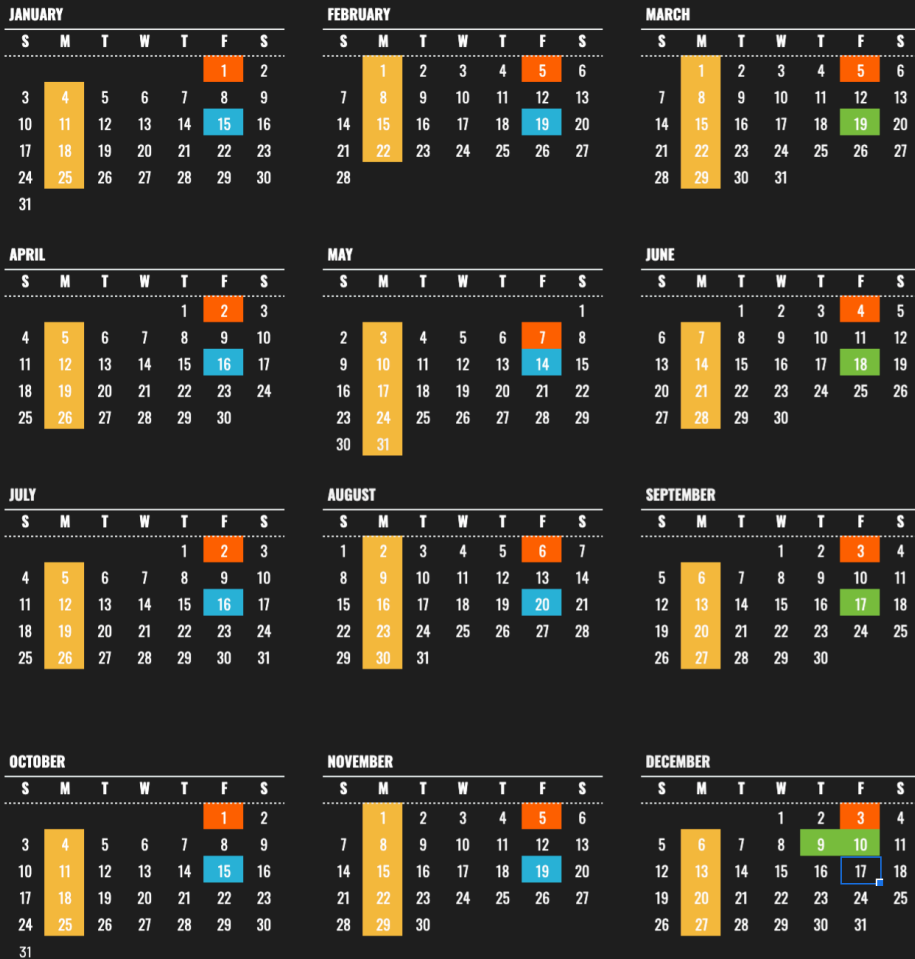


# 2021



## BALANCING THE SHORT-TERM AND THE LONG-TERM IN YOUR BUSINESS

One of the most common challenges in any business is for all of the focus and energy to go to the daily demands of running a business. Giving all of your attention to addressing the “here and now” (you know... customer calls, the unread messages you have in your inbox or Slack, the bank reconciliation and accounting work you need to get done, the payroll processing that is due AGAIN, your team member calling in sick or, even worse, giving you their notice, and countless other things that come at you every day), means you have nothing left for the more-important-but-less-urgent work of enabling growth, like building new capabilities, improving processes and/or adding amazing new talent to the team.

One thing is certain. If every ounce of time, energy, resources, and attention is spent on keeping the current version of your business going, you will never build the business you say you always wanted. Short-term urgency will always beat out long-term importance, UNLESS... you learn how to give adequate attention to both the short-term and long-term sides of your business.

Though it may feel impossible at first, creating space in your calendar to ensure long-term, strategic progress is happening in your business will enable you to move your business forward. Once you've tasted the benefits of adhering to a consistent planning and execution rhythm, you will never go back. In fact, once you feel momentum building towards your intentionally created future, you'll wonder why you didn't insist on leveraging a meeting rhythm much sooner.

Each of the meetings we're recommending here is crucial to balancing the short-term and the long-term sides of your business and is an essential part of the Elite Business Growth Method. If you want to learn more about the Elite Business Growth Method or want our help to create a powerful meeting rhythm in your business, please visit our website: <https://growwithelite.com/>

MEETING	PURPOSE	ATTENDEES	FREQUENCY
<b>ANNUAL/QUARTERLY PLANNING</b>	Strategic	Senior Leadership	1 Day quarterly 2 Days for annual
<b>COMPANY MEETINGS</b>	Whole team remembers & energized	All Company	Monthly, 1 hour
<b>MONTHLY LEADERSHIP</b>	Strategic AND Execution	Senior Leadership	Monthly, 1/2 day
<b>KPI/DASHBOARD REVIEW</b>	Execution	Senior Leadership	Weekly, 60-90 min.
<b>1:1'S</b>	Accountability and Support	Leader and Direct Reports	Weekly, 30 min.
<b>TEAM HUDDLE</b>	Execution	All Team Members	Daily, 5-10 min.