



PILLAR 1 · CULTURE · ALIGN

THE LEADERSHIP ALIGNMENT WORKBOOK

A diagnostic tool for sales leaders who want to stop hacking at the branches.

NAME

DATE

TEAM MEMBER ASSESSED



HOW TO USE THIS WORKBOOK

Start With Alignment.

Most leaders skip straight to the feet. They see lagging numbers and go tactical — push harder, throw incentives, hope something sticks. They hack at the branches.

Poor performance is almost always a problem of alignment. The mind, the heart, and the feet are not rowing in the same direction. Use this workbook in your one-on-ones. Use it on yourself.

"The mind and the heart control the feet. Always."

BEN WARD · SIGNATURE PRINCIPLE

THE THREE ELEMENTS



MIND Specific, measurable goals. The target the brain is aiming at.

HEART The emotional driver. The why that gets them out of bed.

FEET Daily actions. Calendar. Results. The scoreboard of alignment.

"Prescription without proper diagnosis is malpractice." Do the diagnosis first. Then lead from what you find.



THE FIRST ELEMENT

MIND

Specific, measurable goals. Clarity of objective. The target the brain is aiming at.

"A goal properly set is half way reached."

ZIG ZIGLAR

A vague goal creates vague effort and vague effort creates weak results. Start here. Always.

What is their specific, measurable goal right now?

Can they articulate that goal clearly without hesitation?

How clear is their goal? Circle a number.

1 2 3 4 5 6 7 8 9 10

Not at all

Completely clear

DIAGNOSTIC QUESTIONS

If you ask them to describe their goal in one sentence, what do they say?

Do they have a deadline attached to this goal?

What is the gap between where they are now and where the goal sits?

MIND VERDICT

Where the mind is stuck

What I will do about it



THE SECOND ELEMENT

HEART

The emotional driver behind the goal. The why that gets them out of bed. The purpose behind the push.

"The hand will not reach for what the heart does not long for."

You do not know enough about the people you lead if you do not know this.

Heart Assessment



Why do they want this goal? What will achieving it bring into their life?

What wakes them up in the morning and pushes them to perform?

How strong is their emotional motivation right now? Circle a number.

1

2

3

4

5

6

7

8

9

10

Not at all

Completely strong

M

The Moses Principle in Action

Moses means "to draw out." Your job is to draw out what they already want.

What do they want most that they do not yet have?

How can you connect their daily work directly to that desire?

HEART VERDICT

What I learned about their heart

How I will lead from this



THE THIRD ELEMENT

FEET

Daily actions. Calendar. Results. The scoreboard that reflects whether mind and heart are truly aligned.

"Alignment supercharges action."

Do not start here. Feet are the output. If the output is weak, the answer lies upstream.

Feet Assessment



What does their calendar actually look like this week?

What specific daily actions are they taking toward their goal?

How well do their daily actions align with their stated goal? Circle a number.

1

2

3

4

5

6

7

8

9

10

Not at all

Completely aligned

GETTING TO THE ROOT

If the feet are lagging, check the primary breakdown:

- ☐ **A Clarity Problem**
The mind needs sharpening. Go back to Section 01.
- ☐ **A Motivation Problem**
The heart needs anchoring. Go back to Section 02.
- ☐ **A Behavior Problem**
The feet need accountability. Build a daily action plan.

FEET VERDICT

Where their feet are falling short

The action I will hold them to

Alignment Summary

Where do things stand? What happens next?

ALIGNMENT SCORECARD

ELEMENT	SCORE /10	KEY OBSERVATION
M MIND Clarity		
H HEART Motivation		
F FEET Action		

DIAGNOSIS

- ☐ The **MIND** is unclear. I need to sharpen their objective.
- ☐ The **HEART** is weak. I need to anchor to their why.
- ☐ The **FEET** are inconsistent. I need to build accountability.
- ☐ All three need attention. Start with the mind.

LEADERSHIP ACTION PLAN

The single most important thing I will address with this person:

The specific conversation I will have and when:

How I will follow up and hold them accountable:



**"Once the mind and the heart
are aligned, the feet will follow."**

BEN WARD

World Authority on Sales Leadership

Make it a great day.