

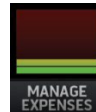
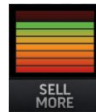
-  MANAGER
-  SENIOR
-  MARKETING
-  WORKFLOW
-  IS
-  ASSISTANT

AOR

CTA Worksheet



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

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