Donald Miller
Author of the #1 Wall Street Journal bestseller *Building a StoryBrand*

**Business Made Simple.**

60 Days to Master Leadership, Sales, Marketing, Execution, Management, Personal Productivity and More

A PDF COMPANION TO THE AUDIOBOOK
CHAPTER TWO

LEADERSHIP MADE SIMPLE

Jeannie’s Flower Shop

MISSION STATEMENT
We bring joy to people by providing the best flowers in the Houston area because people come alive when they are given flowers by somebody they love.

KEY CHARACTERISTICS
1. Positive: We believe anybody’s day can be brightened with flowers.
2. Creative: We create the most beautiful flower arrangements in Houston.
3. Dedicated: We are dedicated to our work because other people’s joy depends on our work.

CRITICAL ACTIONS
1. We smile: We have an upbeat, positive attitude because flowers are all about bringing joy to others.
2. We learn: We are constantly learning about flowers and how to make better flower arrangements.
3. We clean: We clean the sales floor three times each day.

YOUR STORY PITCH
At Jeannie’s Flowers we believe many people go through their days without being recognized by others. Not being recognized makes a person sad and causes them to lose hope.

When somebody gets flowers, they come alive because somebody else remembered them. A simple bouquet of flowers can remind a person how much they are cared about and brighten their spirits for days.

We provide the best flowers in the Houston area because everybody deserves a simple and effective way to recognize the people they love.

THEME
When people are recognized with flowers, they come alive.

FIGURE 2.1
Jeannie’s Flower Shop

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**FIGURE 2.2**
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FIGURE 2.3
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THEME
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**Jeannie’s Flower Shop**

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<th>MISSION STATEMENT</th>
<th>KEY CHARACTERISTICS</th>
<th>CRITICAL ACTIONS</th>
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**THEME**

*When people are recognized with flowers, they come alive.*

**FIGURE 2.5**
Jeannie's Flower Shop

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THEME
When people are recognized with flowers, they come alive.

FIGURE 2.6
FIGURE 3.1

IF THIS WERE THE SECOND TIME I WERE LIVING THIS DAY, WHAT WOULD I DO DIFFERENTLY?

• 

• 

• 

• 

• 

• 

• 

•
FIGURE 3.2

PRIMARY TASK ONE

________________________________________

________________________________________

M: M:

Rest/Reward:

________________________________________

PRIMARY TASK TWO

________________________________________

________________________________________

M: M:

Rest/Reward:

________________________________________

PRIMARY TASK THREE

________________________________________

________________________________________

M: M:

Rest/Reward:

________________________________________

SECONDARY TASKS

☐ __________________________  ☐ __________________________

☐ __________________________  ☐ __________________________

☐ __________________________  ☐ __________________________

☐ __________________________  ☐ __________________________

☐ __________________________  ☐ __________________________

☐ __________________________  ☐ __________________________

☐ __________________________  ☐ __________________________

☐ __________________________  ☐ __________________________

☐ __________________________  ☐ __________________________

FIGURE 3.3
Figure 3.4

Image of Productivity Made Simple Planner brain icon being depleted throughout the day. Place the depleting brain icons in a line across the page here with the percentages shrinking followed by times...7am through 9pm.

<table>
<thead>
<tr>
<th>Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 A.M.</td>
<td>100%</td>
</tr>
<tr>
<td>12 P.M.</td>
<td>75%</td>
</tr>
<tr>
<td>9 P.M.</td>
<td>50%</td>
</tr>
</tbody>
</table>

Figure 3.5

**APPOINTMENTS**

7 : 30 Work on new writing project

___ : ___

___ : ___

___ : ___

___ : ___

___ : ___

___ : ___
CHAPTER FIVE

MESSAGING MADE SIMPLE

FIGURE 5.1
CHAPTER SIX
MARKETING MADE SIMPLE

FIGURE 6.1

FIGURE 6.2
CHAPTER ELEVEN
EXECUTION MADE SIMPLE

NAME

**MY DEPARTMENT’S TOP 5 PRIORITIES**
1. 
2. 
3. 
4. 
5. 

**MY PERSONAL PRIORITIES**
1. 
2. 
3. 
4. 
5. 

**MY DEVELOPMENT PLAN**
1. 
2. 
3. 

FIGURE 11.1
FIGURE 11.2

<table>
<thead>
<tr>
<th>SCOREBOARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales calls</td>
</tr>
<tr>
<td>Lunch meetings</td>
</tr>
</tbody>
</table>

FIGURE 11.2
USE THIS BOOK TO DRIVE A CULTURE OF LEARNING AND DEVELOPMENT.

Get a copy of this book for each member of your team, ask your team members to register at BusinessMadeSimple.com/daily, and enjoy the results that come from a team of value-driven professionals.

USE THIS BOOK AS AN ON-RAMPING TOOL FOR YOUR ORGANIZATION.

Instruct all new hires to go through the Business Made Simple 60-day process as part of your onramping protocol.

Did you buy more than 1,000 copies of this book in order to develop your team?

Each year, heads of many large organizations meet at Donald Miller’s home to discuss their challenges and share their successes.

Visit www.LeadershipAdvantage.com to learn more.