

How to Use the Start-Stop-Keep

Please take 15 minutes to prepare for your planning session and complete this attached exercise. Your answers should be specific to yourself and/or your department. It would be best if you provided specific and actionable answers.

Example of a good Stop: "We need to Stop our manual sales lead tracking and move to an automated CRM system" is a good Stop.

Example of a Start statement to avoid: "we need to Start becoming more effective in sales" as this statement is not actionable or specific.

For each section, please provide your top 3 items. Work on this individually, and email your answers to _____ by_____.

Start: New things to consider doing. What you think you or your group should start doing that is not being done today.

Stop: What is ineffective that we need to stop doing and save our energy for other opportunities. These are items that can help us "dehassle" our team.

Keep: What is working well that we should continue. Look for bright spots. Items that are working very well, that we might even want to replicate across the company.

Preparation for Quarterly Planning Session

Company: _____

Date: _____

Name: _____

Starts -New things to consider doing.

- 1.
- 2.
- 3.

Stops- Things we should stop in order to make room for new ideas.

- 1.
- 2.
- 3.

Keeps - What is working well and we should continue

- 1.
- 2.
- 3.

Anything else on your mind? Anything keeping you up at night?

- 1.
- 2.
- 3.