THE IMPACT FILTER™

1. PROJECT/FOCUS

PURPOSE	What do you want to accomplish? What is your motivation?
IMPORTANCE	What is the difference this will make? What impact will this have?
IDEAL OUTCOME	What does the completed project look like? What is the payoff?

3. SUCCESS CRITERIA

What specific results must be true for this project to be a success?

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2. SELLING YOURSELF

BEST RESULT What's possible if you do take action.	
WORST RESULT What's at risk if you don't take action.	

Name: Date:

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