



INSANE **PRODUCTIVITY**

12-WEEK SPRINT FACILITATOR GUIDEBOOK



DARREN HARDY



“An organization’s ability to learn and translate that learning into action rapidly is the ultimate competitive advantage.”

-JACK WELCH

WELCOME, LEADER!

Congratulations on stepping up—for being a leader through this exciting adventure of learning, growth, and self-mastery.

I know your team wouldn’t be on this journey if not for you. You had to recommend, support, and maybe even push and prod them into it. They will thank you for it later—I promise.

You now have the ultimate opportunity, not only to help people improve their work, but to improve their lives for good.

Together, we will not only teach your people—we will move them...and not only with job skills, but with life skills as well.

We won’t simply be training them to work more productively, but also to live more exceptionally.

The greatest reward of leadership is the soulful fulfillment of seeing how you made a difference—how your investment in someone made a positive impact in their lives, the lives of their family, and in their productive future.

Together, we will guide them through the greatest distillation of wisdom and success strategies collected over 25 years. At the end of our journey, they will be equipped with an (almost) unfair advantage in life. And you will have made that possible for them.

Thank you for your leadership.

Let’s begin the adventure!

A handwritten signature in black ink, appearing to read 'D Hardy', with a large, stylized flourish at the end.

-Darren Hardy
#BeTheException

THE POWER OF PERSONAL DEVELOPMENT ACCOUNTABILITY GROUPS IN TEAMS

On the Darren Hardy A-Team, group personal development—or PD—is a huge part of our internal growth and success.

Are you unsure of the power group PD sessions can have on your team?

Here is what several of our A-Team members have experienced:



Committing to weekly PD on the A-Team has been fundamental to my growth over the past one-and-a-half years... During our weekly discussions, I've had some of my biggest breakthroughs and ah-ha moments and it's absolutely changed the trajectory of my life.

One of the other biggest benefits has been the work we've done to build trust as a team. This allowed me to be fully vulnerable in front of everyone. Even though it was one of the harder moments on the team for me, I never felt more connected and engaged afterward as I did then."



-SETH, DIRECTOR OF
MARKETING OPERATIONS



Taking part in PD is one of the most special parts of being on the A-Team. Why? Because of the relationships that have been built and expanded. While I was doing PD work on my own, it wasn't until taking part in our weekly check-in calls and having the increased accountability that I was really getting a lot out of the experience.

One extra part of PD I was not expecting is that it has helped me to better understand the behavior and feelings of the people we serve. This has helped me in sales, client management, and team relationships too."



-SARAH, VIP
SUCCESS LEADER

“

PD was a new thing for me when I joined the A-Team. I have seen a huge change not only in me, but in my family as a result. I found that when I am growing and being pushed not only by Darren, but by my teammates to go all in and get the most out of our talks, I am doing things that I never thought possible. Because of the focus on growth and being #BetterEveryDay around here, I am now on camera, speaking in front of people and also making connections with people I never would have had the courage to speak with before.”



-BRENDA,
DIRECTOR
OF MEMBER
SUCCESS

“

For the last five years, personal development has served as my sacred time for me. This has given me the space to reflect on many things in my life, gain clarity to make difficult decisions, and set the direction for my goals. Doing personal development as a team has required me to dig even deeper, think more clearly through my reflections, and show up in new ways. I know that my team will be showing up in their own authentic ways, so I want to honor each of them by playing full-out in the process too.”



-ALI, MEMBER
SUCCESS LEADER

“

I've ALWAYS loved learning, growing, and seeing progress. I think it's one of the reasons why our #BetterEveryDay mentality on the A-Team aligns so well with my values. While that may be the case, in reality, if I have a lot of work tasks and outside life obligations to finish, PD is one of the first areas I would let slide. That is why having our PD accountability video calls with the team has become so powerful. It forces me to stay focused on the week-over-week learning and growth, which I know leads to huge compounded results over time.”



-KYLIE, DIRECTOR
OF TEAM SUCCESS

“

We get paid to become the most excellent versions of ourselves. I love it. I appreciate that our leader not only cares to invest time, energy, and resources in our growth, but he's also expecting results to follow.

Personal development is important to me, but it's easy to come up with excuses. Sharing this experience with the team has made it easier to stay consistent. As a result, I'm better equipped to deliver on the results I'm getting paid to deliver on.

I'm more self-aware too. SO MANY ah-ha moments sprinkled throughout that I've lost count. If you saw who I was before I joined this team you wouldn't recognize me. It's no coincidence that personal development has been a priority all along. The new tools in my toolbox have given me the confidence to set bigger goals..as well as help me achieve them. I'm grateful for this experience and excited for what is ahead.”



-KARLA, DIRECTOR OF MEMBER FINANCIAL SUCCESS

“

Growth is one of my core values, because if you aren't growing then you are dying. While I've worked in the personal development for nearly 10 years, it wasn't until I was part of the A-Team that I have actively worked to apply my learning.

The biggest value of our PD accountability group format is the team growth that's occurred. Coming together to support one another during moments of vulnerability and not judge or be judged...but rather lift each other up. That is the beauty of what we do and who we are as a team. And the PD we do is a HUGE part of that.”



-MARIANA, DIRECTOR OF DARRENDAILY PRODUCTIONS

“

I never understood or really knew how important personal development and growth was until I joined the A-Team. In order to grow and improve, YOU must do some sort of PD. Whether it is listening to podcasts or reading books to grow within yourself, business, or life... but it takes it to the next level when sharing and reflecting on it with others. I have learned so much about myself in ways that I didn't know was possible.”



-MARY, TEAM SUCCESS LEADER

HOW TO INTRODUCE THE 12-WEEK SPRINT TO YOUR TEAM

How you announce an initiative sets the tone for how it is received. That's why you should make the announcement of your 12-week INSANE PRODUCTIVITY journey personal, positive, and unique.

Here's an example from my experience...

My A-Team and I have an hour of group Personal Development scheduled every Friday. Despite this being an expected rhythm within our organization, as the leader, I'm still highly focused on SELLING them on its value and the positive impact it will have on their work and life.

Personal development is hard work. If I don't sell the value of taking time each week to do the work, it will be forgotten among the other responsibilities and tasks piled on each person's to-do list.

How do I sell it to the A-Team—and how can you do the same with your team?

Like any sales presentation:

Tell 'em what you are going to tell 'em.

Tell 'em.

Tell 'em what you told 'em.

BEFORE. First, each week before our group PD session, I sell the value of the subject we will discuss and emphasize the impact it will have on the team's work and personal lives.

DURING. Next, during each session, I sell the value of what the team is learning and how it can be applied successfully.

AFTER. Finally, after each session, I re-sell them on the impact of what was learned and how great results already being realized by others.

This three-part sales process helps:

- 1- Get people to show up.
- 2- Set a tone of importance and greatness.
- 3- Create FOMO in those who did not show up or who disregarded the experience. They won't miss out on the next one.

Whether you make your announcement over email, video, or in-person, make sure it is excellent. Selling the session to the team and setting expectations of greatness is 90% of the process. It is your job to get them to WANT to engage fully in the learning process.

Each team member going through the program will also receive this video message from me that will help set the tone for this INSANE PRODUCTIVITY journey too.

SAMPLE EMAIL OR VIDEO SCRIPT INTRODUCTION

What platform will work best to introduce INSANE PRODUCTIVITY to your team? Choose a platform that you digest and interact with. For instance, if your team has a habit of ignoring emails then that probably won't be the best platform for you to use to get them amped up about INSANE PRODUCTIVITY.

After you've chosen the right platform, refine your message.

Below is a sample template. I encourage you to modify as needed so your INSANE PRODUCTIVITY announcement will have the highest impact possible on your team members.

If you have already experienced the INSANE PRODUCTIVITY course, introduce the course's value by sharing your experience with the material. If you will be taking the course for the first time alongside your team members, share your excitement and what you hope to accomplish in the course.

TEMPLATE

Good morning **NAME!**

Quarter **(1, 2, 3 or 4)** is quickly approaching!

To help us accomplish our Big Hairy Audacious Goals, we are implementing a new training program and a weekly accountability group.

As a highly valued member of the **COMPANY NAME** team, we have selected you to participate in the INSANE PRODUCTIVITY + **LUDICROUS** course by success mentor Darren Hardy.

Here is a [detailed walkthrough video](#) in which Darren describes the course and what you can expect out of this experience.

With productivity being the #1 most-needed skill of the 21st century, I am confident you will find this course to be highly valuable and relevant...not only here at work, but in your personal life as well.

Add a personal line or short paragraph with a personal statement about why this course has been selected or why it is important to you.

The INSANE PRODUCTIVITY course lasts 12-weeks, perfectly spanning Quarter **(1, 2, 3, or 4)**.

You will receive your online login on **DATE**.

You can then jump in and start the course right away.

While you will go through the training modules and workbook individually, we will collaborate weekly as a team to discuss each module and share our main takeaways and key action items.

These meetings will take place on **DAY OF THE WEEK**.

You are highly appreciated and I want you to know I invested in this course because I believe in you and your continued growth.

Looking forward to leveling up even more together over the next 12 weeks!

YOUR NAME

YOUR ROLE AS THE FACILITATOR

After you've announced the program, it's time to prepare for the kick-off and first PD accountability session.

Your first session must be well-planned so participants find it to be high value.

There are two keys to a successful PD group:

1. SET THE PROPER EXPECTATIONS.

Set the expectation that this will be a positive, high-impact experience. This is integral to program success.

- a. Remind your team that PD is ultimately for THEM. The time and effort each person puts into every module determines what they will get out of it.
- b. Encourage a "Mine the Gold" mentality. If you are not normally available day-to-day to many of the members participating, remind them this is an excellent opportunity to request feedback or ask questions to you directly.

Example: PD is a time when the Darren Hardy A-Team interacts directly with me, which can be a positive experience with individuals with whom I may not have an opportunity to interact with regularly.

Don't forget: expectations should be set not only for the first PD session, but again and again throughout your **INSANE PRODUCTIVITY** journey.

2. CREATE AN ENVIRONMENT OF EXCELLENCE & COURAGE.

In a group setting, no one is seen as being as powerful as when they step into moments of vulnerability. However, getting people to experience vulnerability in a group setting takes encouragement from the leader.

To help people have the courage to dig deep and be vulnerable, you should set the standard that PD is a space where people should share without fear. Be sure to share that valuable insight about vulnerability openly. And most importantly...YOU will have to be open and vulnerable before others will do the same.

So buckle up and get ready to make yourself seen!

The physical environment of your group PD sessions is also something to consider. Plan a location that will make create the best experience for your team.

Can't do in-person meetings? No problem. The Darren Hardy A-Team is remote and conducts PD meetings via video conference each week. A virtual PD meeting can still have a huge impact if you follow the recommendations above.

SUGGESTED FACILITATION FORMAT

Adapt the following facilitation format to one that will work best for your team size and company culture. Following a format will keep conversations on track and timely. However, you should also be flexible and allow unexpected, meaningful conversations to develop.

SET THE SCHEDULE: INSANE PRODUCTIVITY modules are released once a week. Members will receive an email reminder when each module is available. Set an expectation to complete modules on a weekly basis.

CHOOSE A WEEKLY DISCUSSION DAY: Setting a predictable day and time for your weekly group PD reduces the risk of the PD falling through the cracks. Notify team members of the schedule and send out calendar invites that include discussion topics for each week.

For example:

- » Friday, October 4 - Discuss INSANE PRODUCTIVITY Module 1
- » Friday, October 11 - Discuss INSANE PRODUCTIVITY Module 2
- » Friday, October 18 - Discuss INSANE PRODUCTIVITY Module 3

TEAM MEMBERS COMPLETE MODULES ON THEIR OWN TIME: Each team member will go through the training course modules each week on their own time.

This includes:

- » Watching the module
- » Answering any question prompts from the program modules
- » Completing the workbook, extra worksheets, watching bonus content, and completing action guides

CREATE A MASTER TEAM DEVELOPMENT DOCUMENT: You will also want to create a Master Team PD Document that can be accessed by all participating team members (such as a Google doc.).

Before each PD meeting, team members should add to the sheet their main takeaway and key action item from that week's module.

There is a lot of information in each module. Having each team member distill what they learned into a main takeaway and key action item simplifies and reinforces ideas while preventing overwhelm.

This is also helpful for the group discussion because it keeps people focused on what stood out the most.

Here is an example of the A-Team’s Master Team Development Document.

PD SESSION DISCUSSION FORMAT (PLAN FOR AROUND 1 HOUR):

- 1. Introduction from leader** – One-minute or shorter overview of module topic as well as framing mindsets.
- 2. Takeaway & action items** – Each team member shares their main takeaway and key action items from the module.
- 3. Additional questions or conversation-starters specific to each module** – Prompts opportunities for team members to contribute to the conversation and deepen impact; not necessarily a round robin as this may exceed time constraints.

Example Module Questions/Conversation Starters:

(I recommend adapting these to fit your specific experiences.)

WEEK 1	WEEK 2
<ul style="list-style-type: none">» Were you surprised by anything about your IMPACT Primer responses at the start of the course?» Is there anything in the Preparing for Greatness packet that you were surprised by or excited for?» What parts of the Action Guide steps did you find most enjoyable? Which were particularly challenging?» Did you watch the two bonus videos inside Module 1? If so, what was your biggest takeaway from each?	<ul style="list-style-type: none">» What was your result from the digital diagnostic quiz? Consider areas where people may be facing similar challenges and could keep each other accountable.» What is your self-admitted kryptonite when it comes to technology and distraction? Did you recognize that before going through this module?» What was your experience with the tech challenge this week?

<p>WEEK 3</p>	<p>WEEK 4</p>
<ul style="list-style-type: none"> » What was your experience completing the Take Back Control worksheet? What did you add and what did you cross out that surprised you? » Did you go through the bonus gift of Mind Control? Which part had the biggest impact on you and why? » Inside the action guide, you were asked to describe various situations including when you suffered from the DISEASE TO PLEASE, when you suffered from the NEED TO BE WANTED and when you suffered from the ATTRACTION TO NOVELTY... does anyone want to share one of your stories as well as a reflection you had from thinking through that? 	<ul style="list-style-type: none"> » What was your experience during the No Multitasking Challenge? » What feelings emerged when learning more and reflecting on the addiction to being and staying busy? » Did you use any of the strategies discussed in this week's module (BOX & SHELF or SALAMI)? How did that go or where did you struggle?
<p>WEEK 5</p>	<p>WEEK 6</p>
<ul style="list-style-type: none"> » What was your experience completing the "Building My 'No' System" worksheet? » What is an example of when you said NO this week? » How did you use the Sunday Planner to prepare for the week? How did it help you? Was there anything you struggled with? 	<ul style="list-style-type: none"> » After completing the Understanding My Value worksheet, were there any tasks or functions you realized you need to give up? How do you plan to do so? » Did anything surprise you on your Give Up List? Have you actually given it up since writing it down? » After calculating your value, how do you plan to continue leveling up in the level of tasks and functions you're responsible for?
<p>WEEK 7</p>	<p>WEEK 8</p>
<ul style="list-style-type: none"> » What are your THREE vital priorities and which is your most important? » Did you know your vital priorities before this module or did the module help provide clarity? » What was your greatest takeaway from "The Art of Delegation" bonus video? 	<ul style="list-style-type: none"> » What are you planning to implement in your morning routine? » What are you planning to implement in closing out your day? » Do you have any specific reflections or thoughts on the Priority Power bonus mentoring session?

WEEK 9	WEEK 10
<ul style="list-style-type: none"> » Is rest & recovery difficult for you? » How is the Scheduling Unproductive Time Challenge going for you? » Did you utilize any jam sessions this week? What went well or where did you find it most challenging? 	<ul style="list-style-type: none"> » What are the important pieces of your morning routine? » What is going well in your evening routine? » Are there particular parts of your bookends that you are struggling with? » Did you listen to the Habits of High-Performers audio? What part stood out the most?
WEEK 11	WEEK 12
<ul style="list-style-type: none"> » In which time zones are you mentally strongest and weakest daily? » In which time zones are you emotionally strongest/weakest daily? » In which time zones are you physically strongest and weakest daily? » What vital rituals have you created and started implementing? » What was your greatest takeaway from the bonus Mastering Your Energy mentoring session? Which tip(s) do you plan to implement? 	<ul style="list-style-type: none"> » Which worksheet resources did you find most beneficial in this module? » What has this 12-week team sprint journey been like for you? » What has changed for you since going through INSANE PRODUCTIVITY?

4. Session Wrap Up – 1-minute or less wrap up thanking everyone for their participation and highlighting anything that particularly impressed you. Leave on a positive note by stating what you’re looking forward to the next week with this PD group.

IDEAS FROM INSANE PRODUCTIVITY TEAMS



M CULINARY CONCEPTS

To help celebrate and congratulate team members, husband and wife duo and HPF Alumni, Brandon and Jill Maxwell, provide a gift award to each person on their team who completes the INSANE PRODUCTIVITY course.

HR Director Brandy Jo Guzman explains that at the end of the course, each person shares what they thought the course would be and what it ended up being for them. She notes, "It's impactful to me when I hear their stories and see the tears in their eyes" upon completing the course.

MORTGAGE COACH

Dave Savage of Mortgage Coach went through the INSANE PRODUCTIVITY course with a couple hundred people in his network. To help keep everyone on track throughout the program, Dave hosted weekly mastermind calls for participants to call in on. Dave and other leaders within the network also created a worksheet that aligned with INSANE PRODUCTIVITY while expanding the content to include relevant information for the mortgage industry.



FINAL THOUGHTS

Hands down, one of the best parts of my week is when the A-Team and I have our group personal development video call on Friday. Watching my team members have deep reflections and take action on commitments that further their growth is truly awe-inspiring.

While it won't be easy, I am certain that if you stick to leading your team through this INSANE journey with you, the results and impact will be tremendous.

Be sure to share your team's results with us during and after this 12-week sprint. You can do so by emailing HelpMe@DarrenHardy.com or by posting in our INSANE PRODUCTIVITY Facebook group.

What's Next?

While the core program of INSANE PRODUCTIVITY is 12 weeks, each member of your team will also receive plenty of bonuses inside the Darren Hardy Training Vault (DHTV).

If at the end of the 12 weeks your team is still craving more personal development, you can continue with the 6-week LUDICROUS leadership training.

You can also enjoy mini-course resources including:

- » The Almighty Encounter
- » Persuasion: How to Get Anyone to Say "Yes" to You
- » How to Network Your Way to a Higher Net Worth
- » Darren's Five Favorite Interviews of All Time
- » Building a Great Team
- » Extra bonus gifts

Additionally, you can continue PD sessions with additional resources, such as reading *The Compound Effect* and meeting weekly to discuss each chapter.

Finally, your team can certainly rinse and repeat INSANE PRODUCTIVITY in the future.

Every time you do, the insights and "ah-ha" moments will be different from the last!