

Obsidian Launch's Quarterly Plan

Q2 2008

Goal #1 – Maximize Current Partners' Success

<i>Key Tasks</i>	<i>Target</i>	<i>Lead</i>
1. Forum/Training Meetings – First meeting to occur during Q2, Will schedule monthly	04/04/08	DW
2. Collection of Ideas/Suggestions for each one of our Partners (ideas, leads, suggestions, magazine cut outs, etc.)	04/11/08	MS
3. Viral Marketing – Have 3 templated approaches for viral marketing (Blog, Video, Web)	05/30/08	MJM
4. Key Introductions – Establish method for collecting and making key introductions – including ideal customer parameters, regular communications to Partners, etc.	05/30/08	MJM

Goal #2 – Effective, Regular Obsidian Communication

<i>Key Tasks</i>	<i>Target</i>	<i>Lead</i>
1. Internal Whiteboard – Create a system for easily sharing internal communications, metrics, etc.	04/30/08	MS
2. Huddles – Enforce daily huddle and have firm agenda with metrics being reported	04/30/08	MJM
3. Letter from Mike – Have a scheduled monthly internal newsletter going out to partners and employees	06/30/08	MJM
4. Partner Visual Metrics – Have a visual metric board or system for clearly displaying daily goals	05/15/08	PZ

Goal #3 – The Obsidian Way

<i>Key Tasks</i>	<i>Target</i>	<i>Lead</i>
1. Define Critical Moments and Thresholds – Tracking system and action items for when Partners achieve certain thresholds	05/30/08	PZ
2. Develop Methods to Monitor Threshold – Tracking system that automates the process of tracking Partner progress and notifies Obsidian team/Partners for appropriate actions	06/30/08	PZ
3. Develop Standard Language – Establish and publish consistent use of terms for the	06/30/08	MJM
4. Service Menu – Have a menu that lists all the services we offer our Partners and when we “introduce” the service offering to our Partners	04/30/08	MJM