

PLAY #1

GROWTH

The Eternal Payoff of Winning Monday

**“GROWTH IS GUARANTEED
TO THOSE WHO WIN MONDAY.”**

Win Monday is a playbook to deliver growth. Period. Full stop.

The easiest way to know whether you're growing is to evaluate your stock like a company does.



The goal is always to go up and to the right.

It means a company is healthy and trending in a positive direction over the long game.

PLAY #1: GROWTH

What's often misunderstood is that the line is never straight. There are jagged lines (up, down, up, down) along the way.

The ups are winning sprints. Good days, weeks, months, quarters.

The downs are short-term storms. Bad days, weeks, months, quarters.

But if you zoom out far enough, every company, every team, every person ultimately wants their business and life to go “up and to the right.”

That's growth, and it's also how winning Monday works.



80% of organizations say fostering a growth mindset in employees increases profits and business performance.

Wins are a game of momentum. You stack winning actions, and you win a day. You stack winning days, you win a week.

Winning Weeks lead to Winning Months, Winning Quarters, and Winning Years.

This is the game of momentum we're all playing.

Over time, as your stock goes up and to the right (thanks to this playbook), growth becomes the inevitable result.

Here's the best news of all . . .

To achieve the growth you're after, you're only one weekly habit away.

That habit . . . is to **Win Monday**.

This is what a business athlete does: train for growth, one Monday at a time.

Let's run the play.

WIN MONDAY

PLAY OF THE WEEK

Customize Your Growth Journey

At **WIN MONDAY®**, these are the categories we hear most often when we ask our clients where they want to experience growth.

Leadership	Revenue	Work Relationships
Mindset	Health	Marriage
Financial	Career	Impact
Performance	Productivity	Purpose
Freedom	Happiness	Fulfillment
Success	Work-Life Harmony	Results

Optional—Write Your Own: _____

To grow, we must first establish the areas of business and life we want to grow in.

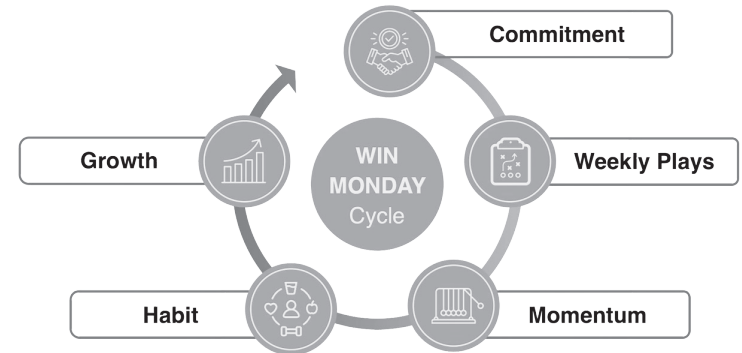
Let's customize your growth journey.

Of the categories listed above, which resonate most? Pick your top three and write them below.

1. _____
2. _____
3. _____

By the end of this playbook, you will achieve guaranteed growth in these areas IF you fully commit to the 52-week playbook.

Remember our **WIN MONDAY®** Cycle.



When you commit to the plays in this playbook, momentum builds, a weekly habit of winning Monday forms, and unstoppable growth begins.

Maintaining Momentum: Take a picture of the previous page and share your top three growth areas with a teammate, maybe even your manager. If you're a leader, share your top three growth areas with your entire team to set the tone. Also, don't forget to make these growth areas visible. Make them your computer or phone background, print them out and post them on your bathroom mirror—anything you need to do to keep your growth goals top of mind and become a business athlete.