

PARKING LOT  
WORKSHEET:  
PROTECTING  
YOUR HBUT &  
TEAM FOCUS



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# WORKSHEET PURPOSE & PRINCIPLES

**HBUT — Highest and Best Use of Time** — is not a suggestion; it is a discipline. It requires ensuring that every ounce of your time, energy, and resources is strictly allocated to activities that move the needle toward your defined outcomes. When the **"monkey mind"** takes over — racing with new ideas and losing focus — the Parking Lot serves as your strategic repository. It allows you to sanitize your current execution window by capturing and saving concepts for later review without derailing your team or disrupting momentum.

If you're not focusing your time and energy on the most important activities then you're doing it all wrong.

## THE PARKING LOT PROMISE

Capture every new idea. Clear your mind. Return immediately to your active HBUT.

- Protects team momentum
- Preserves strategic clarity
- Saves ideas for the right moment
- Eliminates execution chaos

# THE "SHINY PENNY" AWARENESS CHECK

Entrepreneurs are visionaries by nature, but that gift becomes a liability when you **"ideate all over again"** mid-execution. A **"Shiny Penny"** — a new method or trend introduced while a plan is already in motion — is the **#1 reason strategies fail**.

"Something new may be good, but not at the cost of stopping the activity of the team mid-execution." — Marni Hale

## THE COST OF INTERRUPTION

### LOSS OF TEAM MOTIVATION

Constant shifts make employees feel they can never "catch up," destroying morale and trust in leadership.

### DECREASED PERFORMANCE

Momentum is killed the moment the team is forced to pivot without data or a clear rationale.

### JUMPING OVER DOLLARS FOR PENNIES

You risk abandoning high-revenue activities for marginal, unproven gains that haven't been validated.

### DISRUPTED REVENUE ACTIVITIES

You pull experts away from what is working to chase what is merely "new" and unproven.



**Critical Reflection:** What proven, revenue-producing activity will my team have to stop or deprioritize right now just to test this penny? Is it worth the cost?

# IDEA CAPTURE LOG — THE PARKING LOT

Sanitize your current execution window. Document the thought below, clear your mind, and return immediately to your active HBUT. Every idea deserves a home — just not your active execution window.



CAPTURE  
IDEA

PARK IT

RETURN TO  
HBUT

Use the log below to record every new idea the moment it surfaces. This keeps your mind clear and your team protected from mid-execution pivots.

<b>The Idea</b>	<b>Source / Inspiration</b>	<b>Potential Goal Impact</b>	<b>Date for Review</b>
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An idea captured is an idea preserved. The Parking Lot is not a graveyard — it is a waiting room for the right season.

# HBUT EVALUATION FRAMEWORK

Before an idea moves from the Parking Lot to a "**Project Scope**," it must survive this diagnostic. If it doesn't answer these hard questions, *it stays in the lot.*

## MAXIMIZE REVENUE

Have you identified the specific source of your growth over the last two years? Does this idea maximize one of your **top 3 current revenue channels**?

## LOVE YOUR CUSTOMERS

Do you know your top 10, 30, or 100 customers by **Lifetime Value (LTV)**? Does this idea directly increase the care, energy, or referral potential of those specific people?

## BRAND CLARITY

Does this idea clarify exactly **what problems you solve and for whom**? If it's confusing, it's a distraction — full stop.

## CUSTOMER NEEDS

Have you consulted your sales team for the **top questions prospects actually ask**? Does this idea provide a direct, honest answer to those questions?

## AUTHENTICITY & HUMANITY

Looking at your calendar, does this move you away from non-revenue-producing "fluff" and allow you to be **more human and authentically connected** to your audience?

# EXECUTION COMMAND: STICKING TO THE PLAN

Execution is where most leaders fail — because they get **bored**. You must have the grit to stick to the plan until the data tells you otherwise.

❑ **Current Focus Statement:** My current objective is \_\_\_\_\_ . This objective must align with our **North Star Metric** — the one action that impacts every other success measure in the company.

## ACTIVE COMMANDS FOR EXECUTION

### 1 FAIL FAST, LEARN FAST

If a campaign isn't performing, do not veer from the plan. Optimize the current campaign using real-time data and apply those learnings to the next iteration.

### 2 TRACK THE METRICS

Use your dedicated software or spreadsheet. Data provides the clarity to stay the course or make an informed pivot — without it, you are just guessing.

### 3 CELEBRATE THE WINS

The team you need to influence most is your internal team. Identify one win from the current plan to celebrate today to maintain high-performance motivation.

## FINAL AFFIRMATION

**Simplify to Amplify.** Stick to the plan, stay aligned with the team, and keep moving the needle. Every day of focused execution compounds into the BIG WIN you're building toward.

## REMEMBER

- Protect your HBUT at all costs
- Park ideas — don't act on them immediately
- Let data drive your pivots, not boredom
- Celebrate progress to fuel momentum