

A teal-tinted photograph of a mountain range. In the foreground, a rocky, uneven trail leads up a slope. Two hikers are visible on the trail, one slightly ahead of the other, both wearing dark outdoor gear. The background features several jagged, snow-capped mountain peaks under a clear sky. The overall scene conveys a sense of adventure and challenge.

THE MIND METHODOLOGY™

Alignment, decisions, and  
accountability to improve your  
Most Important Number™

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## UNDERSTANDING THE MIND METHODOLOGY™

### Alignment, decisions, and accountability

The Most Important Number and Drivers (MIND) Methodology is a simple and sustainable way to improve your team's results through better alignment, decision making and accountability.

## Mindset over process

The MIND Methodology sharpens how you think about what is most important and empowers you to make decisions on the best way to achieve it.

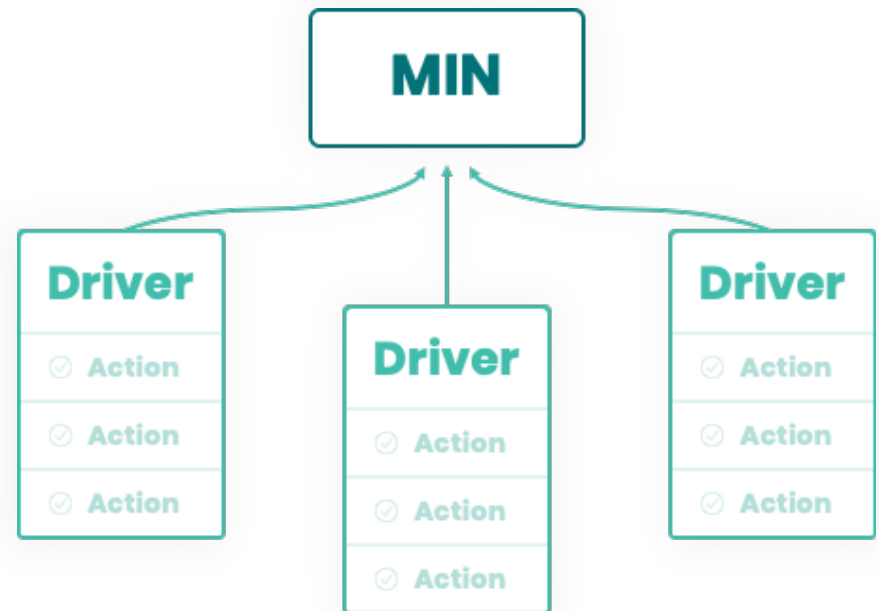
- Align everyone to a shared outcome (the Most Important Number)
- Prioritize where and how to focus time and resources (Drivers)
- Be accountable to each other and the team (MIND Meetings™ and Action Items)

## The components

There are four foundational components of the MIND Methodology, the Most Important Number(MIN), Drivers, Action items, and the KPI Scoreboard. MIND Meetings are where these elements come together.

Visit the [MIND Methodology Help Center](#) to learn more

- **The Most Important Number(MIN)** is the north star that aligns the team and guides decision making
- **Drivers** are the categories of work that concentrate team efforts to improve the Most Important Number
- **Action Items** are the work your team commits to complete in order to improve the MIN
- **The KPI Scoreboard** provides additional data to support decision making
- **MIND Meetings** are a structured way to communicate, collaborate and document decisions, actions, and results



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## THE MOST IMPORTANT NUMBER™

The foundation of the MIND Methodology™

Improving your results begins with aligning everyone on the Most Important Number(MIN).

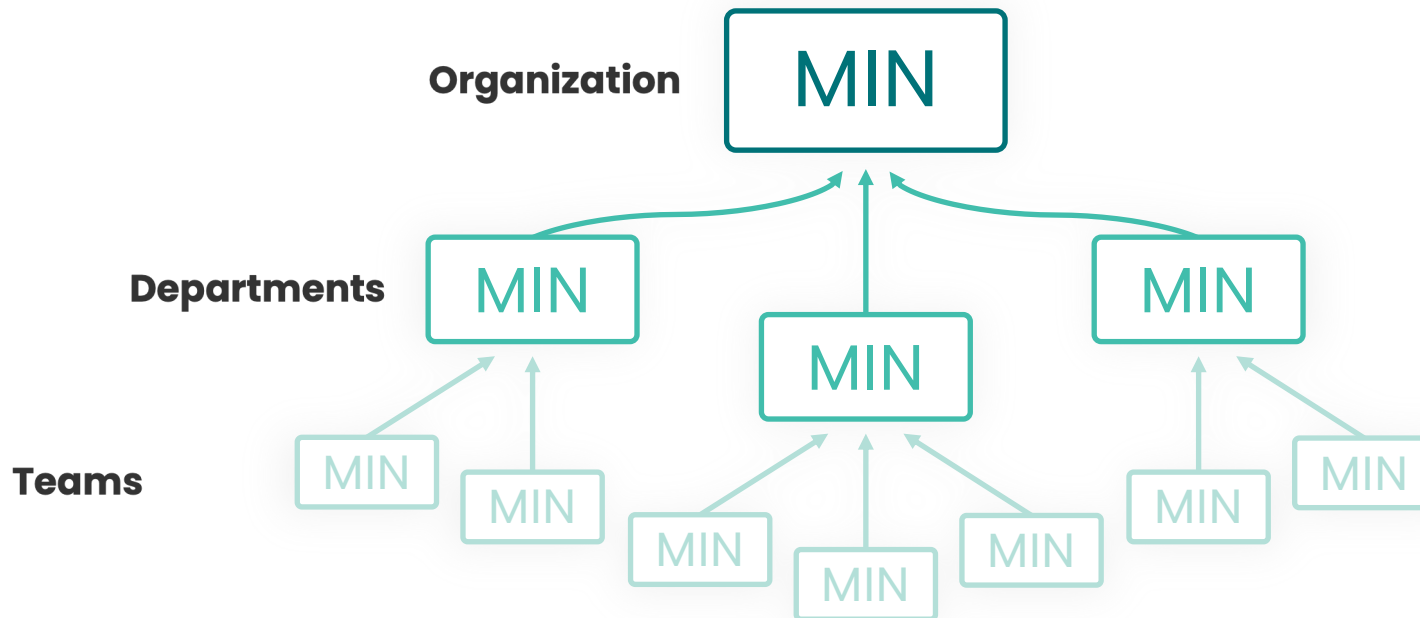
## How it works

Start at the top with the Most Important Number for the organization. This is supported by MINs for each department and team.

## Why it works

The MINs are linked, like gears that move the next one up, all the way to the top. This interconnectedness provides clarity and ensures every level of the organization is working towards a unified outcome. When you have identified the correct Most Important Number it:

- Aligns what is most important across the entire organization
- Focuses everyone on doing the right work in the right order at the right time



## THE MOST IMPORTANT NUMBER™

### Be intentional when identifying your MIN

The correct MIN incentivizes desired behaviors and guides decision making that leads to improved results.

## Identifying your Most Important Number

- What is the one number above all others that says our team is winning or losing?

### The correct MIN

- Aligns everyone to a common outcome
- Guides every decision the team makes
- Incentivizes desired behaviors
- Is the one number, above all others, that accurately measures success
- Fully supports improving the MIN above it
- Focuses the team on doing the right work, in the right order at the right time

### An incorrect MIN

- What is this number ultimately driving?
  - Does the number show we are getting a great return on the investment in our team?
  - Can this be manipulated or drive the wrong outcome?
  - Can you control it or significantly influence it?
  - Does focusing on this guide all critical decisions?
  - Does focusing on this incentivize the wrong behavior?
  - Does this number help our team but not the organization?
- Is not the top-level outcome
  - Incentivizes the wrong behaviors
  - Does not support other MINs
  - Cannot be clearly measured
  - Can be manipulated or gamed
  - Does not support the team's mission
  - Is not understood by the team, creating more questions than answers

## DRIVERS

### The categories of work to improve the MIN

Drivers are the categories of work your team can leverage to improve the Most Important Number. They represent all the work you *can do*. The Methodology helps you prioritize where to focus limited time and resources, so you know what to do to improve the MIN.

## Deciding where to focus resources

It's common to think of all Drivers as equally urgent and important. The reality is that at any given time, some Drivers have a greater impact on the Most Important Number than others.

You identify these more impactful Drivers by marking them as "In Focus." These Drivers are where you and your team concentrate your efforts.

- Score each Driver on a scale of 1-10 based on how well you are currently leveraging it to improve the MIN
- Prioritize 1-3 Drivers to be In Focus
- Over time Drivers come in and out of focus, reflecting current organizational and industry priorities

Manufacturing process efficiencies	In Focus	10 actions	⋮	3		▼
Sales and Marketing (for new product pipeline)	In Focus	1 action	⋮	4		▼
New product pipeline (for developing new product)	In Focus	7 actions	⋮	3		▼
Customer satisfaction		0 actions	⋮	7		▼
Inventory management		0 actions	⋮	2		▼
Employee development		0 actions	⋮	6		▼
Culture		0 actions	⋮	0		▼

## ACTION ITEMS

### Individual and team accountability

It is common to equate being busy with being productive. The MIND Methodology changes the focus to productivity that improves the Most Important Number.


## Right work, right order, right time

The MIND Methodology™ shifts the focus away from what can we do, or what are we doing, to what work will have the greatest impact


on the Most Important Number? We call this doing the right work, in the right order, at the right time. We capture this work in Action Items, the majority of which support the In Focus Drivers.

- Decide as a team which actions will have the greatest impact on the Most Important Number
- Though most work is collaborative, action items are assigned to one individual who is accountable to ensuring its completion
- Completing the right actions, improves the Drivers, which improve the MIN



Create the customer experience playbook 30%

 03/03/2021

**Progress**  %

**Assignor**  Admin User  
President

**Activity**  
Created 9/22/20 12:25 PM  
Last Modified 1/25/21 11:03 AM

**Rich Text Editor:**  
Paragraph | Bold | Italic | Underline | Link | Unlink | Bulleted List | Numbered List | Table | Undo | Redo  
01/15/21 - Met with the design team to review playbook requirements. They will have an initial template for review on 02/03/21)  
01/13/21 - Drafted content outline and shared with the team for feedback (requested all feedback by 1/29/21)  
01/02/21 - Reviewed customer experience data and created five categories for the playbook.  

## KEY PERFORMANCE INDICATORS

### Measuring if you are winning or losing

The Most Important Number is your primary key performance indicator (KPI). It is also beneficial to have supplemental KPIs. Combined, they create your KPI scoreboard, allowing you to analyze progress and results.

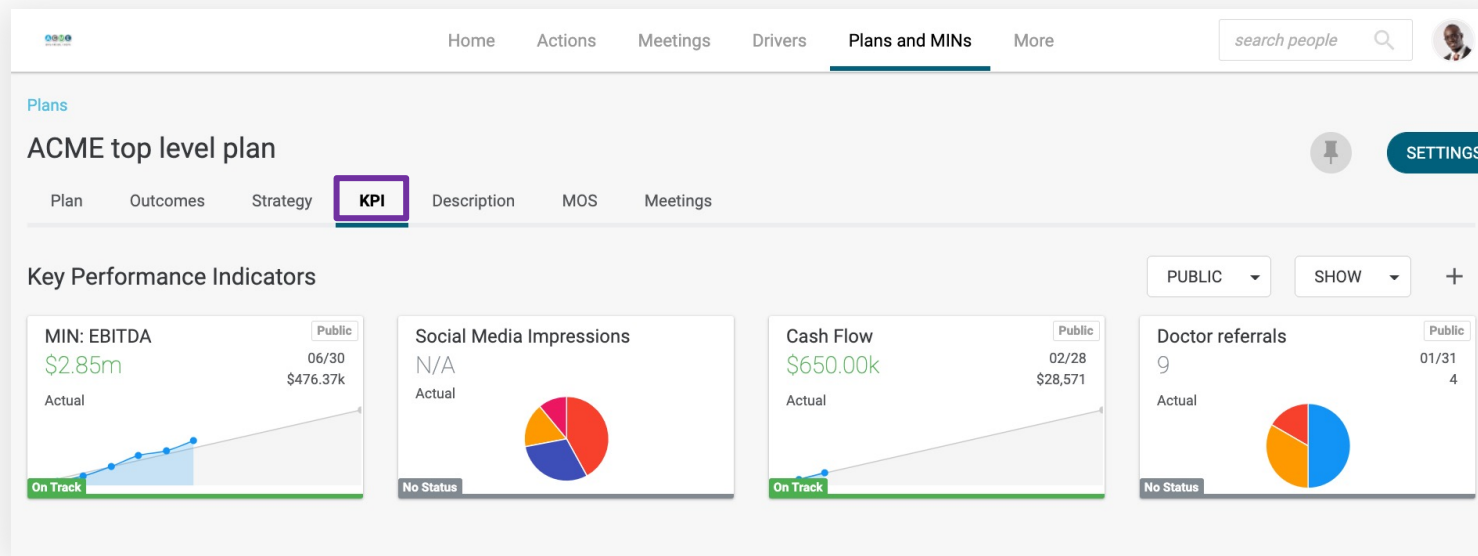
## Knowing what to measure

Data is invaluable, but more is not always better. As a team, define the most critical metrics to guide decision making and provide an accurate snapshot of progress.

## Create your scoreboard

Follow these steps to create a KPI scoreboard that measures progress towards achieving your Most Important Number.

- Set a primary KPI (this is your MIN)
- Identify supporting KPIs, including leading and lagging metrics
- Define an appropriate cadence for updating each KPI
- Drag and drop your KPIs in order of importance to visualize progress easily



## MIND meetings

1

**Check-in**

2

**What's most important**

**MIN**

KPI

KPI

**Driver**

Action

Action

Action

**Driver**

Action

Action

Action

## MIND MEETINGS™

### Holding it all together

MIND Meetings provide the structure that brings all the elements of the Methodology together.

### Checking-in

The Check-in portion of the meeting provides an effective way to align the team on:

- What is working (Celebrating wins)
- Information to make better decisions on how to improve the Most Important Number
- Where team members need help or resources to overcome any bottlenecks

### Improve what's most important

This is where the team collectively identifies the current priorities. It provides immediate strategic alignment which leads to the In Focus Drivers. During the meeting, the owner of each in-focus driver leads a thoughtful discussion based on the following questions:

- Is leveraging this driver improving the MIN more than drivers not in focus? (if yes, then it remains in focus)
- What is preventing us from improving this driver faster? Is there a bottleneck and what are we doing about it?
- Are we doing the right work to improve this driver, or would other actions have a greater impact ? (and how do we know?)

Use the MIN, KPIs and the Drivers to make decisions that keep everyone moving in the same direction and doing the right work in the right order at the right time.





THE MIND METHODOLOGY™

# Alignment, decisions and accountability to improve your Most Important Number

1

## **Alignment**

The MIND Methodology empowers everyone on your team to align on the Most Important Number and identify the work that has the most significant impact on the MIN.

2

## **Decisions**

Use the MIN, KPIs and the Drivers to make decisions that keep everyone moving in the same direction and doing the right work in the right order at the right time.

3

## **Accountability**

Never confuse activity for results. You decide on what work will have the greatest impact on the Most Important Number and hold yourself and each other accountable to those commitments.

