



# CTA Worksheet

**AOR**



**TIMEFRAME**



**GAUGE FOCUS**

**PRIMARY / SECONDARY DRIVER**



**EXPECTED RESULT**



**BRAND DIMENSION**

**FROM X TO Y BY WHEN**

**ALIGNMENT AND OPPORTUNITY**



**BEST PRACTICE / VISUAL STANDARD**



**OBSERVE (GO SEE)**

**PRINT**

**SPECIFIC STEP WITHIN THE BEST PRACTICE**



**MODEL, TEACH, COACH, OR MENTOR**

**WHO, WHAT, AND HOW OFTEN?**

## AOR Accountability Worksheet

MONDAY			
Date / Time	Who?	Executing BP?	Follow Up Notes
<b>Actions – Brand Dimensions – Leader Reflect</b>			
TUESDAY			
Date / Time	Who?	Executing BP?	Follow Up Notes
<b>Actions – Brand Dimensions – Leader Reflect</b>			
WEDNESDAY			
Date / Time	Who?	Executing BP?	Follow Up Notes
<b>Actions – Brand Dimensions – Leader Reflect</b>			
THURSDAY			
Date / Time	Who?	Executing BP?	Follow Up Notes
<b>Actions – Brand Dimensions – Leader Reflect</b>			
FRIDAY			
Date / Time	Who?	Executing BP?	Follow Up Notes
<b>Actions – Brand Dimensions – Leader Reflect</b>			
SATURDAY			
Date / Time	Who?	Executing BP?	Follow Up Notes
<b>Actions – Brand Dimensions – Leader Reflect</b>			

**End of Week Notes: How I will use what I have learned to help my team get better and more consistent.**