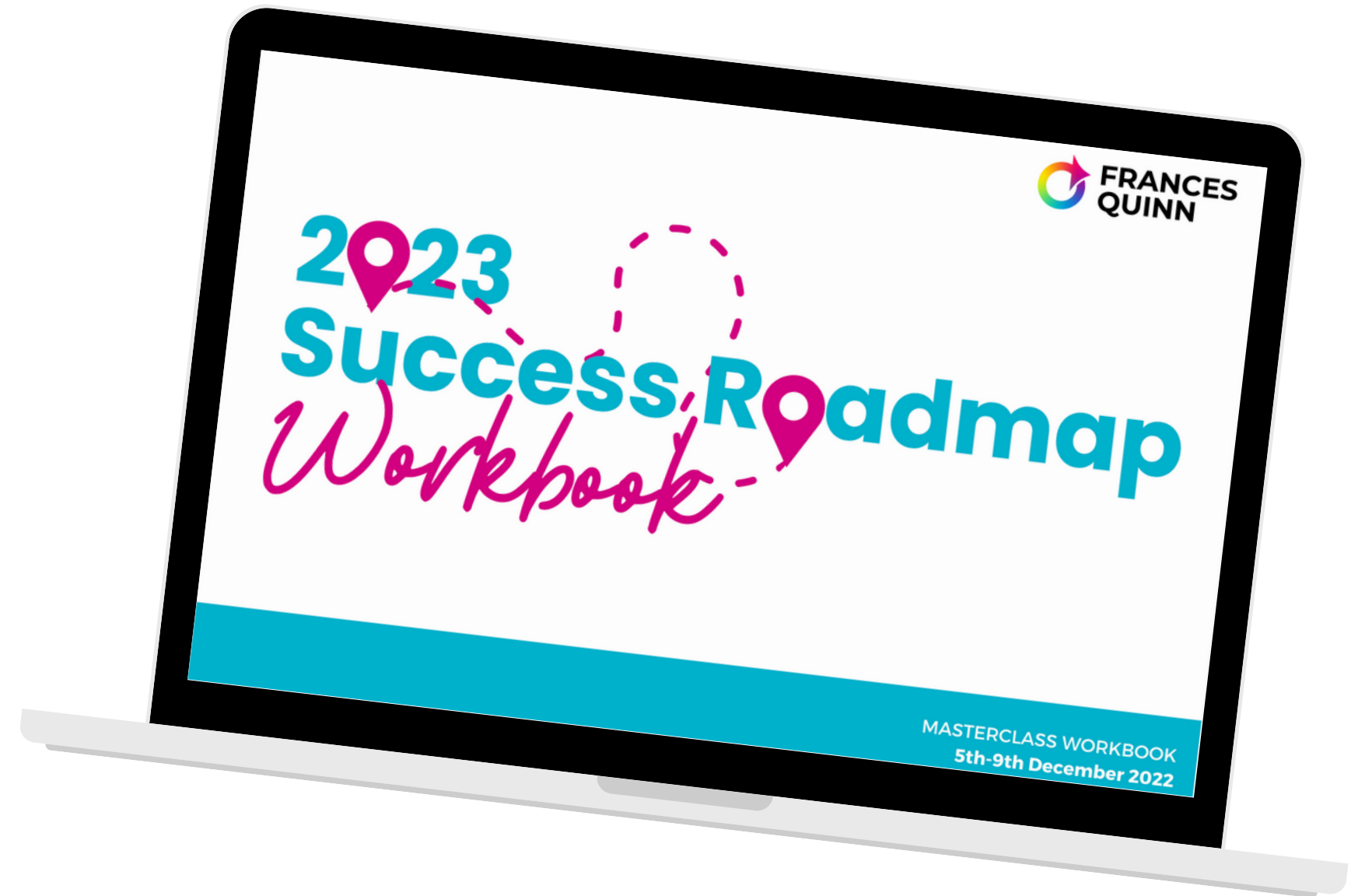
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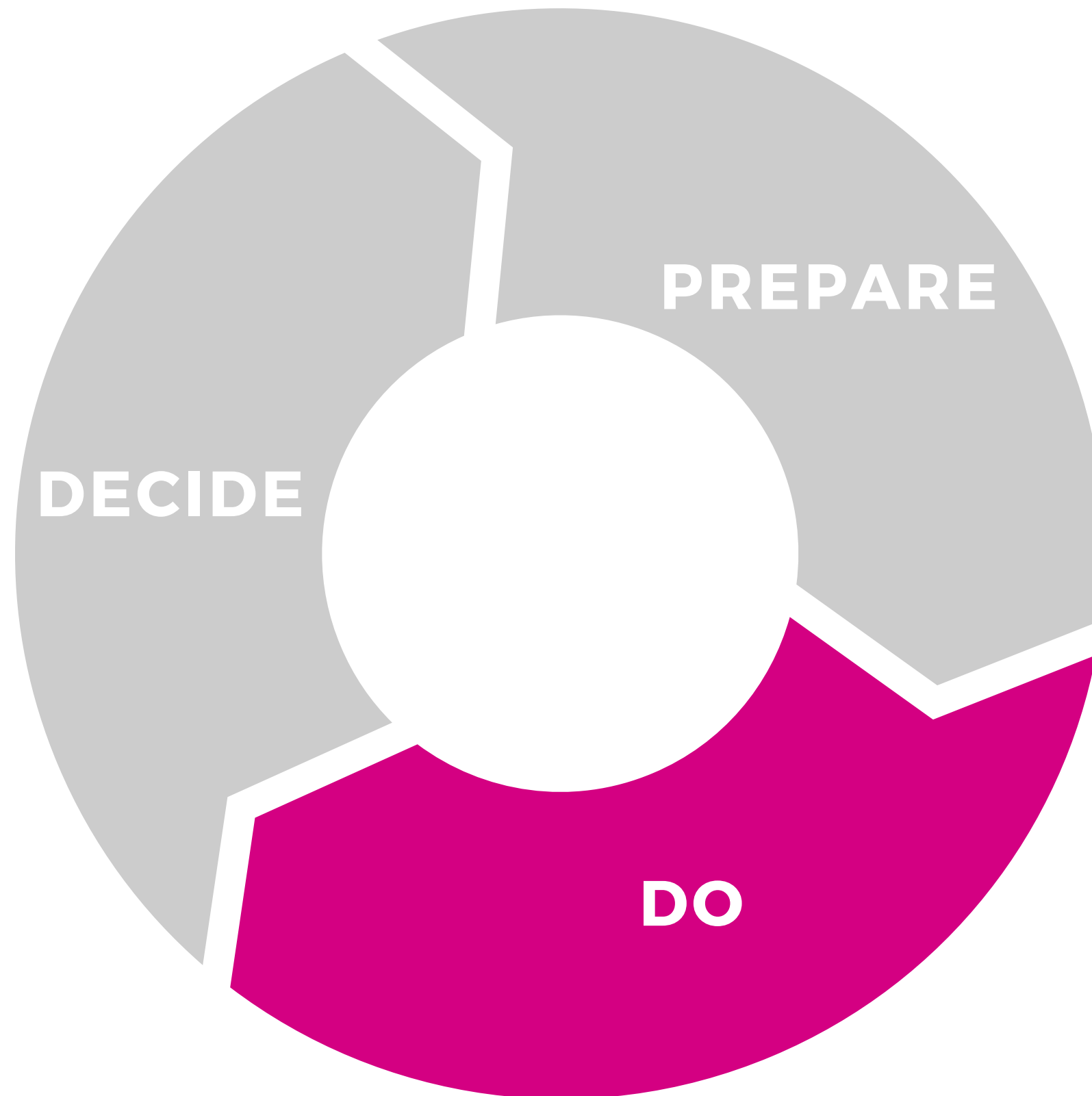
HOMework

IN YOUR WORKBOOK...

- Map out all the steps to deliver your highest priority initiative
- Identify the resources you will need to allocate
- List who you will need to share your vision with



TOMORROW'S SESSION



Follow the plan
Manage impacts
Measure progress
Celebrate success



SEE YOU TOMORROW!

(VIP's please stick around for your Q&A call)

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FUN FACT!

I am step-mother to two adventurous boys



AMPLIFY YOUR IMPACT





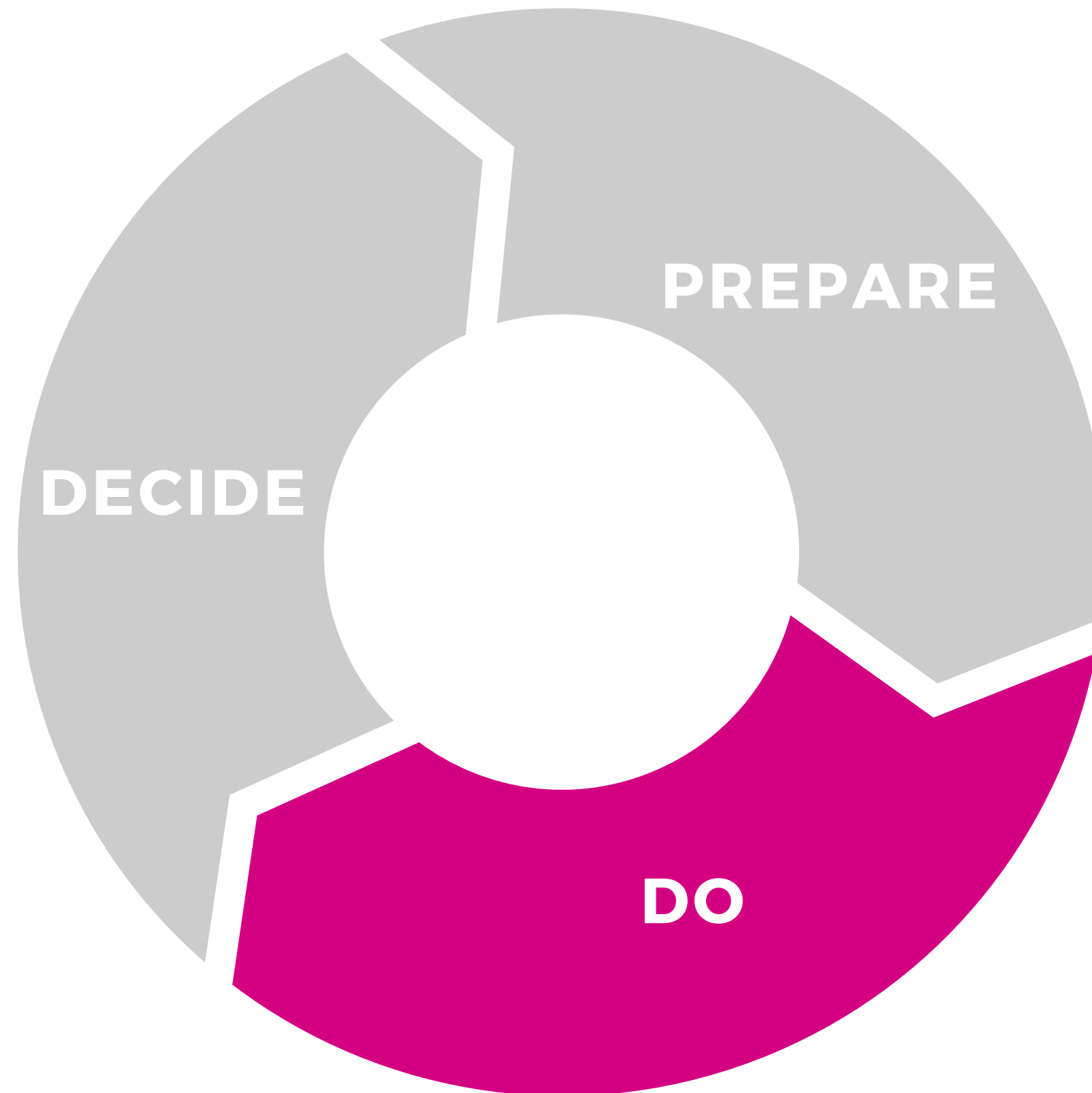
***Vision without
execution is delusion.***

Thomas A. Edison



AMPLIFY YOUR IMPACT

SUCCESS FRAMEWORK



Follow the plan
Manage impacts
Measure progress
Celebrate success



STEP 3 - DO

MANAGE

MEASURE

CELEBRATE



AMPLIFY YOUR IMPACT

MANAGE

IMPLEMENT THE PLAN

ADAPT TO CHANGES

IDENTIFY THE IMPACT

REVISE THE PLAN

SHARE THE UPDATES



AMPLIFY YOUR IMPACT

MEASURE

PROJECT SUCCESS

PROGRESS

OUTCOMES

ISSUES

BUSINESS SUCCESS

INPUT

IMPACTS

RESULTS



AMPLIFY YOUR IMPACT

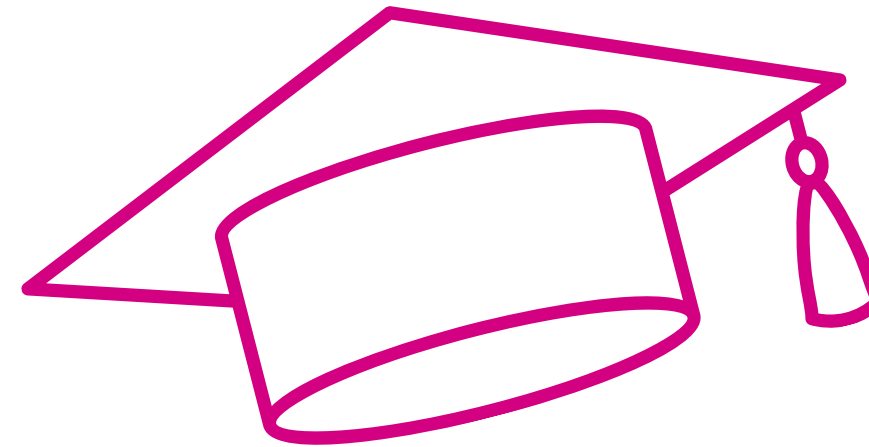
CELEBRATE



WINS



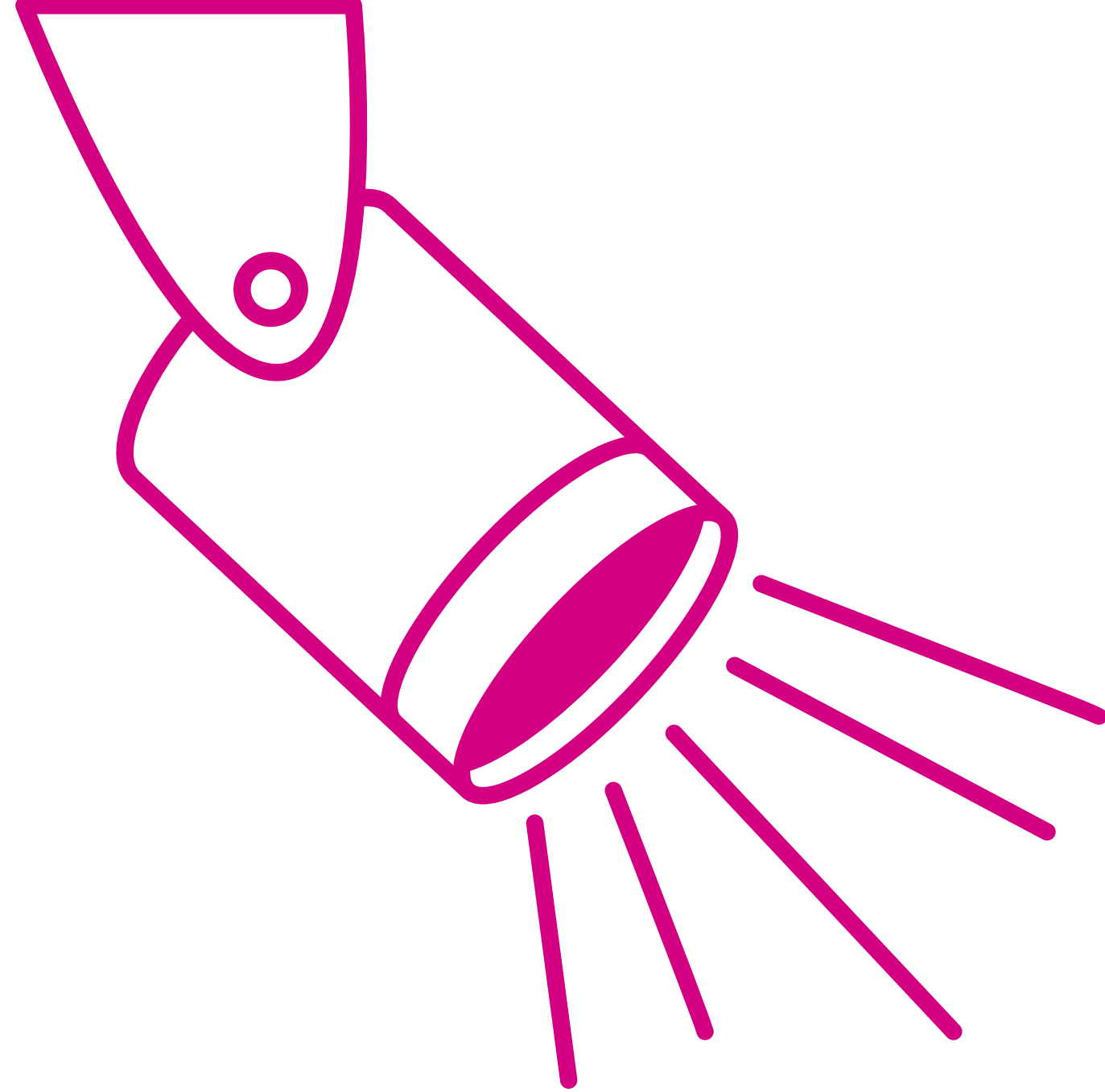
MILESTONES



LESSONS



PUTTING IT INTO PRACTICE



AMPLIFY YOUR IMPACT

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HOMEWORK

IN YOUR WORKBOOK...

- Define how you will measure the progress and results from your project
- Identify how and when you will celebrate success



TOMORROW'S SESSION



SEE YOU TOMORROW!

(VIP's please stick around for your Q&A call)

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DAY 5

9th December 2022

Frances Quinn

FUN FACT!

I live here.



AMPLIFY YOUR IMPACT

*If you take small,
intentional steps toward
your goal every day, you
can't help but reach it.*

Me



AMPLIFY YOUR IMPACT

SUCCESS FRAMEWORK



STEPS TO SUCCESS

DECIDE

IDENTIFY

PRIORITISE

DEFINE

PREPARE

PLAN

RESOURCE

SHARE

DO

MANAGE

MEASURE

CELEBRATE

AMPLIFY YOUR IMPACT



RHYTHMS & RITUALS

ANNUAL SUCCESS ROADMAP

QUARTERLY PLANNING & REFLECTION

MONTHLY GOAL SETTING & REVIEW

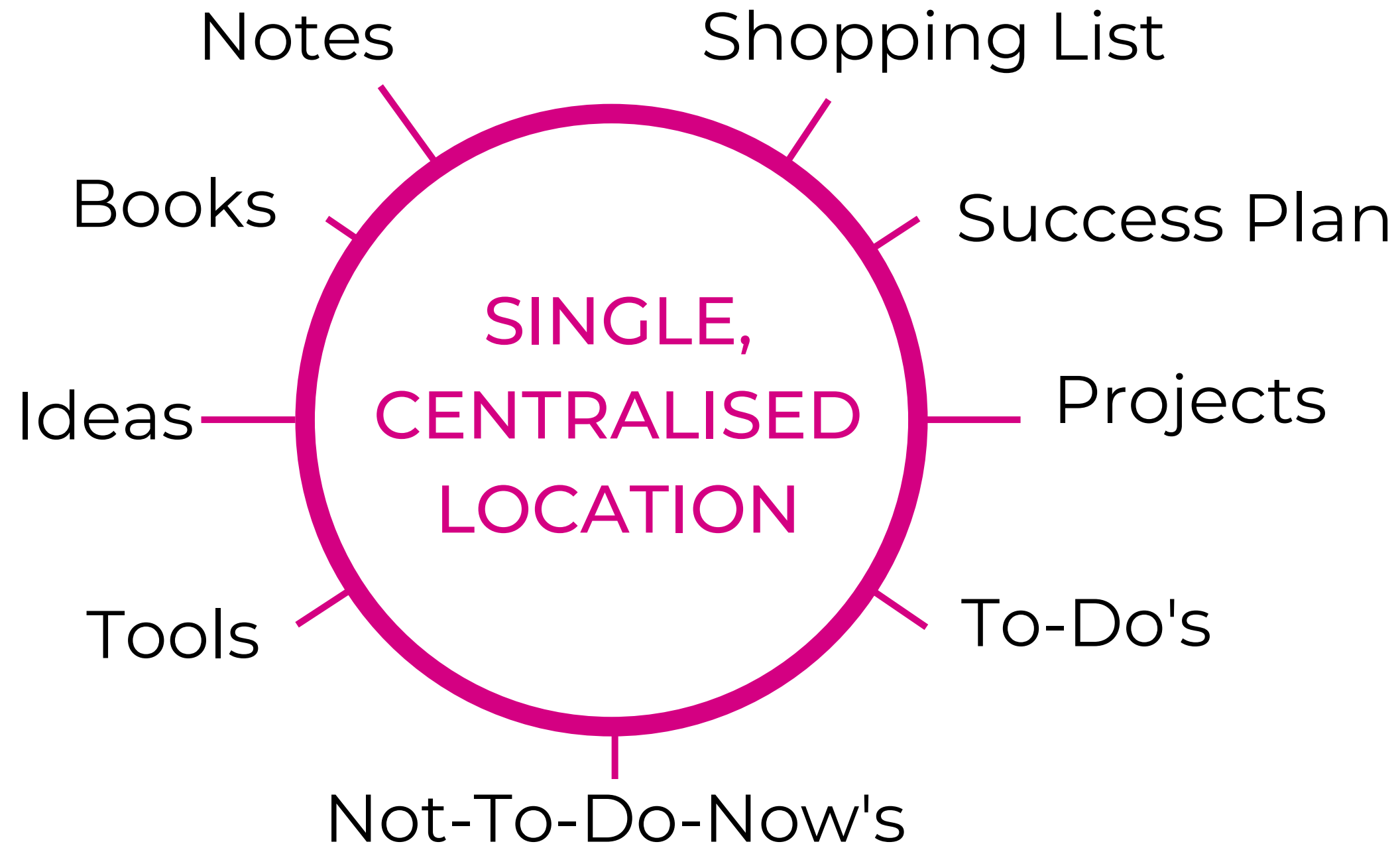
WEEKLY PLANNING

DAILY ACTION



AMPLIFY YOUR IMPACT

PERSONAL PRODUCTIVITY



FOCUS & FLOW

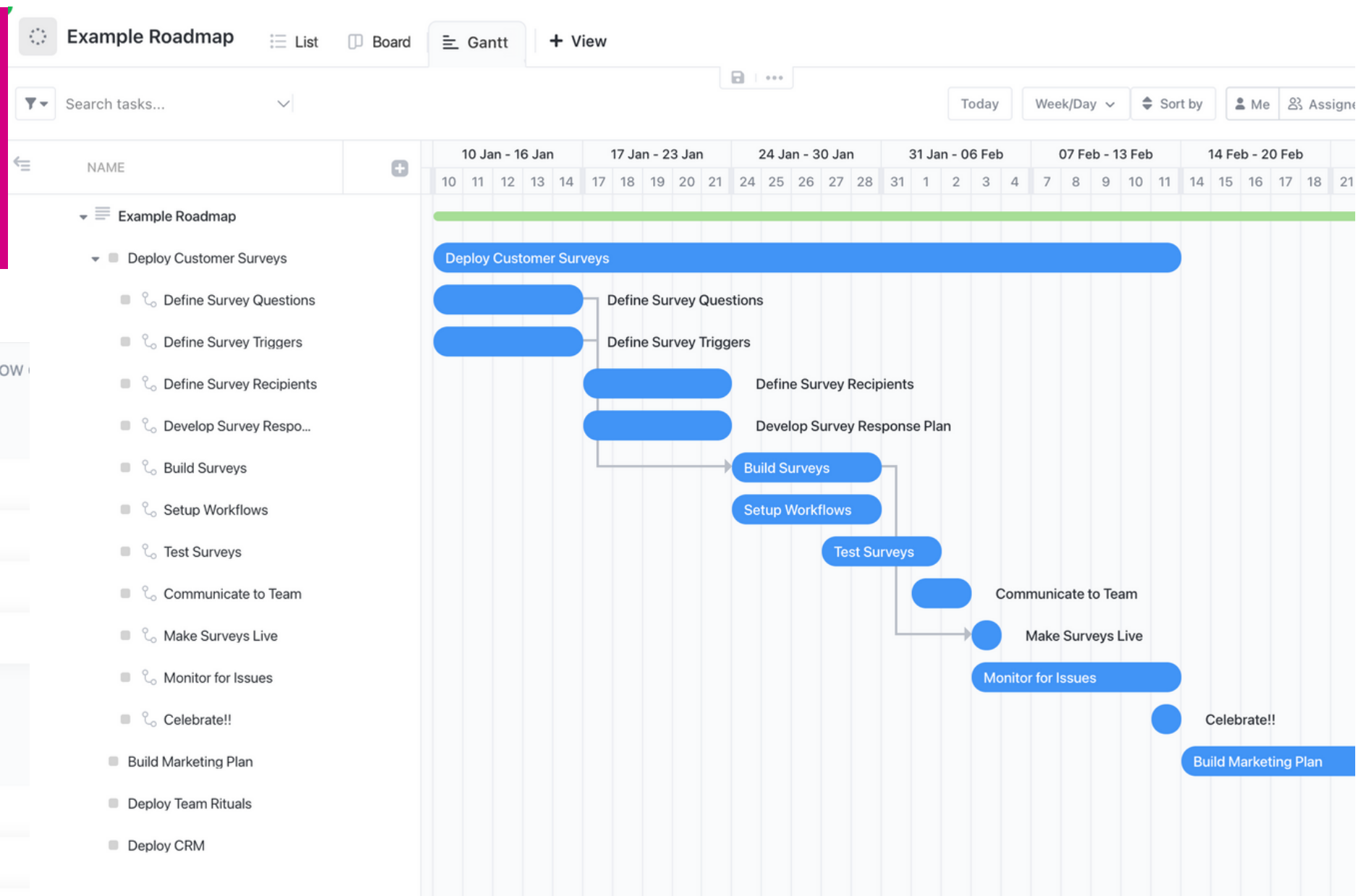


TOOLS

CLICKUP
ASANA
TRELLO

Operations Plan (Example) + NEW TASK SHOW

	FY QUARTER
SALES 4 TASKS	
Document Current Sales Practices q1	Q1 - Jul-Sep
Agree & Document Desired End-State Process q2	Q2 - Oct-Dec
Select Technology to Support Process q3	Q3 - Jan-Mar
Implement Sales Automation Activities q4	Q4 - Apr-Jun
+ New task	
MARKETING 4 TASKS	
Develop Marketing Strategy 5 q1	Q1 - Jul-Sep
Execute Facebook Plan q2	Q2 - Oct-Dec
New Website Development q3	Q3 - Jan-Mar
Execute SEO Plan q4	Q4 - Apr-Jun
+ New task	



AMPLIFY YOUR IMPACT



HOMEWORK

PUT IT INTO PRACTICE...

- Build the rituals and habits that will work for you
- Find the right tool to manage your productivity
- Take imperfect action!!



EXCLUSIVE SCHOLARSHIP OPPORTUNITY

FINAL CALL

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