


# The Weekly MIT Process

Business Development (BD) is likely the most important project you have, and one that never ends. That should feel *freeing*—growth skills aren't something that “just happens” and they're not skills you're born with or not. Growth can be created. BD skills can be learned. And it all comes down to *habits*. *BD Habits*. Having a system gives you *control*.

It'll put you in control. It'll let you create the future you want. And, once you get up and running, it only takes about 15 minutes a week.

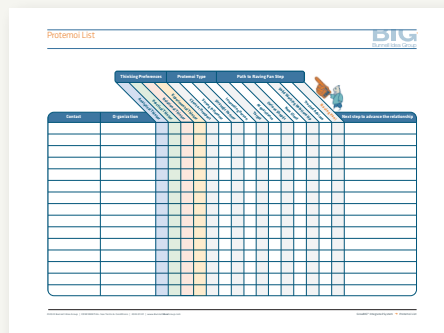
## 1 Manage Your Opportunities

Opportunities are anything where you need others to say Yes. Of course, that starts with opportunities to sign an important deal and bring in business. But opportunities are also things like getting an important referral, speaking at a conference and getting that promotion you've been gunning for. Think broadly.



## 2 Manage Your Relationships

If Opportunities are a bit shorter term, relationships are longer term. Landing a great opportunity might make your year, but a fostering a great relationship might make your career. Protomei is a Greek word meaning “first among equals” and your Protomei List is exactly that—the people most important to your future success.



## 3 Manage Yourself

You've already got some kind of to do list. Keep it. Whether it's pen and paper, a high-tech app or an ongoing Word document, this BD Habits system will integrate into what you already use. Here's your one-time assignment: pick a specific 15-minute time each week that you'll go through this process.

Day of week: \_\_\_\_ Time: \_\_\_\_ Now, schedule a recurring meeting in your calendaring system for that time every week.

Here's what you'll do every week during that time. Each week, review and update your Opportunity List, focusing on the last column. Do the same for your Protomei List. Now, the fun part: Pick 3 Most Important Things (MITs) from the options you have in the right-hand columns. You're going to commit to getting these done the next week. Success next week is going to be defined by getting these three done.

A great MIT has 3 criteria that spell BIG:

- **Big Impact.** Pick the game changers, not the easy tasks. Being a little afraid of a task is a good sign.
- **In your control.** Write your MITs so they are 100% in your control. Example: ask Sue to lunch, not have lunch with Sue
- **Growth oriented.** Have important delivery work you're on the hook for? Great, get it done. But it's not an MIT. Only choose growth-oriented tasks for your MITs.

