



WEEK 1 - ACTIVITY 4

The Critical Inch

Audio Transcript

The Critical Inch represents the 5 areas of focus that will help you achieve your goal. On your Critical Inch, you'll want to focus on the five key areas that will positively impact your ability to reach your goal. Once you achieve your next goal, you may want to set another goal and re-write your critical inch to reflect 5 new areas.

Once you have completed both the SWOT and the Critical Inch, you will have a self-developed action plan to work from. It is recommended that you discuss your SWOT Analysis and Critical Inch with your Independent Sales Director or mentor so they can support you towards achieving your goal!