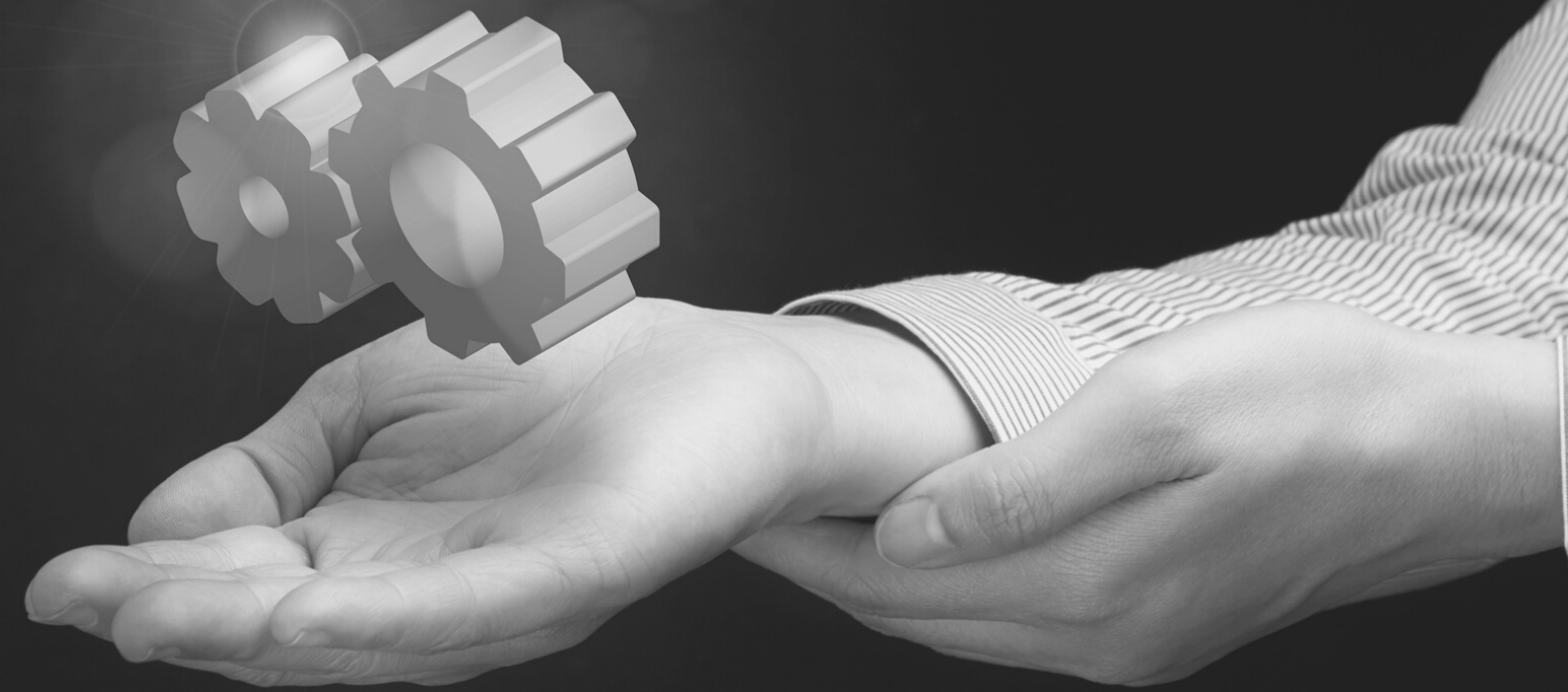


JUST-DO-IT



Permission to act and own process problems and solutions

Employees should have the tools and feel empowered to work on processes,
not just in them.



What is a JDI?

PROJECT FRAMEWORK

That supports high performance culture and continuous improvement.

PERMISSION TO ACT

Top level support to act and share those efforts to inspire others.

CHANGE MANAGEMENT

Designed in through the framework and approval process.

THE NEW NORMAL

Over time it becomes the way you do your job.



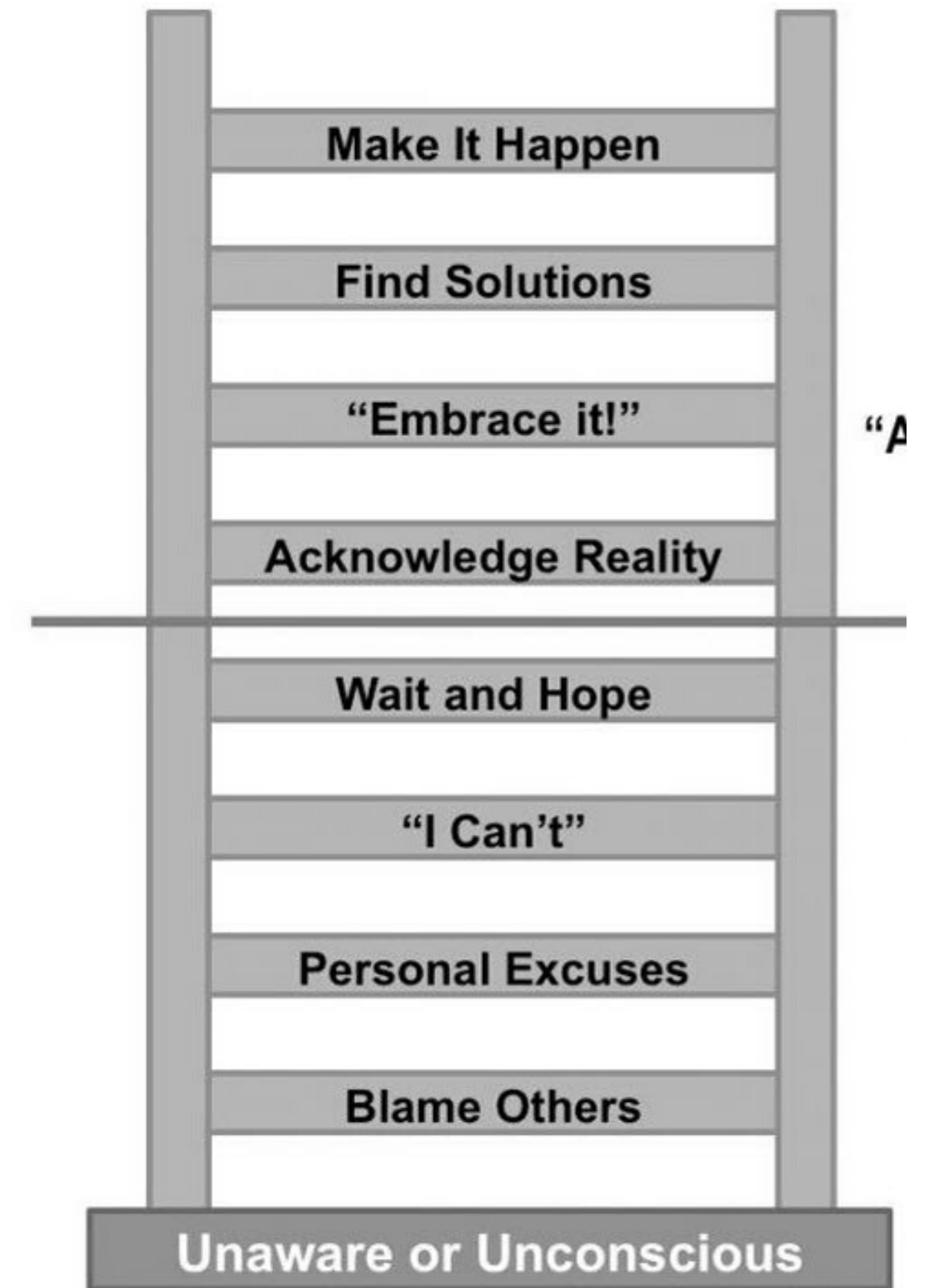
10% potential

PREPARATION MEETS
OPPORTUNITY.
SUSTAINED
EXECUTION OF
BEHAVIORS.

Just Do It

100% potential

THE PREPARATION.
PRACTICING SMALL
BEHAVIOR CHANGES
THAT DRIVE
EXCELLENCE.



Building Potential



OPERATIONAL EXCELLENCE DOESN'T HAPPEN OVERNIGHT

“Small changes often appear to make no difference until you cross a critical threshold. The most powerful outcomes of any compounding process are delayed. You need to be patient.” – James Clear, *Atomic Habits*

Behavior Change

3 LAYERS

FOCUS

IDENTITY

What you believe. Drives decisions.

PROCESSES

What you do. Creates results.

OUTCOMES

What you get. The score of the game.

British Cycling Team: Proof small changes leads to big success.

It may seem counterintuitive that small changes leads to big results, so here's some proof.



FROM THE WORST TEAM



British cycling team's reputation was so bad, premiere bike manufacturers would not sell to them.

TO THE BEST TEAM



"Aggregation of marginal gains" strategy strategy lead the British cycling team to the most successful run in cycling history.

Expectations



REALITY
CHECK
AHEAD

**THIS ISN'T EASY,
BUT THE SUCCESS
IS CERTAIN**

Just like any practice, it's not fun. In fact it's not fun 80% of the time. The point is practice **IS** the path to performance.