

AIM-GET FRAMEWORK WORKBOOK

Ambition

Second Edition

Introduction

The AIM-GET Framework for Agency Success provides a roadmap that public relations and marketing agency owners can use to build a business that gives them personal and financial satisfaction.

It starts with determining the owner's Ambition (the "A" in AIM-GET). Understanding why you are an agency owner and what you want to get out of it will improve all of the succeeding decisions you make.

This Planning Guide provides a step-by-step process for identifying your goals as an agency owner by examining where you are today – and where you want to be in the future.

Scratch Your ITCH

The key components of Ambition in the AIM-GET Framework are:

- **Inputs.** The amount of time you invest in your agency business.
- **Timing.** When you're working – and just as important, when you're not.
- **Compensation.** Money may not be the only driver for you (or even the main one) but it matters to every agency owner.
- **Happiness.** Your satisfaction as an owner with every aspect of the business – and what it can or should do for you in the future – rounds out the Ambition assessment.

After you have examined your Ambition and how your business stacks up against it, the Planning Guide structures your Action Steps to maximize the likelihood that you achieve your goals.

Inputs

Currently, I work _____ hours per week on average.

Ideally, I would like to work _____ hours per week on average.

Currently, I work an average of _____ weeks per year.

Ideally, I would like to work _____ weeks per year.

Timing

Currently, I work on the following days: MON TUE WED THU FRI SAT SUN

Ideally, I would like to work on the following days: MON TUE WED THU FRI SAT SUN

Currently, my typical workday starts at _____ and ends at _____.

Ideally, I would like to start work at _____ and end at _____.

Currently, I answer calls or emails outside of my preferred work hours

frequently occasionally rarely

Compensation

For each of the past 3 years, my personal compensation from my agency has been _____, _____, and _____.

The minimum amount of income that I require annually to meet my obligations is _____.

My personal income goals for each of the next 3 years are _____, _____, and _____.

Today, I would sell my agency if someone offered me at least _____.

Eventually, I would like to sell my agency if someone offers me at least _____.

Happiness

On a scale of 1 to 5 (from least to most satisfied), this is how I currently feel about my agency:

The overall current condition of my agency business.	1	2	3	4	5
The number of hours I work each week.	1	2	3	4	5
The number of days I work each week.	1	2	3	4	5
The days of week that I typically work.	1	2	3	4	5
The number of weeks I work each year.	1	2	3	4	5
The amount of vacation time I take each year.	1	2	3	4	5
My ability to take time off for personal/family commitments.	1	2	3	4	5
The number and frequency of work interruptions during my preferred personal time.	1	2	3	4	5
The amount of compensation I receive from my agency.	1	2	3	4	5
My personal role and the type of work I regularly perform for my agency.	1	2	3	4	5
The employees and freelancers I work with.	1	2	3	4	5
The clients I serve.	1	2	3	4	5
The opportunities I have to learn and grow.	1	2	3	4	5
The level of risk in my business.	1	2	3	4	5
The level of personal stress I feel as a result of the agency business.	1	2	3	4	5
The path my agency is on for the future.	1	2	3	4	5
My decision to be an agency owner.	1	2	3	4	5

When I look back in 10 years, I will know I have been successful if...

When I look back in 10 years, I will know my agency has been successful if...

To increase my happiness now, I would change the following things about my agency:

I would like to reach the point where I can retire (or work is optional for me) by the following date: _____.

When I am done working at my agency, I will:

- Sell it Keep it in the family Transition to employees Close it

Additional Goals

In addition to what has already been covered in this Planning Guide, the following are Personal and Agency Goals that I want to keep in mind as I continue to build my agency business.

Personal Goals

Agency Goals

Action Plan

To ensure that my agency is aligned with the ambition I have identified in this worksheet, I will take the following steps.

Immediate Steps (less than 90 days)

Short-Term Steps (3 to 6 months)

Intermediate Steps (6 to 24 months)

Long-Term Steps (more than 24 months)

Accountability

My top three goals for the next 12 months to help me better achieve my Ambition are:

1.

2.

3.

I will measure my success at achieving these goals in 12 months with the following metrics:

1.

2.

3.

About the AIM-GET Framework

The AIM-GET Framework for Agency Success was developed by Chip Griffin to help agency owners make key business decisions needed to generate meaningful results.

It establishes a planning and implementation process that ties personal and business objectives together.

The six pillars of the Framework are:

- Ambition
- Identity
- Management
- Growth
- Execution
- Talent



The first three pillars (AIM) act as a compass, pointing the agency in the right direction by establishing the vision and taking a 30,000-foot view of the business.

The second set of pillars (GET) transitions into the day-to-day work it takes to build a sustainable agency that continues to deliver results.

More information can be found at <http://www.smallagencygrowth.com/aim-get>

About SAGA

The Small Agency Growth Alliance works with public relations and marketing agency owners to build better businesses. Through hands-on consulting, training, and advice, Chip Griffin uses his decades of experience to help agency owners achieve their goals.

To learn more about SAGA and how it serves the agency community, please visit www.smallagencygrowth.com.