



CanineCareHub

THE 90-Day Reset SUPPORT PACK

*More than just a resource – it's your companion
on the path to success in the world of canine
specialist businesses.*

www.caninecarehub.com
www.elizabethhack.co.uk



Wealth Acceleration Goals (WAG) Sheet



Passion Statement

Bum Squeeze Target (BST)

Top Dog

Core Values

Measurables

6 Questions for Building Passion Statement



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1

Why did you start your business?

2

Why was that important to you?

3

Why haven't you given up so far?

6 Questions for Building Passion Statement



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4

What does your business do?

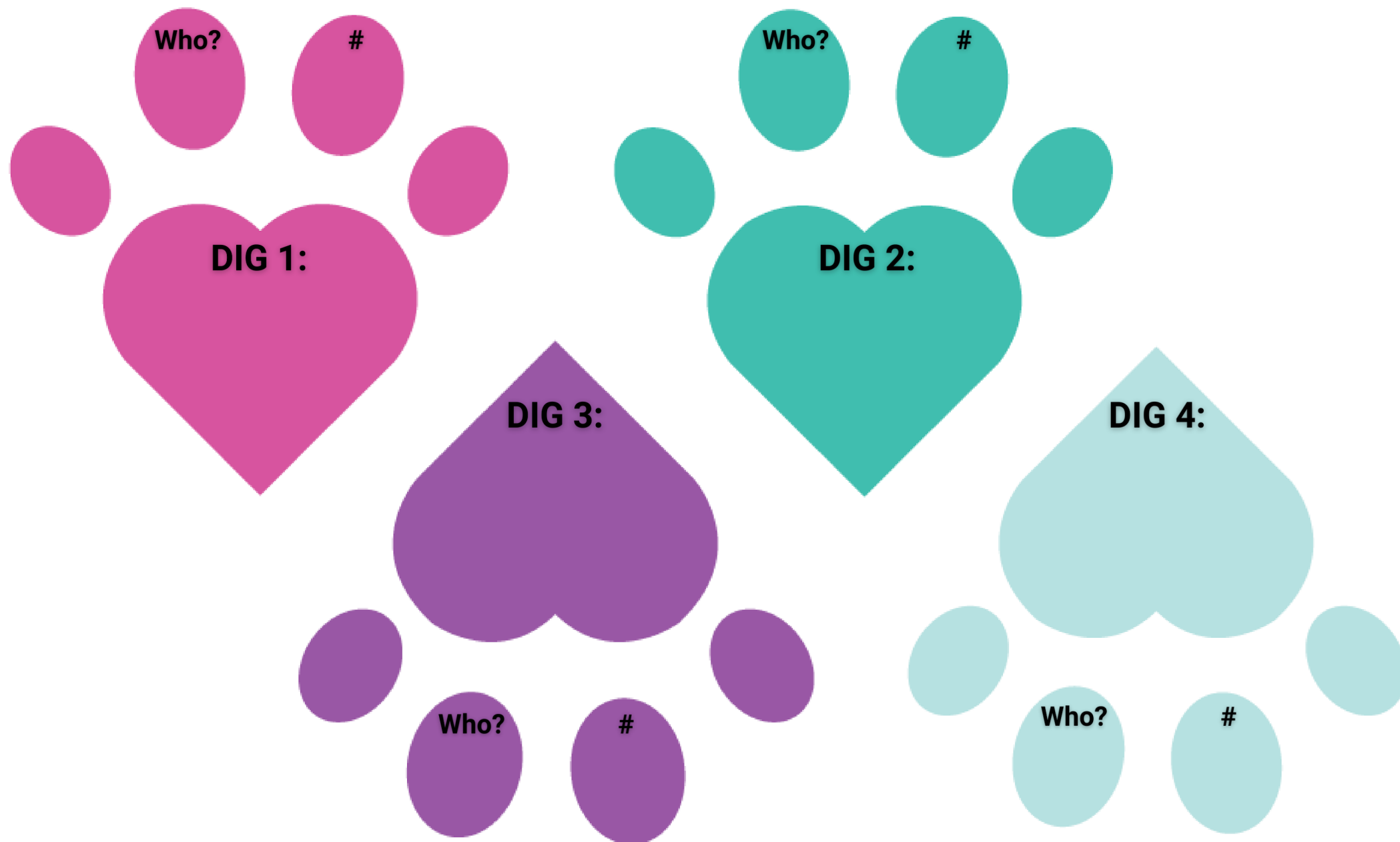
5

Why is this important to you?

6

Finally, why do you want to have an impact in that area?

Defined Implementable Goals (DIG) Sheet



DIG 1:

Who? #

DIG 2:

Who? #

DIG 3:

Who? #

DIG 4:

Who? #



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90-DAY RESET HOW-TO GUIDE

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Do you want to be more productive in the next 90 days?

Do you want more buy-in from your team?

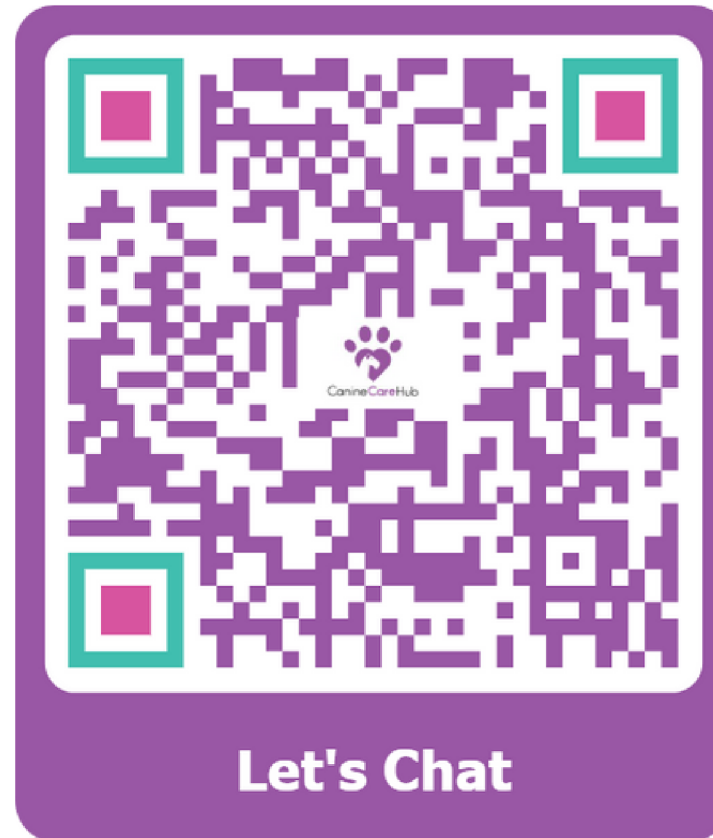
Would you like more structure, clarity and accountability?




YES!



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**Then it's time to book your
next 90-Day Reset into
your diary!**



As a Business Success Coach and 90-Day Reset Facilitator with over a decade of experience, I get the privilege to speak and work with canine professional business owners around the world and I have found that so many of the issues that are shared with me can be resolved by simply pulling the team out of the business for the day to work on the business.

I know for most owners this strikes fear into their souls but TRUST ME , it is worth it! It has been proven via studies of both people and businesses across the globe that 90 Days is about as long as humans can focus. We are able to picture long term goals but the actionable items to move us towards that goal, must be broken down into 90 day segments to achieve it. If a team does not reconnect every 90 days then this is where we find business' getting off track, losing focus, achieving less successes and often experience a breakdown in the team culture.





A 90 Day Reset for your business is a bit like going from having a team of cats that you need to herd to turning into an elite sled team of huskies all pulling in the same direction, moving your business forward with momentum

During this guide, I am going to build out and highlight the process of running a smooth and effective 90-Day Reset.

90 Day Resets should happen every 90 days in your business - Ideally in alignment with the quarters of the year. We recommend the first week of January, April, July and October for this reason. Pre-setting your 90 Day Resets is the way to set yourself up for success. The purpose of a 90 Day Reset is to dust ourselves off from the previous quarter, get on the same page, solve obstacles and plan for the next 90 days. These Meetings are all day events (typically 9am - 4pm) and for best results should be held off site.





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PRE 90-DAY RESET PREP WORK

After listening to my training you are now aware of the tools that you need for your day. I have also provided these to you as part of this Support Pack exclusively as part of the Pawsitively Profitable 1-1 Coaching Programme.

90-DAY RESET CHECKLIST

- ❧ Print and Prepare 1 x of each document for each person attending:
 - ❧ Your current Wealth Accelerated Goals Sheet
 - *if you do not have a current one you will work on creating one at your next meeting*
 - ❧ Blank Version of your Wealth Accelerated Goals Sheet
 - ❧ Last Quarters DIG Sheet (if you have one)
 - ❧ An up-to-date Scorecard reflecting the yearly and Quarter's numbers
- ❧ Plan an Active Lunch - there will be no time for team to head out and get their own so we normally organise a team lunch in advance
- ❧ Healthy Snacks for the day
- ❧ An item to be the 'elephant in the room' can be as simple as a stapler but I recommend a small toy

90-DAY RESET CHECKLIST



- ❧ Prepare your team to come prepared with:
 - ❧ What they would like to achieve as a practice in the next 90 days
 - ❧ Any business obstacles they know of
 - ❧ Notepad and Pen
- ❧ Schedule in a clarity break away from the business for you to decide on your vision over the next 1,3, and 5 years (You will be sharing this at the meeting)
- ❧ Get prepared to predict revenue, profit, sales and any other key measurables for the next 90 days. (Knowing your current figures helps with this process)
- ❧ Flipchart/ whiteboard and Pens
- ❧ Prepare Room Day Before and arrange for team to arrive 15 mins early for a prompt start time



90-DAY RESET AGENDA

Having an agenda outlined for your day will take the pressure off and ensure all the important outcomes for the day are covered. I have highlighted the very important role of Notetakers and their prompts for the day in **GREEN**.

CONTEXT SETTING (10 MINS)

- 🐾 **Acknowledgment** - Thank the team for being here, “the secret to success is to show up” Objectives - explain the reasons you are getting together - to get the team singing from same hymn sheet
- 🐾 **Rules for the Day**
 - 🐾 **Offline** – No Mobile’s / Screens - we will be having regular breaks to check devices
 - 🐾 **All Break together** – if one person needs to stop we all stop
 - 🐾 **Play 100%** – we are all in and we don’t always need to agree
 - 🐾 **Be Open** – Introduce the ‘Elephant in the Room’ as your tool - this gives the holder of the ‘Elephant in the Room’ the permission to really say what is on their mind with no judgement or backlash.

1



CONTEXT SETTING (10 MINS)

RULES FOR THE DAY (CONTINUATION)

1

- 🐾 **Notetaker** – Allocate a notetaker for the day. The Business owner is not allowed to be the notetaker for the day - Ideally, your Centre/Salon Manager will be the person for this job. They will be in charge of the Wealth Accelerated Goals Sheet, obstacles list and to-do's.
- 🐾 **Permission to Interrupt** – “It is important we stay on track today - do I have everyone's permission to interrupt you if we are going off track?”(Show of hands)
- 🐾 **Hard Stop?** – Does anyone have a hard stop time we need to work to?
(**Notetaker takes this time down**) e.g. someone needs to go out the door to pick up their spouse at 4:30 pm



CHECK IN (15 MIN)

This is a quiet writing exercise, ask your team to take a few minutes to write down:

2

- 🐾 1 Personal Win
- 🐾 1 Professional Win
- 🐾 What has worked well in the last business quarter?
- 🐾 What has not worked in the last quarter?

Once everyone has finished writing, ask for a volunteer to share all 4 of their responses then go around the room clockwise from this person.

The Notetaker will listen to the answers and is to make a list of the “not working” pointers - these will later help you build your obstacles list.



REVIEW DIGS/ REVIEW QUARTER (30 MIN)

3

- 🐾 **Done/ Not done (80%)** - using the DIGs Sheet from last Quarter, go through each DIG and decide whether it was 'Done' or 'Not Done' (no other answer counts). Count the amount of 'Done' DIGs as a percentage. The aim is to have at least 80% of DIGs complete.
- 🐾 **Obstacles list from not done DIGs**- this is where we have an opportunity to air any obstacles or problems encountered with achieving the DIGs that had been set. **Add these to the obstacle list you have already started building**
- 🐾 **Review the Quarter as a whole** - What else happened this quarter that is noteworthy - ask questions here, we want the good and the bad to come out. **Any obstacles that arise need to go on the list**



REVIEW DIGs/ REVIEW QUARTER (30 MIN)

3

- 🐾 **Grade Quarter 1-5** - Give the team 30 secs to write down what they would grade the Quarter on a scale of 1 to 5. 1 Being the worst 90 days in business they could have imagined, 5 being the best productive and fulfilling 90 days they could have in business. Now do a team share.

The point of this exercise is to understand whether the team has similar perceptions of how the quarter went

- 🐾 **Put Quarter in a box** - If it has been a great quarter, schedule a celebration day to recognise the achievements made then we metaphorically box the quarter up and not look at it again. If it has been a terrible quarter, commit to making the next 90 days much better, put it in your metaphorical box and remove it from your mind.

It is time to start afresh - no more time looking back, this is the turning point of your meeting to only focus on the future. A clean slate for the taking!



COFFEE BREAK!

Everyone breaks at the same time and commits to be back in the room and ready to start at the agreed time.





WORK THROUGH YOUR WAG SHEET (60 MIN)

A Wealth Accelerated Goals Sheet outlines your vision and the plan for your organisation to confirm that everyone is still 100 percent on the same page. Canine Care Hub Clubbers have examples and blank versions of this document ready to use in their Members Portal.

The Business owner is integral during this segment, the clearer they are able to define the vision for the business the more opportunity it creates for the team to completely re-engage, as well as helping everyone to get completely refocused.

For those that have not yet done a Wealth Accelerated Goals Sheet the topics that this document covers are:

- 🐾 **Mission Statement**
- 🐾 **Bum Squeeze Target**
- 🐾 **The Top Dog Marketing Blueprint**
- 🐾 **Core Values**
- 🐾 **Measurables**

4



WORK THROUGH YOUR WAG SHEET (60 MIN)

4

Whilst reviewing each segment of the Wealth Accelerated Goals Sheet with the team this is where we actively encourage the concerns, obstacles, ideas and opportunities to be brought to the surface. **All the obstacles/ challenges that come up are to be added to the obstacles List the notetaker is building.** They are not to be solved now, just noted down.



PROJECT TIME (55 MIN)

There is a lot of variety that can be worked on in this segment. It is also ideal to reach out to your 90 day reset facilitator so you can identify what is going to bring them the most value for the 90 day reset. Below is a list of the tools/trust-building exercises that you may want to consider:

5

- 🐾 **Organisation Chart**
- 🐾 **Core Values**
- 🐾 **Scorecard revision**
- 🐾 **SWOT Analysis**
- 🐾 **Personality Tests such as Colours Personality tests, DISC or Myers-Briggs**
- 🐾 **Marketing Focus**
- 🐾 **Book Studies**



Time to come back
agreed on - Lunch is
to be eaten together
and make it fun!





SET UPCOMING D.I.G GOALS (120 MIN)

6

🐾 Step 1.

On your Flip Chart/ Whiteboard! First of all, we set the Date of the next 90-day reset so we know how much time frame we have to achieve these DIGs in. This means everyone getting their diaries out and agreeing on the next time they will sit down together.

🐾 Step 2. **Written exercise to come up with 3-5 business Goals** - give the team 5 minutes to quietly write down (No discussion yet) what they think the most important priorities are for the business to have a record 90 Days. Before they start writing, remind them that less is more and that we are aiming to have 3-5 goals.

🐾 Step 3. **Get all the ideas up on a board** - We call this brain dumping - no discussion, just literally writing out each person's ideas visually on the board - there will be between 3-5 ideas per person at the meeting - don't worry we will cut them down!



SET UPCOMING D.I.G GOALS (120 MIN)

6

- 🐾 Step 4. **Discuss and reduce the amount of Goals** - As we brain dumped, there may be multiple goals that are very similar, there may be some that create discussion.

It is important to note here, that if you are a solo practitioner, your first goal for the 90 Days must be something that fills your cup i.e. starting a new social group/activity once a week.

- 🐾 Step 5. **Defined Implementable Goals** - Once you have decided on your 3-5 Goals make sure they are easy to define so you know what they look like when they are done. Also make sure your goals are something that is within your control to implement within the business.



SET UPCOMING D.I.G GOALS (120 MIN)

6

- 💖 Step 6. **Assign Ownership** - A couple of rules here:
 - 💖 Only one person can be accountable for each DIG (others may assist in getting it done of course)
 - 💖 One person can take multiple DIGs
 - 💖 Ideally whomever is taking the accountability is to volunteer themselves
- 💖 Step 7. **Approval** - once outlined the team is to quickly review and decide whether they agree that if these DIGs are to be achieved that it will push the business to have a record next quarter. Once this agreement has been made absolutely no new outside ideas or distractions are allowed to be added to the business' focus and it is up to the team to stay attentive and true to their set goals.



BREAK TIME!

You are going to need
a celebratory coffee
after all that work!





OBSTACLE NAVIGATION (90 MIN)



7

The Bigger the obstacles list the healthier your business (sounds crazy right?!). It's about bringing the obstacles into awareness just like a set of jumps - when we build the jump up in our mind it is large and daunting yet when we share it and shine a light on it, we realise that its not so large after all. Bringing up obstacles is healthy, I have found over my time that you would expect to find 30 issues/obstacles on average by the end of a 90 Day Reset. Obstacles are fantastic and the more you have the more healthy your business/ leadership team is! We allocate this part of the day to share all the obstacles that have arisen throughout the day, get them out on paper and actually resolve a few!



OBSTACLE NAVIGATION (90 MIN)

7

- 🐾 **Notetaker using the whiteboard/ Flip Chart writes up all the obstacles that they have taken down from the day**
- 🐾 Team is asked to add any further obstacles they make want to discuss to the list
- 🐾 Pick Top 3 obstacles to work on - This is a first come first served process - we want the team to raise their voice and fight for the obstacles they want to solve. The First three obstacles to be brought forward are numbered 1,2,3.
- 🐾 Start with obstacles Number 1 - and tackle it using the PAT Method - Define what the obstacle really is, discuss openly as a team, if you are able to come up with a solution, great! **This will create To-do's which the notetaker will keep track of** and you move onto obstacle labelled number 2, if a solution cannot be found then the obstacle is to simply stay on the Obstacle list for future resolution.
- 🐾 When time is up (You may get through 16 obstacles or maybe only 1! There is no rule here, just the safe space to openly problem solve together) the notetaker will communicate the To-do's so everyone knows what they need to get done.



OBSTACLE NAVIGATION (90 MIN)

7

P

Pinpoint

A

Ask, Get
Curious

T

To-do's



CONCLUDE (10 MIN)

You made it ! To round off the day we like to conclude and hear back from our team how they felt the day has been. This is a quiet written exercise followed by a group share and the questions we are answering are:

8

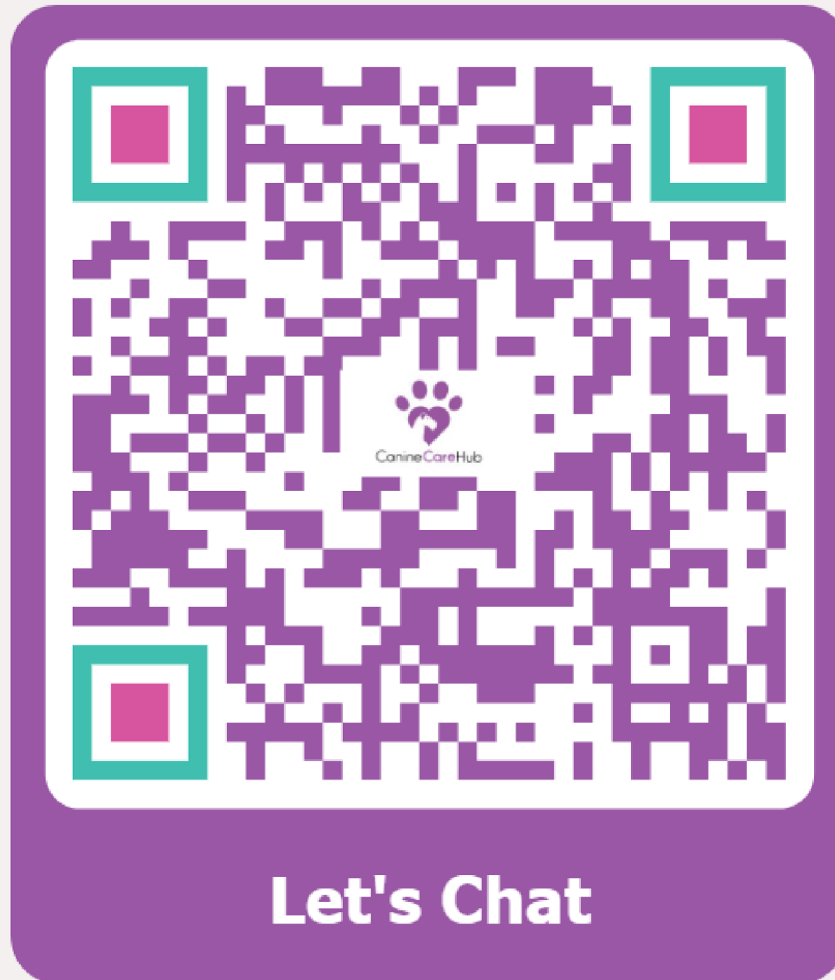
- 🐾 What I feel like saying?
- 🐾 How do you feel?
- 🐾 Rate the 90-day reset (1-10) 1 being 'It was the worst meeting I've ever been to' and 10 being 'Amazing meeting - I am pumped for the next 90 days and know my purpose in the business'
- 🐾 Were your expectations met?



POST 90-DAY RESET WORK

- 💖 Recap To-Do List - make sure the to-do's are to-done in the next 7 days.
- 💖 Update your tools with the new Quarters Information
 - 💖 Wealth Accelerated Goals Sheet
 - 💖 Obstacles List
 - 💖 Organisational Chart
 - 💖 DIG Sheet
 - 💖 Scorecard
- 💖 Schedule your first action on your DIGs within 48hrs.
- 💖 Send out the diary placeholder for the next 90-day reset
- 💖 Share your 90-day reset wins on your Online Pet Health Group!

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HOW TO TAKE A PAW MEETING



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Would you like to feel forward momentum each and every week in your Canine Business?



Would you like to **SAVE** time every week?

In the book Indistractable Nir Eyal he talks about **“time boxing”** - Setting aside certain parts of your day to focus on one area of your life. If, like so many others, you find yourself worrying about your business when you are meant to be sleeping or relaxing for the evening then this is the EXACT tool you need.

Welcome to the PAW Meeting!

With only 60 mins a week you can make create MASSIVE Momentum, accountability and reason for celebration!





It does what it says on the tin!



Nobody wants to be part of a terrible meeting - one that has no agenda, goes on forever and everyone leaves more confused and p***ed off. But that is a thing of the past! I am here to help clarify a new system to run productive and positive meetings to get you and your team pulling together. This in turn will take your business to the next level, increasing a sense of fulfilment and happiness in both yourself and your team (Everyone loves being part of growth!)

CONTEXT FOR THE MEETING:

There is something powerful that happens when you set deadlines. A PEAK of action happens right before it (am I right or am I right?!)

Momentum needs movement and the Productivity, Accountability Weekly Meeting creates this for you. Knowing that someone or your team will be holding you accountable for the actions that you promised every week will give you the boost you need to get “motivated” to make it happen OR to stop and ask for help.

However, when introducing your team to these meetings there is context that is important to be set.

- 🐾 **Best for Business** - Ego can sometimes arise when resolving obstacles or setting tasks, remember the reason you are here is to serve dogs and make the business run effectively to allow you to do that.
- 🐾 **Open and Honest Communication** - this is the safe space to raise obstacles in a calm and respectful manner, be mindful of other people's opinions/feelings whilst sharing yours honestly.
- 🐾 **ONE Conversation at a time** - Everyone will get an opportunity to share. The aim is to find solutions and in order to do that everyone needs to be able to share and be heard.



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MEETING PROCESS

Studies show that if you do the same process, each and every week then this reduces friction, prepares you and your team mentally for what is about to come up and helps keep you on time. It also allows for you to make sure you have your numbers in order ready for the meeting.

Here is an example with timings of a PAW Meeting. Take a note of the colour definitions too:



Pink

Positive Team Bonding Opportunity

Blue

Reporting only - no extra discussion held during these times

Green

Accountability

Purple

LOTS of discussion and interaction needed



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Productivity, Accountability Weekly (PAW) Meeting (Date)

8:00 - 8:05 - Positive Opener

8:05 - 8:10 - Review Measurables - On Track / Off Track

8:10 - 8:15 - Defined Implementable Goals (DIG) Review

1		
2		
3		
4		

8:15 - 8:20 - Headlines

(This can be Good or Bad News - One sentence headlines - any discussion needed gets added to the obstacles list)

Important Dates





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8:20 - 8:25 - To - Do List

8:25 - 8:55 Problem Solving

obstacles / Project List

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

8:55 - 9:00 Conclude

- Up to Date To-Do List
- Reflect and Grade Meeting





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STEP BY STEP HOW TO'S BASED ON COLOUR SECTION





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Pink Team Builder Section - Positive Opener

Team Members go round one by one and share one personal and one professional win from the week before - this puts everyone in the correct head space for the meeting and allows people to share important moments from their lives. This improves team connection and lets everyone know what successes are happening in business which they may not necessary be part of.



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Blue Reporting Sections

During this section we are simply reporting , not discussing or problem solving, the responses from the team are either 'On track' 'Off Track' or a quick one line summary of the headline or celebration.





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Review Measurables

Your Business should have a scorecard with roughly 5 key measurables so that if you were on a desert island you could look at these numbers alone and know if you are on track for the targets set for this current 90 Day World. Bring up your measurables sheet and look at what the number was for the last week and simply report 'On Track' if that number is building you towards the set goal or 'Off Track' if you believe that that number will not help you get to the set goal. If the number is 'Off Track' and needs more discussion say 'Add to Problem Solving'.





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Defined Implementable Goals DIG

Each 90 Days you define DIG's - Your Goals that are specific for your business growth and if only these were to be achieved over the next 90 days then your business will be on target for the biggest year yet. During this segment you review if you are currently on track/ off track to achieving this still.



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Headlines

This is the one sentence headline to update the team and can be about dogs under our care, their owners or about the team - E.g. Head Physio Gill will be on holiday Jan 1st through to Jan 8th or Doggy Client Fido is reportedly now walking without a limp!. Any discussions that are needed based on this information e.g. discussing who will be covering Head Physio Gill are to be added to the problem solving list.



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Conclude

This is a quick reporting exercise to ensure everyone knows what their to-do's are by reading them out and saying "I will" to ensure we are on the same page and to make clear who is accountable for what. We also reflect on whether the meeting stuck to agenda and was productive by giving it a grade A- F



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Green - Accountability Section - To-Do List

This is a moving part section.

First off you will fly through this section as a reporting style starting with someone reading out the task and the owner of the task replying 'Done' or 'Not Done' - no justifying is allowed (albeit tempting!) if it is not fully complete then the response is 'Not Done' and we can discuss in the Problem-Solving Section of the meeting.



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Green - Accountability Section - To-Do List

If the task is done, remove it from the list, if 'Not Done' it stays on.

Then as you go through the problem-solving stage of the meeting to-do's will occur and the tasks will be added under the names of the owner.

This will provide direction, accountability and productivity each week.



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Purple - Problem Solving Task Section

So this is the biggest and the juicy part of your meeting, we allocate 30 minutes towards this section and this is where we can really move the needle as a team. Having a live obstacles/Project list which the whole team may add to at any time is critical to keep a happy productive team.

It is when things are not verbalised that they get dramatised.



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Purple - Problem Solving Task Section

By giving everyone an opportunity to air and own their obstacles that they put on the list, they will be impelled to fix them rather than harbour them and cause bad blood.

Note: Your project/ obstacles list will never be completed, having obstacles brought up and added is healthy, in fact, the more obstacles the healthier! In our 90-day facilitations we celebrate trying to beat other business' obstacles list number!



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Purple - Problem Solving Task Section

With the whole list in front of you (including any obstacles brought up during the reporting/ accountability sections) firstly pick the top 3 items you need to discuss. DO NOT work from the top down, pick out the biggest juiciest items that you need to work on.



Now starting with number 1, follow the G.E.T it process:



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Does everyone understand what the obstacle is? We all need to know what the true problem is we are trying to resolve before doing so!



Once you have all agreed on the true obstacle at hand this is where everyone can openly discuss the obstacle with the aim of solving (not finger pointing / moaning). Remember- No Politicking! If the same person says the same thing twice then it is no longer a discussion, it is politics!



Remember that there is no solution without action. Assign each task from the resolve to someone so that they are accountable for it by adding it to the 'To-do' List. Once the obstacle is solved it gets removed from the obstacle list. You can then move onto the next obstacle in priority order.



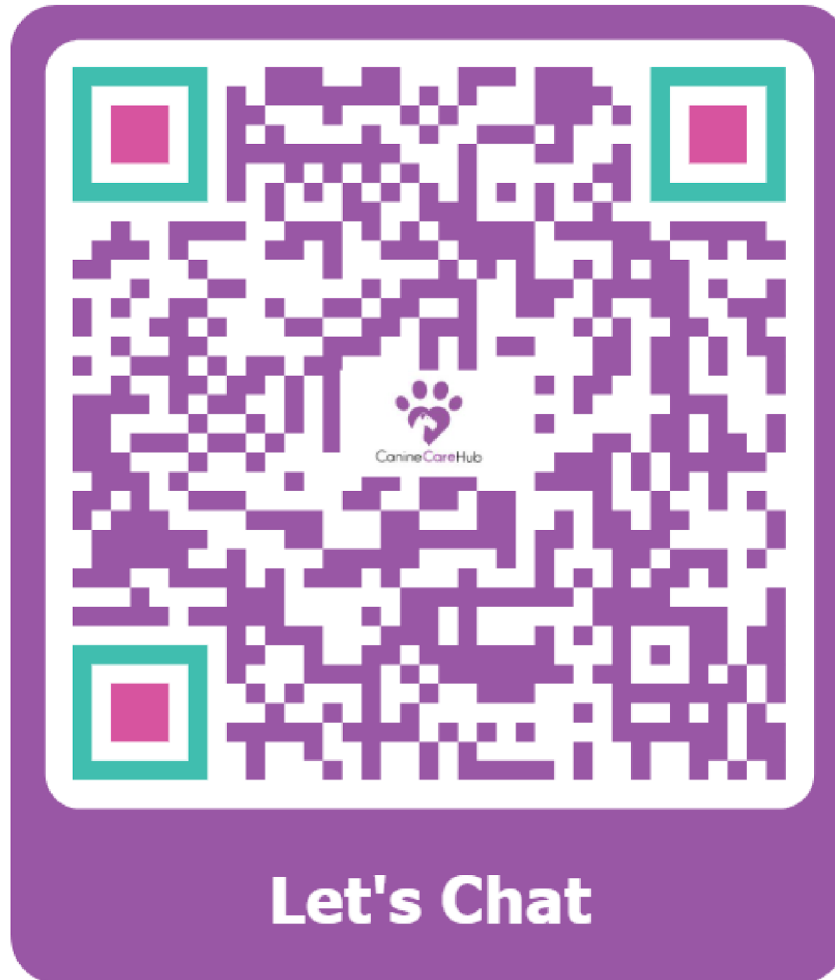
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You may get through only one major obstacles in the hour but you also may get through 10, there are no set expectations for what you may achieve.

If you have run your meeting according to the meeting agenda above your meeting will end on time and there will be clarity and productive tasks assigned to your team to ensure your business continues to grow - Boom! Success!



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