



Halftime Customer Needs Matrix >>

To better understand how to serve men and women in Halftime, this matrix overlays the customer's primary need where the four stages of Halftime intersect the three big issues (core, capacity and context) which they need to solve for along the way.

[The Four Stages of HT]

	Foundation of Success	Journey Inward	Awakening Challenge	Reaching Potential
What a Halftimer Needs	Vision	Reflection	Exposure	Alignment
Understanding Your Core	See the Importance of Your Core	Work through Assessment Tools	Test Out Opportunities	Debrief with Friends
Creating Capacity	See the Need for Margin	Make a Plan for Margin	Create Margin	Maintain Margin
Defining your Context	See a Variety of Examples	Dream About Best Fit Role	Negotiate Low Cost Probes	Adjust Settings & Time Allocation
<i>Recommended Halftime Resources for Each Column</i>				
Books	<i>Halftime From Success to Significance</i>	Group Curriculum: <i>Success to Significance Game Plan</i>	<i>Unlimited Partnership Finishing Well</i>	<i>Stuck in Halftime</i>
Events	Vision Casting Event	Halftime Summit Event Halftime Institute	Halftime Experience Collaborative Day Event	
Tools	Halftime DVD: <i>Stories</i>	Halftime GPS Tool		
Services	My Halftime Guide	One-on-One Coaching	Halftime Insider Network	One-On-One Coaching Halftime Sponsors Training

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