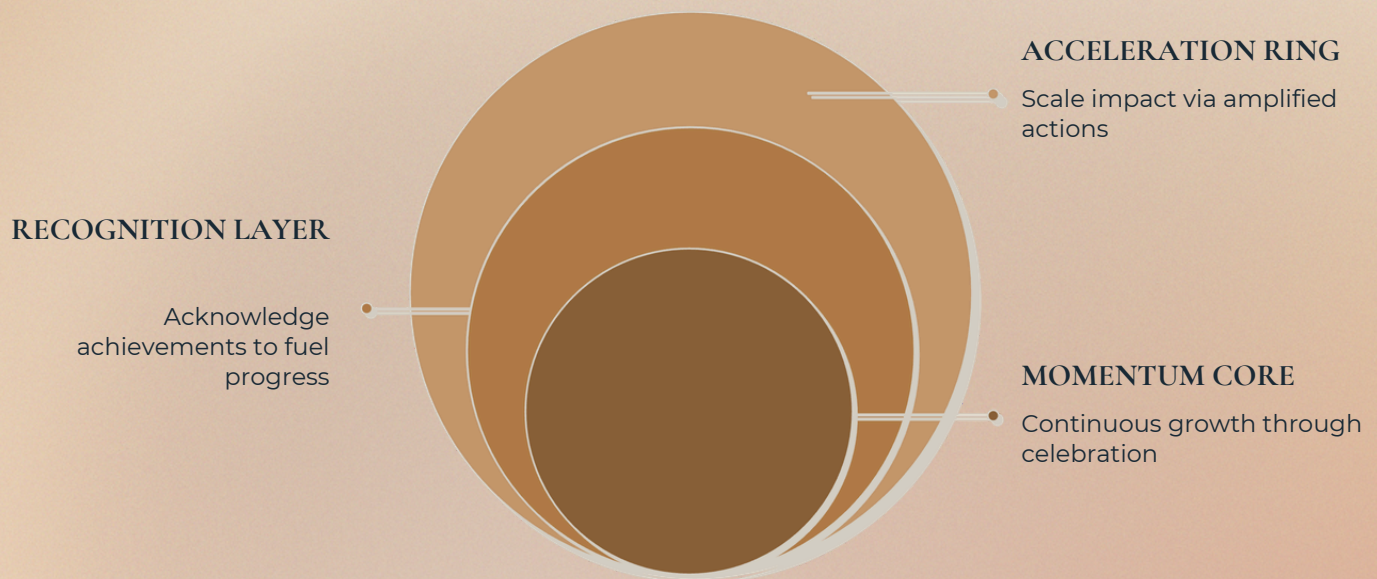


# CELEBRATION LOG WORKSHEET

Recognize. Celebrate. Accelerate.



MARNI HALE

# CELEBRATION LOG WORKSHEET: SIMPLIFY TO AMPLIFY

**Project Name:** \_\_\_\_\_ **Current Milestone Phase:** \_\_\_\_\_

"Remember... the team you need to influence most is your internal team."

If you want to move the needle, you must recognize that your internal team is the audience that matters most. Stop overlooking the progress happening right in front of you. In the **Simplify to Amplify** framework, celebration is not a luxury—it is a tool for speed. When you celebrate greatness, you invite more of it into your business. Use this worksheet to recognize the impact you are making right now and leverage that momentum to reach the finish line faster.

## CORE PHILOSOPHY

Celebrating incremental wins—both big and small—is the fuel for motivation and momentum. Recognition is the shortest path to influencing your team's culture and performance.

## THE "WHY WE CELEBRATE" FRAMEWORK

By acknowledging impact, you shift from a state of **frustration** to a state of **growth**. Every win logged—no matter how small—compounds into unstoppable momentum toward your North Star Metric.

## THE MOMENTUM LOG

Record your daily progress below. Include major milestones, "incremental wins" like a team member sharing a key takeaway, or even just "waking up and taking action." Link every win back to your **North Star Metric**—the ONE action that, when hit, impacts every other success indicator in your project.

**Date**

**The Win (Big or Small)**

**Impact Metric**

# KEY LEARNINGS: THE "FAIL FAST, LEARN FAST" ACKNOWLEDGMENT

High performance requires data. Non-performing numbers and poor outcomes are not failures—they are **"Learning Wins"** that provide the information required to identify where the opportunity lies. Fail fast, learn fast, and keep moving forward.

WHAT DO THE NON-PERFORMING NUMBERS REVEAL ABOUT OUR CURRENT STRATEGY?

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WHAT IS THE "KEY LEARNING" THAT WILL OPTIMIZE THE NEXT CAMPAIGN ITERATION?

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WHY IS THIS LEARNING A "WIN" FOR THE TEAM'S LONG-TERM SUCCESS?

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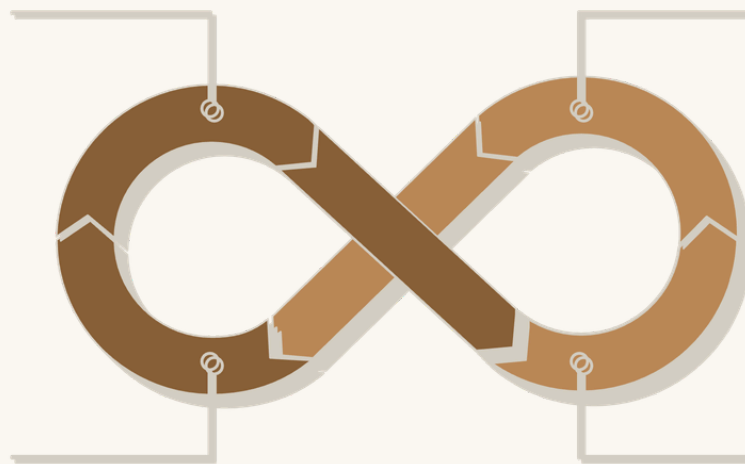
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IDENTIFY NON-PERFORMING DATA

EXTRACT THE KEY LEARNING

NEXT ITERATION

APPLY & OPTIMIZE



Every data point—even a disappointing one—is a compass pointing toward your next breakthrough. The fastest teams are not the ones who never stumble; they are the ones who extract the lesson and pivot with precision.

# PERSPECTIVE REFRAMER: FINDING WINS IN NEUTRAL SITUATIONS

"An experience is neither good nor bad until we give it a label."

As a leader, your perspective *is* the company culture. If you label a shift as a "disaster," your team will fail. If you label it an "optimization window," they will thrive. The reframe is not denial—it is a strategic leadership tool that unlocks creative problem-solving and keeps momentum alive.

## REFRAMING PRACTICE TABLE

Use the table below to practice shifting your perspective. For every neutral or challenging experience, identify the positive perspective or hidden win within it.

Neutral / Challenging Experience	The Positive Perspective / Win
<i>Example:</i> Market shifts / Interest rates rise	Opportunity to optimize ignored business processes



The label you choose in the next 60 seconds will determine how your entire team shows up for the next 60 days. Choose deliberately.

# ACTION ITEM: CELEBRATE TODAY!

When was the last time you celebrated with your team? Big or small, do it today! Select at least one method below to boost morale and acknowledge the effort being put in right now.



## PUBLIC ACKNOWLEDGMENT

Call out a specific contribution in a team meeting to encourage others to do more.



## STRATEGIC "LOVE ON YOUR TEAM" CALL

Conduct a 10-minute personal reach-out. Target a team member in a high-stakes or critical decision phase to thank them for their work.



## THE LEARNING VICTORY

Share a "Key Learning" with the group. Present it not as a mistake, but as the data required for high performance on future campaigns.

## STAY MOTIVATED: THE HEART VS. HEAD CHECK

If you are leading from your **"head,"** you are likely trying to control, resulting in frustration and impatience. To lead an effective celebration and inspire your team, you must transition to your **"heart"**—a place of calm, confidence, and innovation.

✔ Get out of your head and celebrate greatness!

### THE 4-4-6-4 RESET

1. Pause and close your eyes.
2. Envision the thoughts in your head moving into your heart.
3. Inhale for **4 seconds**.
4. Hold for **4 seconds**.
5. Exhale for **6 seconds**.
6. Hold for **4 seconds**.
7. Repeat at least twice until the "monkey mind" settles and you feel the shift.