



How to Use the Start-Stop-Keep

Please take 15 minutes to prepare for your planning session and complete the attached exercise. Your answers can be for the whole company or specific to your department or yourself. It would be best if you provided specific and actionable answers.

Example of a good Stop: "We need to Stop our manual sales lead tracking and move to an automated CRM system."

Example of a Start statement to avoid: "We need to Start becoming more effective in sales. " This statement is not actionable or specific.

Start: What are some new activities or strategies that we are not currently doing that we should start doing?

Stop: What are we doing that is ineffective, that we should stop doing to save energy and resources for other opportunities? These are items that will help us "dehassle" our business.

Keep: What is working well that we should continue? Look for bright spots; items, activities and strategies that are working well. Some that we might even want to replicate across the company.

For each section, please provide your top 3 items. Work on this individually, and email your answers to _____ (facilitator) by _____ (date).



Company: _____ **Name:** _____ **Session:** _____

Review your past quarter and prepare for your Planning Session.

Starts: What are some new things that we should consider doing?	
1	
2	
3	

Stops: Any things that we should stop doing? Any time wasters?	
1	
2	
3	

Keeps: What is working well that we should continue?	
1	
2	
3	