

ACTION KIT



NEW ROLE - Now WHAT?

PROBLEMS

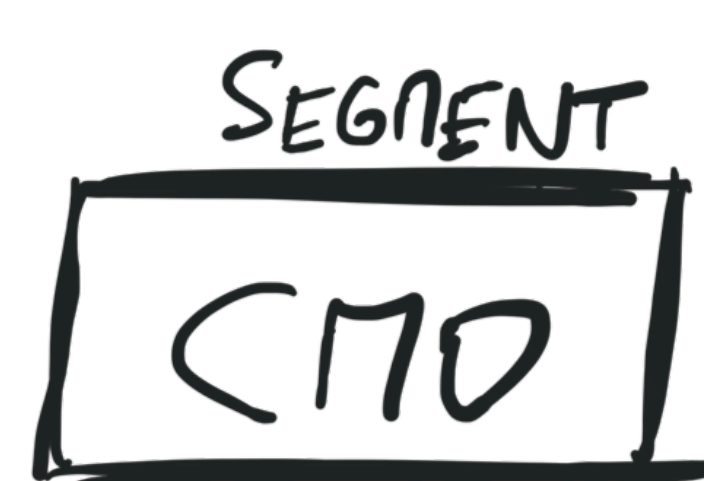
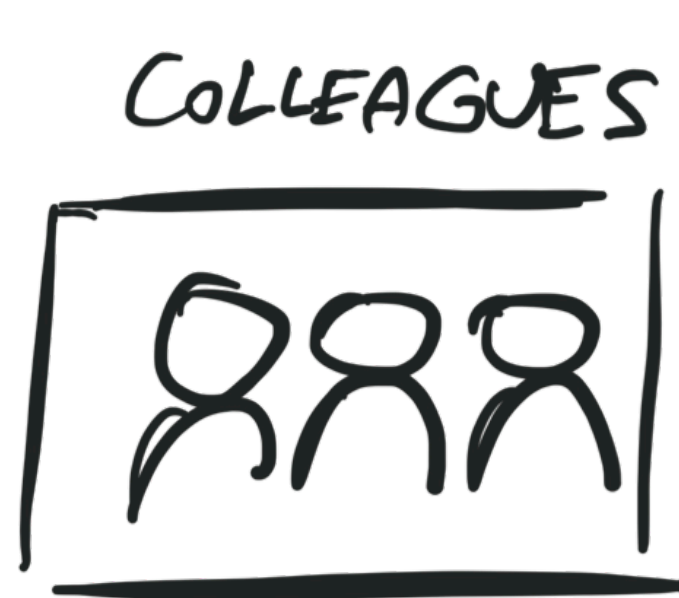
- You want to do well.
- You're overwhelmed, and don't know where to start.
- "Talk the talk" without walking the walk.

WRONG SOLUTIONS

- Assuming you don't have any influence to STFO
- Assuming you have too much influence to STFO
- Trying to convince colleagues to follow your way.

WHAT TO DO INSTEAD

- Treat your colleagues like your customers.
- Empathy



CEO Sales Team.
C-Suite
Marketing team

ACTION PLAN

1. Take a step back to understand the business as a whole.

Understand what leadership expects/wants:

- CEO
- CMO
- Sales Director

Insights	Definition	For LatinUs Beauty
1. Job	A specific goal people want to achieve	Control the frizz.
2. Alternatives	The different paths or solutions available to them, each with its own set of advantages and disadvantages	<ul style="list-style-type: none"> • Straightening their hair in a salon frequently • A two-hour hair care routine with rollers and blow dry • Trying all the shampoos from the supermarket
3. Struggle	The obstacles and challenges that prevent them from making progress	"When I go outside, I look like a witch!" In other words, the warm, humid weather makes their long, frizzy hair go out of control.
4. Segment	The group of people with similar struggle(s) that we can serve in a way that gives us a distinct advantage against alternatives	Latinas with long, frizzy hair living in humid weather (mainly Florida and California)
5. Category	The group of things that solve similar struggle(s) in a similar way	Organic shampoo
6. Trigger	An event or a series of events that compel people to act	These customers had a big public event coming, like a birthday or a night out with the girls

2. Break down silos. Stay in sync.
3. Start small, go fast.
4. Use STFO as your secret weapon

