

A black and white close-up portrait of a woman with long, light-colored hair, wearing a dark, ribbed headband. She is looking off to the right with a focused expression. The background is blurred.

# OUTPERFORM 2020

DAILY EXECUTION. EXTRAORDINARY RESULTS.

SCOTT WELLE

**OUTPERFORM**  
T H E N O R M

**SCOTT WELLE**

# DAILY EXECUTION. EXTRAORDINARY RESULTS.

"ANY goal is realistic with an intelligent plan to accomplish it."

**Daily Execution. Extraordinary Results.** goes deep into the science of goal achievement, motivation and habit formation to create long-term lasting outcomes instead of short-term performance spikes.

Five questions we will answer to fuel your success:



## 1. WHERE ARE YOU GOING?

Our lives are evaluated on outcomes. In business, these are results, deliverables, KPI's, metrics, etc. It's the end destination of our daily effort. It provides motivation and direction.



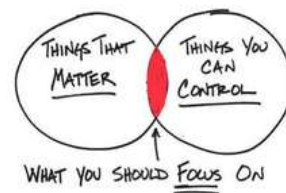
## 2. WHY DOES IT MATTER?

Answering "Why" peels back the onion to unlock "psychological necessity;" one of the most powerful intrinsic motivators. It unlocks a level of passion & purpose you never knew existed.



## 3. WHEN WILL YOU ARRIVE?

Long-term goals are directly at odds with our society of instant gratification. We need to identify not only when you'll arrive, but the components, benchmarks and milestones to keep you motivated, AND on track.



## 4. HOW WILL YOU GET THERE?

This is where goal achievement comes alive. It focuses on the controllable activities and actions that truly move the needle, and if executed upon daily, brings your extraordinary results to fruition.



## 5. WHAT CAN GET IN YOUR WAY?

These are the barriers and obstacles that stand in your way (the "road construction" to your end destination). Identifying and developing contingency plans ahead of time is critical to goal achievement.



GOAL ACHIEVEMENT FOR OUTPERFORMERS

# DAILY EXECUTION. EXTRAORDINARY RESULTS.

**WHERE ARE YOU NOW?**  
*Your starting point*



**WHERE ARE YOU GOING?**  
*Your end destination*

**WHY DOES IT MATTER?**  
*Who does it benefit?*

**WHEN WILL YOU ARRIVE?**  
*What are the benchmarks? Milestones? Checkpoints? Steps?*

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**HOW WILL YOU GET THERE?**  
*Actions and activities. What matters most + what's in your control.*

	M	T	W	R	F	M	T	W	R	F

**WHAT CAN GET IN YOUR WAY?**  
*What are the barriers? Risks? Can you do anything about it?*

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