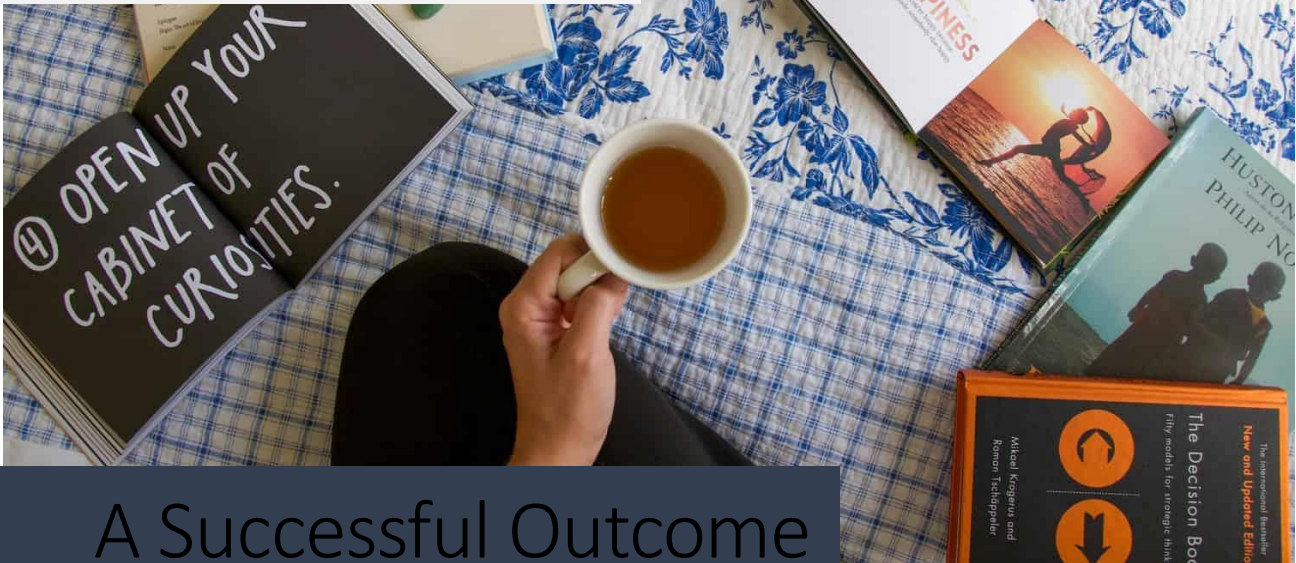


# Applebright Coaching

Client Support Series



## A Successful Outcome High Achieving Focus

When setting the 'successful outcome' in your annual plan there are times when you may be struggling to really define or refine this outcome despite those conversations with your coach, your friends and the ones that you have chatting to yourself in the mirror. If you are to truly live the plan it may be supported by a more succinct outcome that can be returned to by both you and your coach as a mantra to drive your day-to-day progress toward monthly goals and the achievement of the breakthrough year that your plan will be the catalyst for.

This guide is based on tips from Michael Bungay Stanier (MBS) in a video series entitled 'Your year of living brilliantly' but has been adapted to fit into the process of supporting you setting the plan on a page in the workshop phase.

### Creating the successful outcome

*'Working hard unlocks your greatness'* MBS. Getting you from the 'current you' to your 'future you' over the next 12 months. This process recognises that the actual results of your coaching come from the hard work all year and the challenges of your monthly goals, the journey is what counts to attain that outcome. This process applies 4 tests and 3 drafts to get you to the outcome that most resonates for you and becomes your mantra.

### Reminder on setting the successful outcome

You are encouraged to think in the present tense about where you envisage yourself in 12 months' time and in so doing support you to picture how that feels, to know what has changed because of that success.

# Successful Outcome

## Striving for your best year

Consider where the outcome is coming from:  
From the professional you – across organisation, in a start-up plan or in a growth plan  
From the personal you – family, community, relationships, wellbeing

What is the major doorway to the outcome?

**Project** – what work needs to be done to achieve your success

**People** – when your emphasis is on people, the relationships that will make this work

**Patterns** – a deeper self-awareness and what do you want to achieve in yourself

One of these may be the major doorway to set and achieve the

The Successful Outcome should be...

01 **Thrilling** – be ambitious for you, it lights you up, it speaks to your values, it excites you when you read it

02 **Important** – it is ambitious for the world, something that you see making a difference in what you do

03 **Daunting** – it should make you nervous, challenged and it takes you out of their comfort zone, it is not easy!

## The 3 Drafts and 4 Tests for the outcome

### Draft One

Complete a first rough draft, it should come from the thinking in the workshop so far. You can apply the HARD test at this draft (Heartfelt, Animated, Required to attain your outcome, Difficult). Then apply these tests...

### Test One

**The partner test** – this tests ‘thrilling’ and should be someone you know, trust, it could be a coach, a friend, a spouse – your choice. So, show this person the first draft... Your response may range from... mmm outstanding to ... yes, its ok but just get on with it.. to ... No!

### Test Two

**The FOSO test** – this helps you to interrogate the outcome. This helps to test its ‘importance’. **FO**r the **Sa**ke **Of** – it means. For the sake of what am I doing this work. This might help to connect to Simon Synek’s ‘Why’, it will help you to know what the difference is that this outcome will make for you.

### Test Three

**The Goldilocks zone test** – this allows you to test if the outcome is ‘daunting’, does it have the right heft. Is it daunting enough?

### Draft Two

You now have feedback that allows you to work with your coach and to challenge the initial draft. This version should start with an active verb to unlock the greatness you want to achieve.

### Test Four

**The voting test** - Examine the second draft and now look at the draft dispassionately and score it 1-7 on the three qualities of thrillingness, importance and ‘dauntingness’ – this will give you a score between 3-21. If the score doesn’t pass the voting test (18) it might not be right.. you make the final decision.

These simple steps may support you to get to that succinct and motivating successful outcome that sits at the heart of their one-year plan.

