



NAIFA Chapter Strategic Planning

Law of Diminishing Return

Number of Goals (in addition to daily work)	2 - 3	4 - 10	11 - 20
	↓	↓	↓
Goals achieved with Excellence	2 - 3	1 - 2	0

Source: *The 4 Disciplines of Execution* – McChesney, Cover, Huling

Authors Chris McChesney, Sean Covey and Jim Huling, through their work on goals related to achieving results, uncovered a direct correlation between the number of goals being pursued vs. the actual outcomes achieved. Specifically, as an organization attempts to provide focus on any more than three goals at a time, the likelihood of achieving success on any of those goals declines.

How does this concept impact NAIFA and your Chapter? Just like NAIFA did nationally, it is important to limit your focus on whatever you determine to be your Chapter's top three strategies for each goal. Less than three strategies per goal is very acceptable as well.

To be clear, you may very well have a list of far more than three strategies for each goal, but if you are truly focusing on big picture strategies that create true growth and change for the Chapter – that truly move the needle – it is important to be practical about the number of new strategies the Chapter can truly take on at any given time.