

SCREW UP CASCADE (SUC) - INSTRUCTIONS FOR USE

Overview

Thinking about how you could be really bad at something is a good way to recognise some of the things you might not be aware of that are contributing to poor performances.

If you are struggling with a specific technique or situation, using the SUC tool can really help.

If you imagine trying to teach someone how to screw it up, it can really highlight perhaps what you might be actually doing yourself.

This gives you useful information about what you need to change.

Using the form overleaf:

- 1 Make a list of all the ways we could screw up. Think about the situations where screw ups happen, such as, but not limited to, these:
 - Opening a prospect phone call
 - Opening an information exchange and setting the meeting objectives
 - Not listening well enough
 - Talking too much
 - Not closing the meeting properly
 - Going into sales mode in a peer conversation
 - Selling and not selecting
 - Not being active enough
 - Getting diverted and distracted too often
 - Focusing on things we cannot control
 - Not putting the time in
 - Not following the process
 - Not asking for help
- 2 Pick the top 3 that we have done the most and write them in the spaces provided
- 3 Decide on a useful strategy to avoid each of these happening and write them down in the spaces provided.
- 4 When you are confident you have this sorted out, repeat with the next 3 and keep repeating.
- 5 Revisit this list and process at least every week or more often if you are screwing up more often.

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Make a list of all the ways we could screw up

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Pick the top 3 (ones we have done the most)

01	
02	
03	

Decide on a useful strategy to avoid each of these happening

01	
02	
03	