

## DAILY CONTRIBUTOR STRATEGY #2 DMA's (Difference Making Actions)

1. First thing every morning, take a sticky note.
2. At the top write your most important current goal.
3. Then write the numbers 1-3 down the page.
4. Next to the 1, write the most important thing you could do today to accomplish that goal. Then write the next most important things under 2 and 3.
5. You now have a list of the 3 most important things you could do today that would make the biggest difference in accomplishing your goal and fulfilling your organization's mission.
6. When you write DMA's, make sure that they are:
  - **Focused.** Your DMA's are the most important actions for the day – you shouldn't have any more than three. If you can't boil them down to a few simply stated tasks, then you probably need to narrow your most important goal.
  - **Clear and quantifiable.** The focus here is on activities, not outcomes, so know exactly what you are going to do. "Make ten sales calls or "Spend two hours on the proposal" is much better than "Sell more" or "Work on the proposal."
  - **Realistic.** Your DMA's will not be effective if you can't actually do them. Don't write down that you would like to write five proposals in one day when you can only realistically get through two.
7. Now that you have them, build your day around them. Make sure you prioritize them over all other, meetings, emails, and less important tasks. I hope to have my DMA's accomplished by lunch time so I complete them before everything else. Then I can respond to other things that come up, but I first did something important that will make a significant impact on my organization and the lives of those we serve.
8. Example: *A salesperson who wants to make \$10,000 in commission every month might know from experience that he will need to find four new clients. And to find those four new clients, he needs to set one appointment each day, which he should be able to do by making 20 sales calls. He now has a strong DMA: Make 20 sales calls each morning. By making this the most important part of his day, he can learn to focus on that goal without being distracted by incoming phone calls, meetings, and other items that are urgent, but less important.*

32% of American works  
never plan their daily agenda.

- Day-Timer, Inc. Survey