



The Say-Do-See™ Process

What is it?

Leaders are constantly under pressure to deliver results. You strive for efficiency, maximizing every moment to meet deadlines and achieve ambitious goals. However, in this relentless pursuit, a crucial aspect of leadership often gets neglected: building credibility and trust.

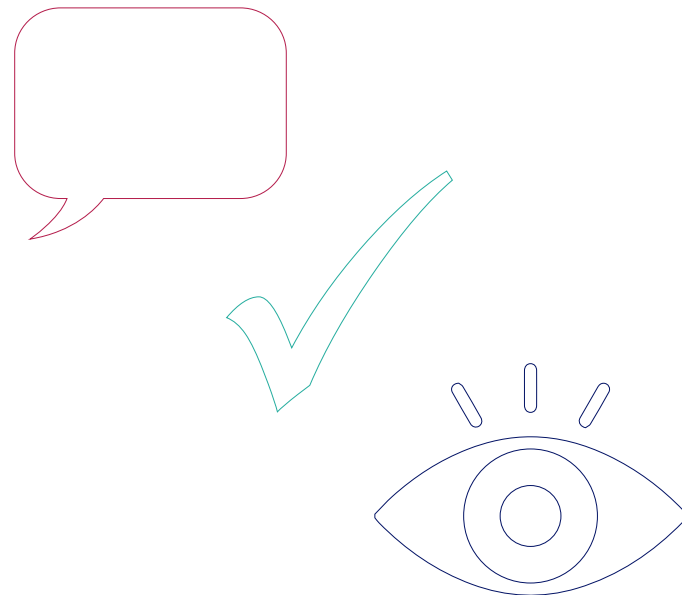
The SAY-DO-SEE™ method is a powerful yet straightforward framework that empowers leaders to bridge this gap. It's a communication strategy designed to consistently demonstrate your capabilities and build trust with stakeholders, ultimately leading to better results.

How is it Used?

The SAY-DO-SEE™ method addresses these issues head-on by creating a structured communication framework. It consists of three simple steps:

1. **SAY:**
Identify a desired outcome you want to achieve within a specific timeframe, typically 30 days. Share this outcome with relevant stakeholders, such as your team, senior management, or key clients.

This initial communication serves several purposes. It ensures everyone understands the direction and your priorities. Also, publicly stating your desired outcomes increases your commitment to



achieving them. Finally, it fosters trust by showing stakeholders you have nothing to hide.

2. **DO:**
Focus all work towards achieving your stated outcomes. This is the action phase where you dedicate yourself and your team to accomplishing the set task by the deadline.
3. **SEE?!**
Share your results with the same stakeholders you informed in Step 1. This is the critical moment where you showcase your ability to deliver on promises. This transparency builds trust and demonstrates your competence and leadership skills.



Benefits Beyond Communication

The SAY-DO-SEE™ method offers advantages beyond simply building trust. Here's how it can benefit you as a leader:

Improved Focus:

Setting clear, time-bound deadlines helps prioritize your actions and efforts.

Enhanced Team Alignment:

Regularly communicating desired outcomes fosters a sense of shared purpose within your team.

Increased Motivation:

Publicly stating your desired outcomes increases your commitment and motivates you and your team to push harder.

Better Decision Making:

Focusing on achievable outcomes within a short timeframe encourages data-driven decision making.

Making SAY-DO-SEE™ Work for You

Here are some tips to ensure you get the most out of the SAY-DO-SEE™ method:

Choose Measurable Outcomes:

Select goals that are specific, measurable, achievable, relevant, and time-bound (SMART). This allows you to clearly track progress and demonstrate success.

Tailor Your Communication:

Adapt your communication style to your audience. When presenting to senior management, focus on the strategic impact of your goals. When addressing your team, emphasize the process and celebrate their individual contributions.

Embrace Transparency:

Don't shy away from sharing even minor setbacks. Openly discussing challenges showcases your ability to adapt and problem-solve.

Celebrate Successes:

Take the time to acknowledge both individual and team accomplishments. This reinforces positive behavior and motivates everyone to strive for even better results.

The SAY-DO-SEE™ Advantage

In a competitive business landscape, building trust and credibility is paramount for leaders and their teams. The SAY-DO-SEE™ method provides a simple yet effective framework to achieve this. By consistently communicating your goals, diligently working towards them, and transparently sharing with your team, you can assure successful advancement towards larger objectives.