

7 Drivers of Elite Teams™: The Essential Guide.

The Ultimate Playbook for Building World-Class Performance

Impact Forge Leadership Academy

Forging Leaders into Fearless, Loving Stewards of Human Potential and Agency

Per Servitium Virtus - Through Service, Virtue Iron Sharpens Iron, and Leader Sharpens Leader



PLAYBOOK

**FORGED FOR EXCELLENCE.
BUILT FOR IMPACT**

William de la Guerra Poett

How to Use This Guide

7 Drivers of Elite Teams™ is designed for immediate action and deep transformation. Choose your path:

Quick Start Path

For busy executives who need to deploy immediately

- 5-minute overview of what this is and why you need it
- 7 Drivers at a glance with behavioral anchors
- 48-hour deployment plan with exact scripts
- Assessment template ready to use tomorrow
- Key visual guides showing where to place graphics

Perfect for: CEOs, Division Managers, Team Leaders who want results fast

Deep Dive Path

For those who want to look under the hood

- Complete framework details with extensive examples
- 30-day implementation playbook with week-by-week actions
- All tools and templates for scaling across organizations
- Research foundation and validation studies
- Advanced strategies for large organizations and global deployment
- Comprehensive FAQ addressing every implementation challenge

Perfect for: HR Leaders, L&D Professionals, Executive Coaches, Change Agents

Implemented the 48-hour plan? Elevate with Tier 2:

Reskinned Clarity Compass App + 90-min Deployment Session (\$997) for branded team rollout. To learn more and schedule email us william@impactforge.io

Mastered the 30-day playbook? Join Tier 3:

10-Week ForgeIQ Accelerator (\$3K–\$5K) for cohort-based mastery. To Learn more email us william@impactforge.io

Executive Summary: What This Is and Why You Need It Now

The Problem You Face Every Day

In the age of AI acceleration and global uncertainty, 87% of organizations struggle with unclear performance standards while their best people burn out or disengage. Your team has untapped potential—but without a clear compass, talent becomes wasted energy.

The Cost: Frustration, wasted potential, and teams performing well below their capability.

The Solution: *7 Drivers of Elite Teams*[™]

This playbook gives you 7 simple questions that identify A, B, and C players with surgical precision while providing exact coaching blueprints for each performance level.

Time Investment: 5 minutes per person per month for assessment, 15 minutes for coaching conversation.

Immediate Results: Crystal-clear performance clarity, targeted development plans, and elevated team standards.

Why This Works: The Research Foundation

183K+

Teams Studied

Gallup global meta-analysis

60%

Higher Completion Rates

When character + competency
assessed together (West Point
studies)

47%

Faster Skill Development

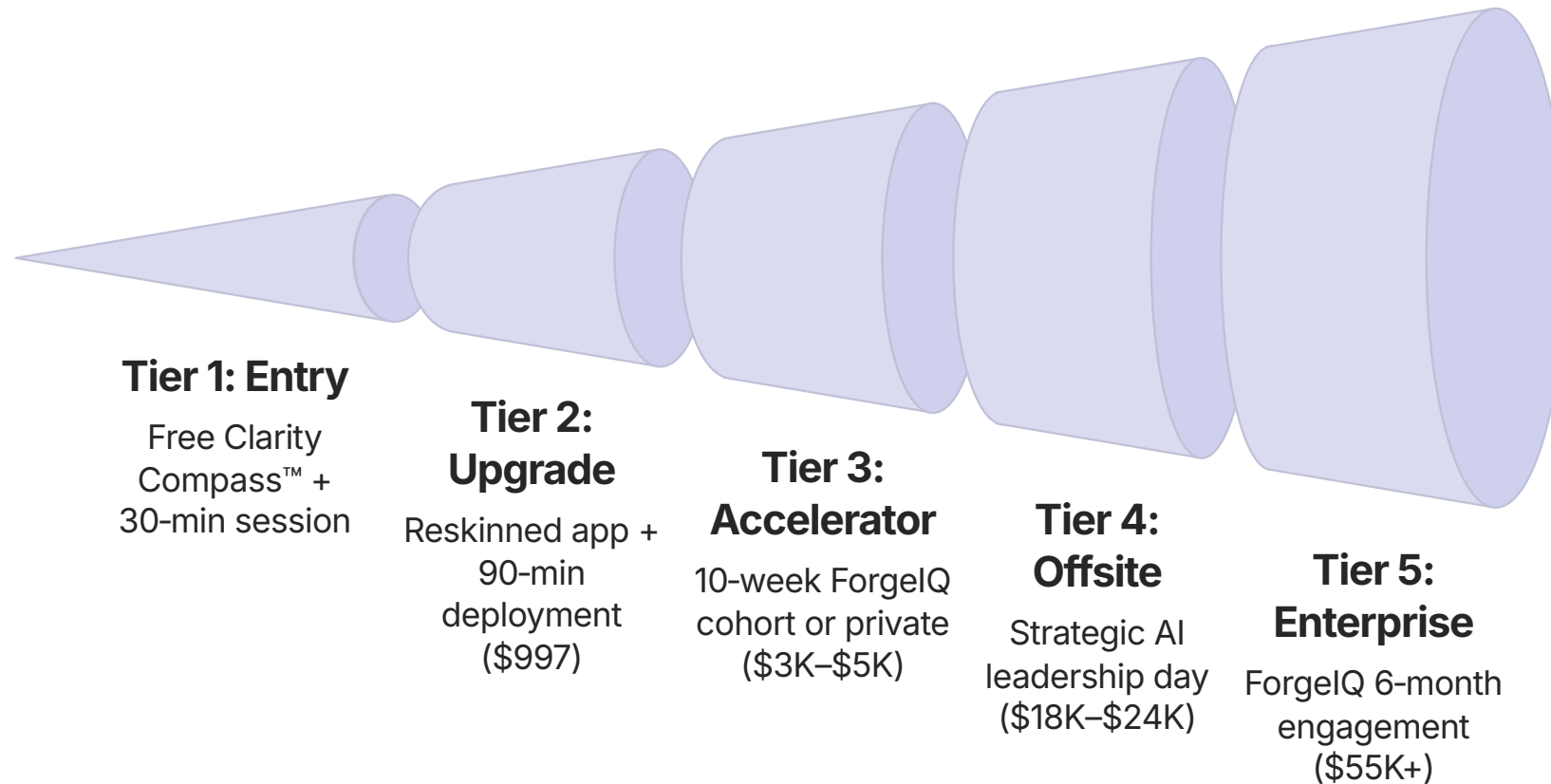
With regular vs annual feedback
(Microsoft research)

Strong correlation between structured self-assessment and manager evaluation (Harvard Business School)

What Makes This Different

- **Military-Grade Standards:** Based on Special Operations selection criteria adapted for business
- **Character + Competency:** Measures both performance AND integrity (both non-negotiable)
- **Universally Applicable:** Works across all industries, cultures, and team sizes
- **Deployment-Ready:** Can start using tomorrow with existing team meetings
- **Human-Centered:** Focuses on potential and agency, not just metrics

Your Revival Path: From Assessment to Transformation



This is how the world's best leaders build Elite Teams.

Start with Tier 1

7 Drivers of Elite Teams™: Universal Excellence Standards

Per Servitium Virtus - Through Service, Virtue

01

Win (Revenue Impact)

"Are we creating measurable value and financial impact every week, not just someday?"

02

Wow Customers (Quality)

"Are we consistently delivering work that earns trust and pride because it's right the first time?"

03

Move Fast (Speed)

"Are we cutting cycle times, resolving issues quickly, and maintaining momentum without sacrificing standards?"

04

Get Better (Growth)

"Are we relentlessly learning, experimenting, and adapting so that we remain relevant and future-proof?"

05

Win Together (Team Impact)

"Are we lifting others up, multiplying capacity, and making collaboration a competitive advantage?"

06

Lead with Trust (EQ)

"Is every voice heard, every concern welcomed, and every decision made in a climate of psychological safety?"

07

Protect Energy (EnQ)

"Are we sustaining focus, health, purpose, and resilience so that performance can be maintained long-term?"



Scoring System for Each Driver

0 (Below Standard)

Rarely creates measurable value;
unclear contribution to outcomes

Work frequently needs revision or
fails to meet standards

Frequently late, unreliable, or
requires constant follow-up

1 (Solid)

Sometimes delivers measurable
impact; meets basic expectations

Usually meets quality
expectations; errors are rare

Generally reliable; delivers on
time and meets commitments

2 (World-Class)

Proactively maximizes results,
innovates, elevates others'
performance

Sets the quality bar for others;
work serves as the model

Known for exceptional reliability;
others seek you for critical
missions

Performance Matrix: A/B/C Player Identification

A Players (Score: 12-14)

Characteristics: World-class in most areas; minor development gaps only

Action: Stretch assignments, leadership development, mentoring others

Focus: How can you scale your impact and develop others?

B Players (Score: 9-11)

Characteristics: Solid performers with clear development potential

Action: Targeted coaching on specific drivers scoring 0-1

Focus: What specific skills will move you to A-level performance?

⚠️ C Players (Score: 6-8)

Characteristics: Multiple performance gaps requiring intervention

Action: Intensive coaching with 60-90 day improvement timeline

Focus: Choose 1-2 priority areas for concentrated improvement

Below Standard (Score: 0-5)

Characteristics: Significant performance and/or character issues

Action: Immediate intervention with formal improvement plan

Focus: 30-day intensive support with clear consequences

⊗ Red Flag Indicators (Immediate Attention Required):

- Any Driver Scoring 0 - Address immediately regardless of total score
- Character & Agency (Driver 6) at 0 - Potential culture/integrity risk
- Three or more 0s: Strong candidate for coaching out or role change

Quick Assessment Template

7 Drivers of Elite Teams™ Monthly Self-Assessment

Instructions: Rate your performance over the past 30 days using the 0-2 scale:

- **0 (Below Standard):** Clear gaps requiring immediate attention
- **1 (Solid):** Meeting expectations with room to elevate
- **2 (World-Class):** Exemplary performance that inspires others

Win (Revenue Impact)	___/2	Am I creating measurable value every week?
Wow Customers (Quality)	___/2	Is my work consistently right the first time?
Move Fast (Speed)	___/2	Do I deliver quickly without sacrificing standards?
Get Better (Growth)	___/2	Am I actively learning and improving?
Win Together (Team Impact)	___/2	Do I lift others up and multiply our capacity?
Lead with Trust (EQ)	___/2	Do others feel safe bringing me problems?
Protect Energy (EnQ)	___/2	Am I sustaining high performance without burning out?
Total Score:	___/14	

Reflection: What's my biggest growth opportunity this month?

48-Hour Deployment Plan

Hour 1: Your Personal Foundation

Action: Complete the 7-question assessment for yourself honestly.

Why: You cannot coach what you don't model. Knowing your gaps builds credibility.

Script for Self-Reflection: "Where am I truly world-class? Where do I need to grow? What example am I setting?"

Days 3-7: Team Launch

Day 1 - Team Introduction Meeting (15 minutes):

- Present the 7 Drivers with plain English explanations
- Share your own assessment results and development priorities
- Address questions about confidentiality and purpose

Key Message: This is about development and support, not judgment or punishment.

Days 2-7 - Individual Assessments:

- Team members complete first assessment
- Submit scores (numbers only) while maintaining confidentiality
- Schedule 1-1 coaching conversations for the following week

1

2

Hour 2: Team Introduction Preparation

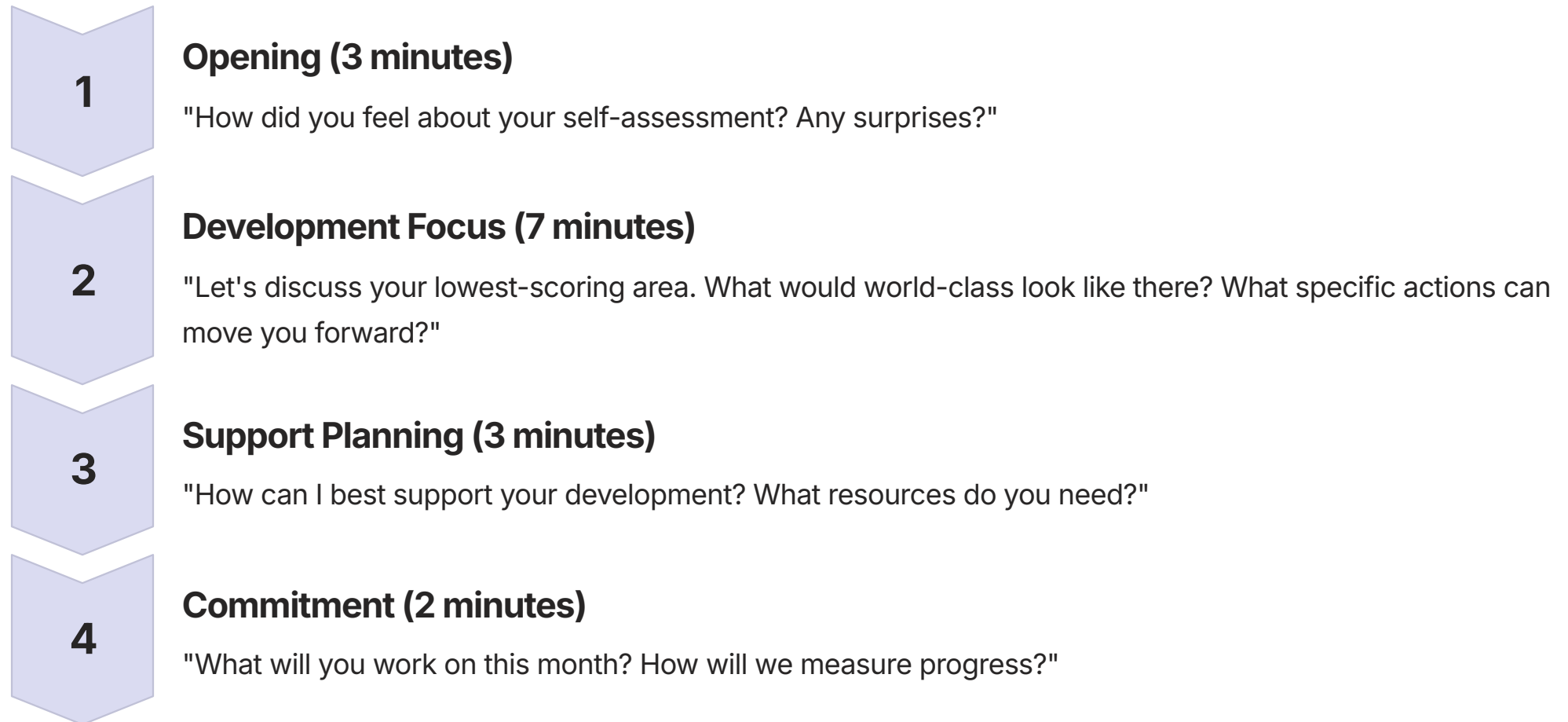
Action: Plan your team announcement using the script below.

"Team, I'm introducing a monthly check-in tool that will help us all reach our potential. It's 7 questions about performance and character that take 5 minutes to complete. The goal isn't to catch anyone failing—it's to spot where we can help each other excel. Every elite team has clear standards. These are ours."

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📄 Ready to scale this deployment? Unlock Tier 2: Personalized Clarity Compass + Expert Session (\$997) to integrate 7 Drivers seamlessly. Email us today william@impactforge.io

Week 2: Coaching Conversations (15 minutes each)



Immediate Actions by Performance Level

- **A Players (12-14 points):** Give stretch assignments and leadership opportunities. **Coaching Focus:** How can you mentor others and scale your impact?
- **B Players (9-11 points):** Create targeted development plans for lowest-scoring drivers. **Coaching Focus:** What specific skills will move you to A-level?
- **C Players (6-8 points):** Intensive coaching with clear 60-90 day improvement timeline. **Coaching Focus:** Choose 1-2 priority areas for concentrated improvement
- **Below Standard (0-5 points):** Immediate intervention with formal improvement plan. **Coaching Focus:** Is this a skill gap, role mismatch, or cultural fit issue?

7 Drivers of Elite Teams™: Complete Framework

1. Win (Revenue Impact) - DETAILED

"Are we creating measurable value and financial impact every week, not just someday?"

Elite performers understand their economic impact. They think like owners, not employees, consistently contributing measurable value to organizational outcomes.

Behavioral Standards (Detailed):

0 (Below Standard):

- Cannot articulate specific economic contribution
- Focuses on activities rather than outcomes
- Rarely connects work to business results
- Others unclear about their value creation

1 (Solid):

- Can explain some economic impact of their work
- Meets basic performance expectations
- Occasionally identifies improvement opportunities
- Contributes to team/department goals

2 (World-Class):

- Proactively identifies revenue opportunities and cost savings
- Innovates processes that directly impact bottom line
- Helps others understand and maximize their economic contribution
- Takes ownership of financial results, not just activities
- Thinks strategically about business impact

Assessment Questions & Coaching for Revenue Impact

Assessment Questions (Extended):

- Do I consistently contribute to measurable business outcomes?
- Can I articulate my specific economic impact this month?
- Do I help others understand their value creation?
- Am I thinking like an owner or just an employee?
- What revenue/cost opportunities have I identified recently?
- How do I measure and track my business impact?

Coaching Conversations for Revenue Impact:

For Below Standard (0)

"Let's connect your daily work to business outcomes. What specific results does our team/company need to achieve? How does your role contribute to those results?"

For Solid (1)

"You understand your contribution. Now let's look for ways to multiply that impact. Where do you see opportunities to create more value or help others perform better?"

For World-Class (2)

"You're already creating significant value. How can you teach others to think like owners? What systems or processes could you improve to scale your impact?"

2. Wow Customers (Quality) - DETAILED

"Are we consistently delivering work that earns trust and pride because it's right the first time?"

Quality is your signature. Elite performers take pride in craftsmanship regardless of task size, setting the standard others aspire to reach.

Behavioral Standards (Detailed):

0 (Below Standard):

- Work frequently needs revision or redoing
- Makes same mistakes repeatedly
- Quality inconsistent from task to task
- Others avoid depending on their deliverables

1 (Solid):

- Usually meets quality expectations
- Errors are relatively rare
- Takes feedback well and improves
- Generally reliable for standard work

2 (World-Class):

- Work consistently serves as the model for others
- Anticipates and prevents quality issues before they occur
- Takes personal responsibility for excellence in every deliverable
- Elevates quality standards across the entire team
- Others specifically request their work as examples

World-Class Quality Behaviors:

- Creates checklists and processes to ensure consistency
- Reviews work from the customer's perspective before delivery
- Seeks feedback proactively and implements improvements
- Mentors others on quality standards and techniques
- Takes pride in craftsmanship regardless of task importance

3. Move Fast (Speed) & 4. Get Better (Growth) – DETAILED

3. Move Fast (Speed)

"Are we cutting cycle times, resolving issues quickly, and maintaining momentum without sacrificing standards?"

Trust is earned through consistent execution. Elite performers are human Swiss watches—reliable, precise, and trusted with critical missions.

Speed Excellence Strategies:

- Maintains organized systems for quick information access
- Batches similar tasks for efficiency
- Communicates proactively about timeline issues
- Builds buffer time into project planning
- Helps teammates improve their own speed and efficiency

4. Get Better (Growth)

"Are we relentlessly learning, experimenting, and adapting so that we remain relevant and future-proof?"

In a rapidly changing world, your learning speed determines survival speed. Elite performers are voracious learners who apply and teach new knowledge.

Growth Mindset Behaviors:

- Regularly reads industry publications and research
- Seeks feedback from multiple sources
- Takes on projects outside comfort zone
- Documents and shares lessons learned
- Mentors others in areas of expertise

5. Win Together (Team Impact) & 6. Lead with Trust (EQ) - DETAILED

5. Win Together (Team Impact)

"Are we lifting others up, multiplying capacity, and making collaboration a competitive advantage?"

Individual brilliance without team impact is expensive consulting. Elite performers are force multipliers who elevate everyone around them.

Team Impact Excellence:

- Actively listens and asks thoughtful questions
- Celebrates others' successes publicly
- Offers help before being asked
- Shares knowledge and resources freely
- Creates connections between people who should know each other

6. Lead with Trust (EQ)

"Is every voice heard, every concern welcomed, and every decision made in a climate of psychological safety?"

Character is leadership's foundation. Without it, competency becomes dangerous. Elite performers exemplify integrity and inspire others to higher standards.

Trust-Building Behaviors:

- Admits mistakes quickly and focuses on solutions
- Keeps confidences and honors commitments
- Gives credit generously and takes blame appropriately
- Asks for help when needed, showing vulnerability
- Addresses conflicts directly and respectfully

7. Protect Energy (EnQ) - DETAILED

"Are we sustaining focus, health, purpose, and resilience so that performance can be maintained long-term?"

Elite performance is a marathon, not a sprint. Energy management enables longevity and sustainable excellence while modeling healthy performance for others.

Behavioral Standards (Detailed):

0 (Below Standard):

- Frequently burnt out or chronically stressed
- Poor work-life integration affecting performance
- Disengaged or lacking enthusiasm
- Energy level drains others

1 (Solid):

- Maintains stable well-being most of the time
- Manages stress adequately
- Generally positive energy and attitude
- Takes care of basic health needs

2 (World-Class):

- Maintains high sustainable energy over extended periods
- Models healthy boundaries and self-care practices
- Helps team members manage stress and prevent burnout
- Creates cultures of sustainable high performance
- Energizes and inspires others through their presence

Energy Stewardship Practices:

- Maintains consistent sleep, exercise, and nutrition habits
- Takes regular breaks and encourages others to do the same
- Sets boundaries to protect focus time
- Practices stress management techniques
- Creates energizing environments for team meetings and work

Research Foundation and Validation

The Science Behind Elite Performance

Our framework is built on extensive research from leading institutions and organizations:



Gallup Global Meta-Analysis

Gallup's 2024 11th edition meta-analysis examined over 183,000 teams across 53 industries, involving more than 3.3 million employees. The research consistently demonstrates that teams in the top quartile of engagement significantly outperform those in the bottom quartile across multiple business outcomes.



West Point Character Studies

Research from the US Military Academy shows that character attributes (particularly grit and integrity) predict long-term success better than cognitive ability alone. Studies found that cadets with higher character scores had significantly higher completion rates and better leadership evaluations.



Microsoft Performance Management Research

Microsoft's comprehensive study involving over 50,000 employees demonstrated that regular performance conversations (monthly vs. annual) led to substantially faster skill development and higher engagement scores.



Harvard Business School Assessment Research

Harvard research on structured self-assessments with clear behavioral anchors shows strong correlation between self-assessment and manager evaluation when proper frameworks are used.

Frequently Asked Questions

Framework Implementation Questions

Q: How are the *7 Drivers of Elite Teams*™ different from traditional performance reviews and management systems?

A: Traditional performance reviews look backward and focus on what happened, often creating anxiety, defensiveness, and limited actionable insights. *The 7 Drivers of Elite Teams*™s looks forward and focuses on what's possible, creating excitement about potential and clear pathways for development.

The monthly rhythm enables continuous development rather than annual evaluation cycles, and the clear behavioral anchors remove subjectivity and politics from performance discussions. The framework combines competency and character assessment, ensuring that high performers also demonstrate the integrity and energy stewardship necessary for sustainable excellence and team culture.

Most importantly, it positions managers as coaches and developers rather than judges and evaluators, fundamentally changing the relationship dynamic from evaluation to empowerment.

Q: What if team members consistently score themselves higher than their actual performance levels?

A: Self-awareness gaps provide valuable information about development needs and coaching opportunities. Individuals who consistently over-rate themselves often need coaching in humility, feedback receptivity, and realistic self-perception. Use calibration conversations to build accurate self-awareness while maintaining trust and psychological safety.

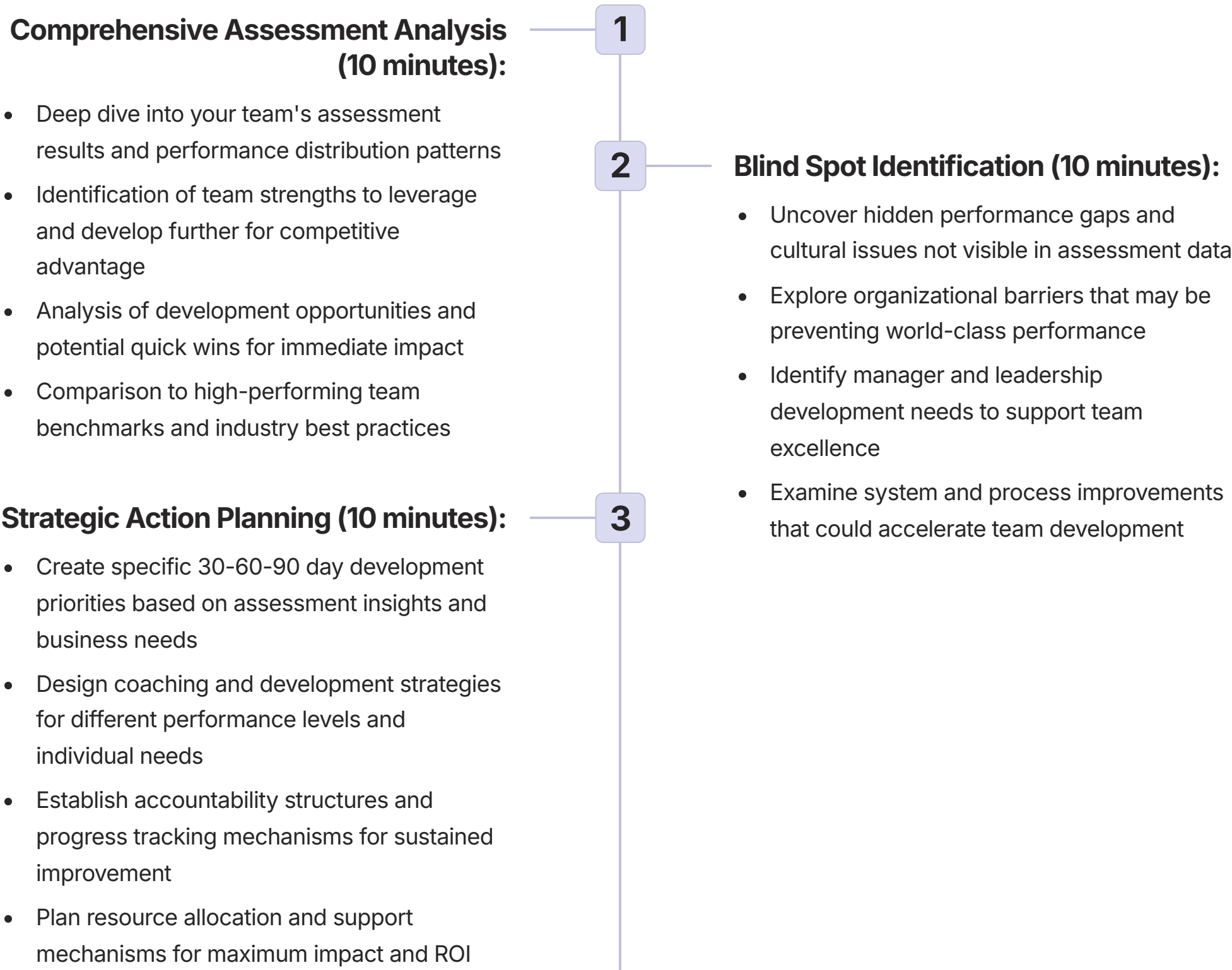
Research shows that many high performers actually under-rate themselves, while some lower performers overrate their capabilities. Both patterns indicate coaching opportunities—confidence building for under-raters, reality testing for over-raters. For advanced support, explore Tier 4: Strategic AI Leadership Offsite (\$18K–\$24K) or Tier 5: ForgeIQ Enterprise Engagement (\$55K+) for full diagnostics and training. william@impactforge.io

Your Journey to Excellence: Next Steps

The Executive Clarity Reset: Your Immediate Next Step

The 7 Drivers of Elite Teams™s shows you where your team stands today and provides the tools for immediate improvement. The natural next step is the Executive Clarity Reset—a complimentary 30-minute session where we analyze your assessment results, identify blind spots, and create your 90-day excellence roadmap.

What Happens in Your Reset Session:



Scheduling Your Reset:

- **Investment:** Complimentary 30-minute session for *The 7 Drivers of Elite Teams™s* users
- **Format:** Virtual meeting with certified Impact Forge leadership coach
- **Scheduling:** Available at <https://calendly.com/william-impactforge/30min>
- **Preparation:** Complete your team's first assessment cycle before the session for maximum value

Start with Tier 1: Free Clarity Compass App + 30-min Executive Clarity Session (schedule at <https://calendly.com/william-impactforge/30min>).

Then, explore our Revival Ladder:

- Tier 2: Reskinned App + 90-min Session (\$997)
- Tier 3: 10-Week ForgeIQ Accelerator (\$3K–\$5K)
- Tier 4: AI Leadership Offsite (\$18K–\$24K)
- Tier 5: Enterprise Engagement (\$55K+)

Email us for a free private team upgrade assessment william@impactforge.io

Call to Action: Join the Global Movement

Your Transformation Starts Today

Every transformation begins with one leader who decides that mediocrity is not acceptable and human potential is worth the investment. When you implement *The 7 Drivers of Elite Teams™*, you're not just improving your team's performance—you're joining a global movement of leaders committed to unlocking human potential and building excellence cultures.

Your Team becomes a model for what's possible when clarity meets compassion, when high standards meet high support. People notice when a team operates with excellence, integrity, and energy.

Other Managers notice the engagement, performance, and culture you've created. They want to understand how you achieved such remarkable results with the same resources and constraints they face.

Your Organization benefits from the excellence culture that spreads team by team, leader by leader. Excellence is contagious when it's clearly defined and consistently supported.

Your People thrive because they finally have clarity about what excellence looks like and the support to achieve it. They become advocates for the framework and champions of human potential development.

The Movement You're Joining

When you implement the Impact Forge - *The 7 Drivers of Elite Teams™*, you become part of a global network of fearless, loving stewards of human potential and agency. Leaders who refuse to accept that people are "just not motivated" or "lack potential." Leaders who believe that with the right clarity, coaching, and culture, every person can achieve remarkable performance.

This is not about perfection—it's about potential. It's not about judgment—it's about development. It's not about control—it's about empowerment.

This is about becoming the leader your team deserves and building the organization the world needs.

Because Human Potential Cannot Wait

Every day you delay implementing clear excellence standards is another day of untapped potential in your team. Every week without coaching conversations is another week of missed development opportunities. Every month without clarity is another month of people wondering if they're meeting expectations or reaching their potential.

Your team is ready. Your organization needs you. The world needs more fearless, loving stewards of human potential and agency.

Start today. Start with yourself. Start with the *7 Drivers of Elite Teams™*.

"As iron sharpens iron, so one person sharpens another." - Proverbs 27:17

Per Servitium Virtus - Through Service, Virtue Iron Sharpens Iron, and Leader Sharpen Leader

The 7 Drivers of Elite Teams™

7 Drivers. One Compass. Every Leader. Every Team. Everywhere.

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Ready to Transform Your Team?

Schedule your complimentary Executive Clarity Reset now: <https://calendly.com/william-impactforge/30min>

www.impactforge.io email: william@impactforge.io

 **Join the Movement!**

With our **Revival Ladder**. Start at Tier 1: <https://calendly.com/william-impactforge/30min>.