

344: Measure What's Important

10 Point Checklist

Lee Benson

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a 10 point checklist that gives the next, real steps you can take for introducing these insights and optimizing your life.

The image features a dark blue header with the text "Get YOURSELF OPTIMIZED" in white, with a stylized orange infinity symbol graphic above the word "YOURSELF". Below the header is a white banner with the text "HOSTED BY STEPHAN SPENCER" in black and orange. The main area is a portrait of Stephan Spencer, a man with short grey hair, wearing a dark suit jacket, a light blue shirt, and a dark tie. At the bottom of the image is a dark blue footer bar containing a quote in white text: "There's no end to how well you can improve alignment, decisions, and accountability." Below the quote is the name "LEE BENSON" in white capital letters.

10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your ego and stay connected with the beauty of life?
Here are 10 steps that can move you closer to your goals – today.**

- Identify the most important number of my organization. This number will align everyone to a common outcome and guide every team's decision.
- Come up with the ideal most important number for each of the teams in the organization.
- Decide where to focus the resources. Identify the more impactful drivers for my number and concentrate my team's efforts on that.
- Know what to measure and create a scoreboard. Define the most critical metrics to guide decision-making and provide an accurate snapshot of progress.
- Position my company to sell for the highest possible amount of money and real value.
- Futureproof my company. Make sure that the company can keep going and growing even if I'm not working on it.
- Always have enough capital in place to seize opportunities to scale the company. Make sure that my credit lines are available.
- Always create value. Customers aren't buying the pedigree of the people that work at companies. They're buying products or services from their perceived buying value.
- Visit Execute to Win's [website](#) to learn more about the MIND Methodology. Also, download the MIND Methodology™ Playbook at [maxyourmin.com](#).
- Check out Lee Benson's [website](#) to get to know him better and hire him for a speaking engagement.

To view the transcript, resource links and listen to the podcast, visit:

<https://www.getyourselfoptimized.com/measure-whats-important-with-lee-benson/>