SAAS ACADEMY

THE WEEKLY SYNC™

THE WEEKLY SYNC℠

Hi, my name is **Dan Martell** and I help **B2B SaaS entrepreneurs** to generate more qualified leads, improve their sales process, and better manage their teams.

I have built five companies, sold three (two of which were venture backed), and am an investor in over 40+ other startups like Intercom, Hootsuite and Udemy.

The challenge as a founder working with a high-performing team doesn't stop at the way you communicate, hold people accountable or build processes.

That's just the tip of the iceberg.

If you're like most founders, you try to solve internal issues by setting up a bunch of different meetings throughout the week. Each meeting has its own lengthy agenda. But that's just making you and your team more confused and stressed out.

In this worksheet, I'm going to show you how to get rid of all those distractions using my Weekly Sync™ framework.

I've been using this within my own companies for a long time and it's allowed me to synchronize all the critical activities that go on inside the business in 30 minutes.

This meeting structure will allow you to pull your team in the same direction, make progress, and accomplish the big projects that have been holding you back.

Magical things start to happen when the people working for you have a clear sense of direction.

If they get their tasks, projects, and goals aligned towards the company's priorities, you'll get game-changing forward movement every single week.

I promise your results will look radically different a few months from now if you put this process in place.

ARE YOU ALL ON THE SAME PAGE?

I want to start off by sharing a story to illustrate my point.

Back when I was building one of my early companies, I made a hiring decision that turned out to be a mistake.

We'd just closed a big deal with Proctor & Gamble (P&G) for providing them with what we called ENSOAR: The Enterprise Social Architecture. That was huge for us at that time.

Being already at capacity with hiring people, training them, and building out the different divisions, I decided to hire another guy to run the P&G project. His resume and everybody that referred him screamed this guy was super seasoned and should have been able to rock that project with his eyes closed.

So I let him go off and do his thing.

A few months later I get a call from the client informing me that my guy has been pushing back deadlines repeatedly. Basically WAY under-delivering, and blaming it on the internal team. The client was frustrated to the point that they were threatening to terminate the contract with us.

That lesson cost me a quarter million dollars in lost revenue, along with a nasty hit to our reputation.

Looking back, I could have easily avoided this scenario if I had set up a Weekly Sync™.

Doing a status report on a simple weekly meeting would have ensured the team is on the same page about the quality of work, and would have saved me a lot of money and frustration.

"YOU DON'T BUILD A BUSINESS. YOU BUILD PEOPLE, AND PEOPLE BUILD THE BUSINESS."

- ZIG ZIGLAR

5 STEPS TO GET THE BEST OUT OF YOUR TEAM

1 TIME TO CELEBRATE

2 MANAGE THE MEASUREMENT

3 FOCUS FACTOR

4 THE OBSTACLE IS THE WAY

5 GIVE IT A SCORE

1 TIME TO CELEBRATE

A while back I went to Disneyland with my wife and two little boys.

My friend and Disney uber nerd, Pat Flynn, gave me an inside scoop on how to get these Electric Circus name badges that get you VIP seating for the nighttime Electric Parade.

(TIP: Go eat at the Blue Lagoon and ask for the special table.)

What I've learned is that there's a reason Disney is one of the happiest places on earth. They celebrate the day!

After all the chaos that goes on during the day. After all the rides, and all the kids throwing up, getting lost, and all the challenges of keeping thousands of people in a line up…

They end the day with a sense of celebration, excitement and appreciation for the joy.

I highly recommend you do the same.

Always start your weekly meetings by celebrating the wins. It's important to recognize the progress you're making. It creates momentum and a positive vibe for the team.

It's even more important if you have a team that's disconnected from the customer. If you have engineers writing code, finance people dealing with credit cards and invoices all day, support people: they all want to celebrate.

Celebrate it all, internal wins, individual wins, customer wins. There's no win too small.

You can get fancy and use the latest technologies to automate this, or just write it down on a piece of paper for your next weekly call.

Just remember, as a core concept it's really important to simply celebrate.

2 MANAGE THE MEASUREMENT

You've heard it before, what gets measured, gets managed. Right?

You've heard it so many times you may have gone deaf to it. But building a system to measure what's going on in your business is absolutely critical.

There are a ton of tools you can use for this, Baremetrics, ChartMogul, etc. You can build an internal dashboard yourself, or you can use a spreadsheet and update it manually (that's the way I do it). But honestly, It doesn't really matter.

What matters most is that you build some level of management in your business, and choose the right measurement to track your progress on a weekly basis.

You see a lot of companies measuring things like signups, YouTube subscribers, blog views, etc. But we both know that for a B2B SaaS software business, it ultimately all comes down to a few core numbers.

Now, depending on what stage of business you're at, there are different numbers that might matter most to you. And the bigger you get, the more elaborate those numbers need to be.

But here's a solid place to start, wherever you are in your business:

1. Monthly Recurring Revenue (MRR)
2. Churn Rate
3. Cost to Acquire a Customer (CAC)
4. Customer Lifetime Value (LTV)
5. Net Promoter Score (NPS)

As long as you put the right people in charge of those numbers, and track their progress weekly, what you measure will truly get managed.

Measurement is part of high performance, and you shouldn't shy away from it.

3 FOCUS FACTOR

Third step is all about focusing on the things that move the needle in your business.

You need to start thinking about what those big rocks are for you. That will make the difference between you hitting your outcome goals or just spinning your wheels in place.

Especially as you grow your team, and your capacity to get things done, you'll need to figure out the strategic sequence that you're going to be executing those big rocks in. You'll need to sequence these projects based on what makes sense to do now versus later.

Sort out your priorities and really focus in on them. What's important is that you focus your whole team on these too.

As a rule of thumb, I think it's important that every team member shouldn't have more than three big rocks for the quarter, and those should be reviewed on a weekly basis.

Put it front and center in your weekly meeting. Rate the projects based on progress. Are they 'red', 'yellow' or 'green'? Is everything moving according to schedule? If not, what's at fault? What do they need to get it done?

Let me give you an example of what focus can do for your business.

Recently one of my JFDI clients texted me saying he tripled his revenue in just two months. That's crazy. I was pumped.

When I asked him what he did to get that outcome, he said he simply narrowed down his niche on high-valued customers.

That's focus.

That's the first thing I do with clients after they sign up. In our Strategic Game Plan Session, we talk about who are those really high value customers and how can we focus on them.

That focus factor, those big rocks, will level up your business.

4 THE OBSTACLE IS THE WAY

I totally stole this from Ryan Holiday's book, but only because I think it summarizes the core concept I'm trying to convey.

Earlier you read about the importance of celebrating. Well, it's equally important to talk about the issues in your business as well.

I've seen a lot of introverted founders that shy away from sharing their concerns with the team during challenging moments. They don't express their disappointment or offer any critical feedback because they don't want to seem bossy.

And it's a shame, because it voids the opportunity for somebody on their team to get the help they need.

Not only that, but if you, as a founder, can talk openly about any obstacles, it really sets the tone for everyone on the team to talk about their frustrations in a clear and open way.

I remember helping one of my coaching clients implement a Weekly Sync meeting in their business, and his concern was what if his employees don't perform once it's set up.

I told him to "praise in public, criticize in private." What I meant by that was, have a conversation with them about their performance after the meeting or the day after. Ask them what you can do to support them.

He was still uneasy, so I told him if an employee still doesn't perform, he needs to have that conversation a few more times with that person. After that you have to get really clear that their employment requires them to produce a certain outcome, and if they can't produce that outcome then obviously it's not a fit for the company.

Nobody likes confrontation, I get it. But you should hold people accountable.

You don't need to raise your voice, or get in an argument with them. Just set the expectations and support them with the numbers you agreed upon.

And that's what my client did. Within three months, his whole business turned around.

Remember, obstacles are okay, because if you're doing anything interesting, it's going to be hard.

5 GIVE IT A SCORE

It might seem trivial, but one of the most powerful things you can do is ask everyone present to rate the meeting by giving it a score from 1 to 10.

That's how you uncover the value brought to everybody that participated, and how relevant the discussion was to their role. If it's not a 10, you have to ask what you could have done to improve it.

There will be times when someone will tell you that most of the meeting was spent talking about stuff that's not relevant to them. That's great feedback, because maybe they don't need to be there. **I've seen it so many times, especially at big companies. They'll have twelve-person meetings, and five or six of those people don't need to be there.**

They can get the information after it's been discussed. If they're not contributing to the conversation, just sitting there and listening, then they don't need to be there.

It doesn't matter what the feedback is. It could be, "We should have started on time." "We should have got through the projects faster." "I didn't feel like this person came prepared." "There were technology issues."

What's really important is that whoever is moderating the meeting, has that feedback cycle and continues to improve week after week.

It's called perfect practice. Bruce Lee said, "I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times."

That's how I make my meetings tight, incredibly jam-packed, rich with information, and get real things resolved.

So build that loop, assess feedback, incorporate, and do it again.

WEEKLY SYNC™

Create a weekly cadence for your team to ensure you celebrate your wins, monitor the core metrics that matter, review the big rocks for hitting your goals and provide a place to discuss issues.

Celebrate	Report	Review	Track
Individual | What are you proud of?	**Scorecard** | List 5 key health metrics of your business.	**Issues** | List and prioritize all the challenges, issues, or obstacles that need to be discussed as a team.	**Todos** | List all the commitments that team members agree to complete within the next 7 days to be reviewed during your next Weekly Sync.
Team | What has your team done great?	**Quarterly Rocks** | List 1-3 big projects per team member.		
Customer Headlines | What are customers happy about?	**Announcements** | List 1-3 company announcements (new hires, software, events, partnerships, etc).		**Score** **Score** | Have each team member score the value of the meeting from 1-10 and provide feedback to improve.

NEXT STEPS

The ROI of giving this a quick skim and then dumping it into Dropbox for "future reference" is nil. Less than nil if it spills you over to the next storage tier ;)

If you're currently NOT measuring the progress you're making on a week-to-week basis so you can REALLY assess your business' situation... I want you to PROMISE me you'll invest some attention here.

This could easily be the thing you and your team look back on 3 months from now when you're toasting to a record-breaking revenue quarter.

So take some time to implement your Weekly Sync™ meeting with some major commitments and actions that will really serve you and your team. At the end of the day, reporting and reviewing what's going on within the company will make hitting your outcome goals possible... and it's your responsibility to make that happen.

Speaking of raising glasses, have you and your team already celebrated the $10K MRR milestone?

If you're a SaaS CEO/Founder with over $10K+ in MRR and you're ready to get hands on help from me personally, **book a growth session now**. We'll hop on a call and figure out the best way to help you scale your business.

BOOK A CALL

click here

SAAS ACADEMY

danmartell.com