



TIME FOR ACTION

# Platinum Elite Contest

## “IDEA(S) to ACTION”

### Implementation Contest

Right now, working on the right thing is more important than getting everything right. The **Platinum Elite “IDEA(S) to ACTION” Implementation Contest** is your opportunity to LOOK FORWARD and focus on the project(s), challenges(s), obstacle(s) that once accomplished or overcome, will have a MAJOR impact on your business as you tackle the rest of 2021.

**In this time of transition, take this opportunity to define what is best for your business moving forward and take massive action to get there, or finish what you’ve already started.**

YOU have the freedom to decide what you will implement and focus on to accomplish the goals that mean the most for your business. You may limit your contest submission to **your “ONE THING”**, you may choose to highlight a number of projects, or you might decide on several that all align **with “ONE” goal**.

**Contest Period:** Mon Jun 1<sup>st</sup> – Thurs Sept 30<sup>th</sup>  
**Submission Deadline:** Mon Oct 4<sup>th</sup> at 2pm Eastern

**What Do I Have To Submit?** This package will help you zero-in on the opportunities available, but what you submit and how you submit it is up to you. You can focus on as much or as little as you’d like, but the more strategies you submit, and/or the more documentation and/or the better the result, the more likely you are to win. We will create your PowerPoint... you just need to send us the materials.

**How Will I Be Judged?** The winner will be determined by vote at the upcoming Platinum Elite Meeting. You will have 10 minutes to present your actions & results! We encourage you to focus your presentation on describing each strategy, why you focused on it, and its results.



The **1<sup>st</sup> Place Champion** will win a \$1,000 AMEX Gift Card and a prestigious trophy to remind them of their accomplishments.

The **2<sup>nd</sup> place Runner Up** will win a \$250 AMEX Gift Card and plaque to display.

**EVERY Platinum Elite member who enters will receive a very cool prize! You can only win if you enter!**



## Brainstorm

Refer to the list of ideas below and brainstorm all the ways you can transform your business over the contest period.

- Overcome supply obstacles
- New, creative ways to deal with staffing challenges
- Focus on specific streams of revenue
- Revisit/Streamline recent operational changes
- Update/Finish your marketing calendar
- Implement new marketing strategies
- Improve existing marketing strategies
- Reduce significant expenses
- Improve your personal life
- Adapt operational systems for the new climate (ie. internal processes, customer touches, vendor relationships)
- Restructure your role/priorities
- Restructure team's work priorities and assignments and compensation
- Rebuild team training programs
- Implement new strategy or partnership to increase sales/profits
- Implement new staff retention strategies
- Continue to adapt your business/profit model

What **CHALLENGES** can I no longer ignore? \_\_\_\_\_

How can I improve in my **PERSONAL LIFE** and **RELATIONSHIPS**? What is lacking? \_\_\_\_\_

How can I turbo-charge **MARKETING**? What's missing or not working well? What **MONEY-MAKING** opportunities are available to me? \_\_\_\_\_

What **OPERATIONAL** changes (internal, external, customer or vendor related, etc.) must I focus on? \_\_\_\_\_

How can I continue to align my **BUSINESS/PROFIT MODEL** for the future? \_\_\_\_\_

What **STAFFING** changes or internal **TEAM STRUCTURE** issues need attention? (ie. change priorities, tasks, compensation)? \_\_\_\_\_

What else can I do to **TRANSFORM** my business? \_\_\_\_\_



## Focus

From the list above, zero in on what you will take action on and then kick off!

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_



## The Finish Line

Document your actions, accomplishments and results using sales, profits, measured data, actual results, and visual examples.

What you submit and how you submit it is up to you. We will create your PowerPoint presentation ... you just need to send us the materials.



**Ready to Submit?** Forward your contest package and supporting to [denise.neil@royaltyrewards.com](mailto:denise.neil@royaltyrewards.com) (Use Dropbox for large files). Packages must be received via email no later than

**Mon Oct 4<sup>th</sup> at 2pm Eastern.** You will receive an email confirming the receipt of your submission. If you do not receive confirmation, please follow up.