

# Kickoff Script – Introducing the Weekly Focus Scoreboard

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Use this script or talking points to introduce the Weekly Focus Scoreboard to your team. The goal is to build awareness, reduce resistance, and foster a supportive environment where focus becomes a shared value.

## Opening Message

“One of the biggest challenges we all face is staying focused on what matters most. With so many distractions, demands, and shifting priorities, it’s easy to get pulled in too many directions and feel busy—but not productive.”

## Introduce the Tool

“To help us improve how we work—not just how much—we’re introducing a Weekly Focus Scoreboard. It’s a simple way to track how well we’re focusing our time, energy, and execution each day. This is not about perfection. It’s about awareness and improvement.”

## Key Points to Emphasize

- This is not a performance review—it's a self-awareness and improvement tool.
- Your scores are private unless you choose to share.
- We’ll reflect weekly to spot patterns and make small improvements.
- You’ll have support if you need help clearing distractions or resetting habits.

## First Week Instructions

“Start using the scorecard today. Just fill it out daily—takes 2 minutes. At the end of the week, we’ll do a short reflection. We’ll learn, adjust, and grow together.”