

Figure 10.2: Success Tool—Define, Promise, Deliver, and Remind Protocol

Instructions: Review each component of the protocol and describe how you are doing it or will do it. Record your thoughts, reflect on them, and update them as needed. We recommend treating this like a reflection log or journal that you can continually revisit and update.

1. *Define* in advance, in writing, the value you add through the work you do individually and as a team. Be clear and specific about the outcomes, results, and goals you will help those you guide to achieve.
2. *Promise* your defined value both verbally and in writing to those you guide and those who evaluate you by clearly stating that you are committed to their success.
3. *Deliver* what you have promised and more, guiding others to effectively perform to achieve the desired results of the initiatives and to constantly evaluate progress and your effectiveness.
4. *Remind* those you guide and serve of achieved results, goals, and outcomes through regular updates, individual handwritten notes, emails, social media, electronic newsletters, meetings, and other frequent, planned forms of communication. This helps others regard you as a valuable resource and themselves as successful professionals.