BLUE OCEAN
dream lab

KISS / My weekly monitor

Eight measures. Four steps. Two minutes a day.

Name: _____ Thursday: _____ to Wednesday: _____

Blank = unknown / 0 = no activity. Count completed actions, not points.

MY ACTIVITY	THU	FRI	SAT	SUN	MON	TUE	WED	TOTAL*
CONTACT / Goal: Interest								
New product / test contacts Personal interest; once per person per day.								
New business contacts Personal exchange; no mass messages.								
INFORMATION / Goal: Decision								
Product / test-result conversations Actual conversations; sending a link alone does not count.								
Business information with a follow-up conversation Information discussed; decision or follow-up agreed.								
START / Goal: Activity								
New customers with an agreed product start Order, product use and next support step clarified.								
New partners who completed their first activity First personal contact or information activity completed.								
SYSTEM / Goal: Duplication								
Duplication steps supported Demonstrate, practise together, do independently / pass on.								
Partners carrying out their own KISS activity Different supported partners per day; total = partner-days.								

* Keep measures separate. No combined total or conversion rate: weekly activities may involve different people. Partner activity totals count partner-days, not unique people.

MY WEEKLY FOCUS

What is working? Where am I stuck? One change: _____