



**focus**  
on the  
**future**™

## What is Focus on the Future?<sup>™</sup>

Focus on the Future is the most dynamic event ever created for the contracting industry.

For starters, Focus on the Future takes place in one of the most exciting cities in America — Las Vegas!

Focus on the Future brings attendees from across the contracting industry together for an event filled with motivation and inspiration.

Focus on the Future is an event for you and your entire team. This is for owners, managers, technicians, salespeople, CCR's and bookkeepers. If they are on your team, bring them to Focus on the Future with you.

When you attend, you'll receive much more than a lesson in motivation. You and your team will receive life lessons on how to succeed and raise your performance to a higher level. As an owner, when you send your team to Focus on the Future, it will:

- Show them how to eliminate limitations to their success.
- Let them know where they stand in comparison to others in their same positions.
- Allow you to evaluate their spirit.
- Promote continuous improvement.
- Motivate your top producer to want to compete with other top producers across North America.

As an added benefit — the top #1 Scoreboard performer in each category will receive a complimentary general tuition ticket.\*

**Focus on the Future<sup>™</sup> is the best event for building the power of your team and boosting your team's performance!**

\*Offer limited to one ticket maximum per person.

**“Dynamic,**  
invigorating and informative!  
Good for the **mind** and the **spirit”**

- Janet S.



# Focus on the Future™ 2006

Focus on the Future 2005 in Las Vegas was such a unanimous success that Focus on the Future 2006 is going back!

That's right! You will experience all of the excitement, nightlife, and motivation of Focus on the Future in Las Vegas again on April 28-29, 2006 at the Rio Hotel.

Focus on the Future will be even more dynamic and will bring your team to the pinnacle of success with an incredible lineup of speakers, a jam-packed agenda of sessions designed to strengthen and inspire your team, and the backdrop and excitement of Las Vegas! The incredible 2006 lineup includes:

## Les Brown

Les Brown is an internationally known, award-winning speaker who brings a unique perspective on life and motivation to audiences around the world. Les was born, with his twin brother, on the floor of an abandoned building in a poor section of Miami, Florida called Liberty City. Les and his brother were adopted at the age of six weeks by a single woman. A bored and unmotivated student, Les was mistakenly labeled "educable mentally retarded" (EMR) in the fifth grade. But his hunger to learn and his passion for self-improvement enabled him to rise above his limitations. He served three terms in the Ohio State Legislature, was recognized as Toastmaster's "World's Top 5 Speaker," and today conducts seminars and motivational speeches for Fortune 500 companies and organizations.



## World-Famous Pike Place Fish Market

This high-energy, high impact presentation has left audiences laughing out loud (with occasional shrieks of delight) with something far more profound and lasting. You and your team will take away powerful insights to generate success through teamwork.

You'll be introduced to how the Pike Place Fish Market really became "World-Famous" and an outrageously fun fish-tossing exhibition that could feature you! They'll entertainingly answer the questions: What's beyond successful survival and prosperity in business? Can the people in a company intentionally cause their own future? What happens if you truly empower your employees? Can a company make a difference in the quality of life for people? For our planet?



The experience of the Flying Fish will entertain you as you're inspired to achieve all that is possible when you love what you do.





# Focus on the Future™ 2006

## Jim MacLaren

Jim MacLaren has survived two would-be fatal accidents and risen above all the challenges that life has put in his path. A Yale graduate and a former All-American lacrosse and football player, MacLaren was hit by a New York City bus at age 22 and lost a leg. After the accident he battled back to become a top marathoner and Ironman triathlete, racing against and beating able-bodied competition and earning the rank of the fastest amputee athlete in the world. Eight years after the first accident he was struck again, this time by a van during a triathlon, and became an incomplete quadriplegic. Battling back once more, MacLaren has become a motivational speaker to share his amazing story and positive, courageous attitude and inspire your team to greatness.



## Dr. Hypno

Thousands across America have enjoyed the extraordinary performances of Dr. H's hypnosis shows and stage illusion shows. Dr. H is a stage hypnotist, singer, songwriter, musician, magician, pastor, author, motivational speaker, lecturer, teacher, husband and father. Hypnosis teaches that success is an inside job. The key to making changes in your life is the fact it has to come from inside you. Whether you call it hypnosis, meditation, or being focused.... It can help jump-start the process of change in you! This is one presentation everyone will be talking about!



## Chip Eichelberger

Chip has an incredible track record of getting measurable results for companies and getting audiences to say "WOW"! Ask anyone who has seen him live. For the past nineteen years, Chip has been an achiever in the only place that counts - the trenches. Chip has been an award-winning salesperson for Jantzen Sportswear, and in 1988 he joined world-famous author and motivator Anthony Robbins and quickly became the top field sales leader and trainer in his six years there. Chip is co-author of *10 Secrets of Marketing Success*, creator of the acclaimed tape series *Gaining the Edge!*, the CD entitled *It's Not What the Market is Doing, What are You Doing?*, and the *Get Switched On!* video.



## John Young

Clockwork's resident marketing guru will offer insight into some powerful communication tools with his presentation Metaphors, Analogies, Parables and Similes. Don't miss the chance to benefit from this marketing legend's valuable wisdom and learn how you can use these tools correctly.



## Darren Dixon

Join Clockwork Home Services' President of Retail Operations in his own backyard of Las Vegas as he walks you through what it takes to be successful with Life Worth: Seven Steps to Success. Darren's presentation will have you stepping up and succeeding in no time.



## Rebecca Cassel

Come listen to Rebecca talk about how important it is to Dream Big. Starting as a private accountant and working her way up to Clockwork's President of Franchise Operations, Rebecca knows a thing or two about big dreams. Share her experience and successes and learn how you can have, and realize, your own big dreams.



## The Focus on the Future™ Spirit Contest

The contest that got everyone in the crowd up and dancing last year will be back again! Who will win this year? There's only one way to find out. Get your team registered for the Spirit Contest. What can you and your team do to show everyone that you've got the kind of team spirit that will take you to the top? Bring your ideas, your excitement, and your teamwork to Focus on the Future, and you could win the Spirit Contest! (Please note: You must be registered in advance to participate in the Spirit Contest. A registration form is included in this packet.)

## The Focus on the Future™ Hero Award

We'll be giving out a new award at Focus on the Future 2006. We're going to recognize the true heroes among us. If someone in your company is a true hero in your community, nominate them for this incredible award. There are undoubtedly some amazing stories within our organizations of individuals who have gone above and beyond the call in a heroic way. They may have saved a life, they may volunteer their time in your community, or they may have pitched in to help out when others were in need. Whatever it is, if you know someone in your company is a hero, nominate them for the Focus on the Future Hero Award. (Please note: Nominations must be received in advance. To nominate someone, send in the enclosed Hero Nomination Form).



# The Focus on the Future™ Challenge!

How do you get your team both excited about the opportunity to attend Focus on the Future 2006 and manage the investment to get them all there? The possibilities are as unlimited as your team's potential for success! The Focus on the Future Challenge is just one simple guide you and your team might want to use.

It's important for your team to know that the real benefits will come after they experience the life-changing Focus on the Future message. It's important for you to know that, if the Focus on the Future Challenge is implemented correctly, your team's trip to Las Vegas will be paid for long before you make the trip!

The challenge is a performance-based contest you can hold at your company to encourage your team members to get involved in their own future success while improving your business at the same time.

"Impacted me both **personally** and **professionally**. This is truly a great organization. Focus on the Future™ is **worth every penny!**"

- D. Martini

Here's how it works. First, decide who wants to go. Hopefully, it will be everyone! Next, who wants to go for free? Obviously, everyone would like to go for free. But the final question is the key: Who is willing to make the commitment to go? This program is for them.

You, with your team, decide on a certain dollar amount to set aside from their paycheck each week that will go towards Focus on the Future. (Use the "Going To Focus on the Future Vegas Challenge Agreement" form from [www.focusonthefuture.org](http://www.focusonthefuture.org).) A sample is also included in this package.

Then, you establish an individual goal with each employee that they can strive towards that will improve their performance and the revenue your company generates. If your employee reaches their goal for the week, then you, as the Owner, will cover their agreed-upon weekly investment rather than having it come from their paycheck. If they do not achieve their weekly goal, then the weekly investment will be deducted from their paycheck and set aside towards Focus on the Future.





You decide the amount for each week, but keep in mind that the sooner you start this challenge with your team, the lower the weekly investment will be. Make certain the amount you agree to set aside each week will cover the total investment (air fare, hotel, food and beverage and Focus on the Future tuition).

One last aspect you might choose to implement is a Second Chance Sweepstakes. Because some employees might not have the skill, ability or drive to “win” the trip to Las Vegas beforehand, they could have the chance to be reimbursed for their trip after they return. When an employee comes back energized from the Focus on the Future event you may consider letting them re-establish goals and work to reach them. This will give everyone a chance to get their attendance paid for and will keep the benefit for the company going long after the event.

## How the Challenge Works

Here’s an example of how the contest works. Let’s assume you start your contest on October 10, 2005 (28 weeks before the event). You determine the investment per person for air fare, hotel, food and beverage, and tuition would be approximately \$1,200.00. (\$400 air fare; \$350 hotel; \$200 food and beverage; and \$249 tuition = \$1,199. The Focus on the Future experience = priceless....) You will need to budget for a weekly payroll deduction of \$42.85 for each employee who will be participating in the challenge.

To establish your goals for each employee, look at their performance. Bob, your technician, has an average ticket of \$150. You and Bob would like to see his ticket increase to \$200 by the end of the challenge period. To do that, you and Bob could set up his goals as follows:

<b>Weeks 1 through 7</b>	<b>Average ticket goal of \$160</b>
<b>Weeks 8 through 14</b>	<b>Average ticket goal of \$170</b>
<b>Weeks 15 through 21</b>	<b>Average ticket goal of \$180</b>
<b>Weeks 22 through 28</b>	<b>Average ticket goal of \$200</b>

Cher, your Client Care Representative, has a call capture rate of 76%. You and Cher want to increase her call capture rate to 85%. You and Cher could set up goals for her as follows:

<b>Weeks 1 through 7</b>	<b>Call capture rate of 78%</b>
<b>Weeks 8 through 14</b>	<b>Call capture rate of 80%</b>
<b>Weeks 15 through 21</b>	<b>Call capture rate of 82%</b>
<b>Weeks 22 through 28</b>	<b>Call capture rate of 85%</b>

For every week your team member achieves their goal, no payroll deduction occurs. The company makes the \$42.85 contribution that week. That’s how the employee wins!

Let’s see how the company wins in this example:

Let’s assume that Bob will average 4 calls per day, 5 days per week. Over the 28-week period, Bob will run 560 calls. At his current performance of \$150 average ticket, Bob would generate \$84,000 on those calls. Using the graduated goals set above, on the same number of calls, Bob will now generate \$99,400! That’s an additional \$15,400! Even after you’ve paid for Bob to attend Focus on the Future, he’s still generated a net of \$14,200!

Now let’s look at Cher’s performance. Cher books an average of 20 calls per day @ her average capture rate of 76%. This means that 26 inquiries come in each day. With 5 days per week, she has 100 booked service calls, and over the 28 weeks she would total 2,766 booked service calls. Based on the graduated goals set above, Cher would now be booking 2,958 service calls (with the same number of inquiries — no additional marketing costs associated with these calls!). If your average ticket is \$200, Cher would be directly responsible for driving in an additional \$38,400 into your company.

Would you be willing to invest a total of \$2,400 for Bob and Cher to attend Focus on the Future to yield a return of \$53,800? Of course you would! That’s how the Focus on the Future Challenge works!

**And that’s how both you and your employees win!**



## Getting Started

To get your team fired up about Focus on the Future and the contest, start by holding a company meeting.

- Hang the enclosed poster in your training room or an area frequented by your team to keep the excitement level up and remind your team what they are working to achieve.
- A great way to start your meeting is with Tape #3 of the Mountain Mover Attitude volume of your Building an All Star Team video series. This is titled "Enemies of your Attitude." It will get everyone in a lighter mood and the right frame of mind for what's to come.
- Next, pass out copies of the letter "The Real Secret to..." to your employees. Before you do this though, download the letter from [www.focusonthefuture.org](http://www.focusonthefuture.org) and customize the letters with your name at the end. A sample of the letter is included in this brochure.
- At some point, someone will probably ask about the cost of attending Focus on the Future. Ask your team, "If this event were absolutely free, how many of you would not, would NOT, want to attend?"

"The start of a **great journey** begins with **great preparation.**"  
Focus on the Future™ is that preparation."

- Peter G.

**Everyone on your team should want to attend this dynamic event, and once everyone is excited about it, it's time to introduce the challenge.**





## Introducing the Challenge

Before you hold this meeting, analyze your team's performance so you go into the meeting knowing what your team is currently doing. Use the SGI models as a reference.

Start by giving your team the basics about the contest. Everyone should agree to the standard amount to be put towards the contest each week, and explain that if each employee meets their weekly goals, you will invest the amount for that week.

An alternative to this approach might be to establish team goals. If, as a group, the entire team meets its goals, even if some individuals don't, then the entire team gets a pass that week.

These goals should be your employees' goals, not yours. So, start with Goal Form A found on the [www.focusonthefuture.org](http://www.focusonthefuture.org). A sample of the goal form is also included in this package. Have each employee select the category they would like to target for improvement. The idea behind the weekly goal is to help each of your employees improve in an area where they are the weakest. For example, you may have a technician with a tremendous average ticket but who can't get any clients interested in a club membership. If that's the case, his goal would focus on improving the conversion rate for club memberships. Then, review your employee's current performance in that category, which are numbers you should be tracking! From their current performance, create an achievable goal that will create enough of an improvement to compensate for the weekly investment in that employee's future.

Once you've set the goals, get your team to agree to the challenge by filling out the Agreement form.

Then, have your team fill out the Weekly "Going to Focus on the Future Vegas Challenge" tracking sheet. This will provide the overall picture for your contest.

From there, you need to track your team's results daily using the Daily "Going to Focus on the Future Vegas Challenge" sheets. At the end of each week, transfer the results from the Daily sheet to the Weekly sheet to keep track of each employee's progress.

## Tips for Success

1. Once you know how many of your employees are going to be part of the challenge, log on to [www.focusonthefuture.org](http://www.focusonthefuture.org) and order your tickets to ensure availability. You can also request a paper registration form that you can fax back to us at (314) 727-7237.
2. Once your employees decide on a challenge, make weekly and daily goal forms for each participant and post them in your training room. We recommend a large goal board that is posted in your training room.
3. Manage and update each participant's goal form on a daily basis. It's important to keep these results posted to create a friendly competitive environment among your employees. Plus, by posting the results, you'll keep the contest at the forefront of your team's minds. Make sure you review the numbers with your entire team at least weekly during your weekly team meetings.
4. Order your airline tickets early to ensure discounted rates. For assistance, call Travel Now at 1-800-683-7555
5. Get your team's family members involved in the challenge by mailing home letters and updates. A letter to your team member's spouse — explaining why going to Focus on the Future is so important, and why they should want them to go — will help get everyone on board and excited. Weekly update letters will help keep the employee and his family motivated to succeed. When they do succeed, a letter stating they qualified for a paid trip to Las Vegas will be something the entire family can be proud of. These customizable pieces are available on the web site.
6. Mulligans. In golf, a "mulligan" is a do-over. A free chance to try again. Everyone has a bad week, so give your team the opportunity to use their one "mulligan" whatever week they want. That week the company makes the donation to Focus on the Future, even if the employee didn't reach his or her goal. One free do-over will go a long way towards building a positive attitude.
7. Keep it fun! Keep the excitement going! Celebrate your success! Get creative. You could have card games played during your weekly meetings. Each week the person who has achieved the goal by the highest % could draw a card from a deck of cards. At the end of the challenge period, the person with the best "poker hand" could win some additional prize or special perk from your company.



## Contest Killers to Avoid

### Unachievable Goals

Your goals must be relative to each employee and achievable. Don't expect tremendous improvement overnight. One goal-setting suggestion is to use the "stair-stepper" method. For example, if you are currently converting only 5% of your clients to club members and the model conversion number is 25%, you should work your way to 25%. Perhaps the goals could be: January – 10%, February – 15%, March – 20%, and April – 25%. This allows your team to continually improve as they reach their goals.

Another goal-setting technique is a flat-dollar amount for average service invoice increase. For example, if you would like someone's average invoice to increase from \$150 to \$200, then set a goal of increasing the average invoice to an achievable amount such as \$10.00 over a reasonable length of time.

### Only the Superstars Win

Everyone on your team should have a chance to reach their goal and "win" their trip to Las Vegas. When you develop the goals, look at each person's strengths and weaknesses. Their current production can't decrease, and the goal should be focused on some individual weakness. For example, the superstar selling technician who is weak in producing club memberships should have a goal based around increasing club memberships. This way everyone is required to get better, even the "superstars."

**"Unbeleivable!**

This will **impact** our company and  
**recharge** our **people!**"

- Michele W.



## Contest Killers to Avoid

### No Accountability/Focus

Contests also fail when the leader fails to monitor and post daily results. A contest should be competitive and fun. The leader needs to focus on the results and make a big deal about the achievers daily! Stick with this contest and do not let it fade away; keep it on the top of everyone's mind daily! Your Daily Tracking form will help you with this.

### Poor Tracking

If the tracking is not being done and posted daily, the excitement dies. The most effective way to track is to create tracking boards just for this contest. Use the Daily and Weekly "Going to Vegas Challenge" forms to develop a board for your office! The next part is to make sure there is no cheating to win; this will kill the morale and ruin the contest. Designate someone to verify all reported results so everyone will stay involved.

### Unclear Goals

The goals must be stated and clearly defined so everyone knows where they stand now and where they are expected to end up. People like to know where they stand, and as a leader, it is your responsibility to make sure everyone knows where they stand even without the contest. Don't let this habit stop once the contest is over either. You'll be amazed at what a difference this one change can make in your company!

If you focus on avoiding these five areas and spend some time administering the contest, you will gain and maintain great participation from your team. Collectively, your team and your company will become an awesome force and move you even closer to becoming the most dominant company in your community!

**Register your team for FOTF at  
[www.focusonthefuture.org](http://www.focusonthefuture.org)**

**After attending the event, your  
team will return to your company  
supercharged and motivated so  
that your company continues to  
realize the residual benefits long  
after Focus on the Future.**







[www.focusonthefuture.com](http://www.focusonthefuture.com)