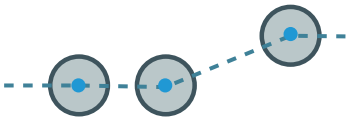


delight flight plan

week _____ date _____



delightability
delight customers - success will follow

ideas	sketches
actions	

Guiding Principles

- Know your funnels and work your ABCs
- Balance the 3 legs of the stool to save the top
- Make a flight plan so you know where to go
- Delight by surpassing expectations at touchpoints
- Use the Big Picture if you get stuck
- Update your flight plan daily from the PlayBook

Mar							Apr							May						
4	5	6	7	8	9	10	1	2	3	4	5	6	7	29	30	1	2	3	4	5
11	12	13	14	15	16	17	8	9	10	11	12	13	14	6	7	8	9	10	11	12
18	19	20	21	22	23	24	15	16	17	18	19	20	21	13	14	15	16	17	18	19
25	26	27	28	29	30	31	22	23	24	25	26	27	28	20	21	22	23	24	25	26
													27	28	29	30	31	1	2	
M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S
						10							14							18
						11							15							19
						12							16							20
						13							17							21
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