

SEA between sessions

Support. Encourage. Account. First three weeks of a new habit — then back off. Give a damn. Don't hover. Circle two moves, not the whole menu.

Agent _____

New habit we're installing _____

The number we will count _____

A practical menu (circle two)

- ☐ Text after the hard call or the listing appointment — that day.
- ☐ One midweek check. One. "Conversations so far this week?"
- ☐ Celebrate the close with a real sentence, not a balloon and silence.
- ☐ One ride-along in the 12 weeks, then a ten-minute debrief.
- ☐ Missed 7-day action: ask what got in the way, reset a smaller will. No paragraph.
- ☐ Hit it three weeks running: say so, and let the midweek text go.

Week 1 of the habit

Support I'll actually do (one move, not a vibe) _____

Encourage I'll actually do (the behavior I will name) _____

Account I'll actually ask (the number + the day I ask) _____

What happened (fill at week's end) _____

Week 2 of the habit

Support I'll actually do (one move, not a vibe) _____

Encourage I'll actually do (the behavior I will name) _____

Account I'll actually ask (the number + the day I ask) _____

What happened (fill at week's end) _____

Week 3 of the habit

Support I'll actually do (one move, not a vibe) _____

Encourage I'll actually do (the behavior I will name) _____

Account I'll actually ask (the number + the day I ask) _____

What happened (fill at week's end) _____

What hovering looks like (don't)

- Daily voice notes. Checking their CRM like a principal.
- “Just circling back” four times. Doing the follow-up for them.
- Raising the quota the same day they finally hit the old one.
- Wanting it more than they do — then calling that “leadership.”

After week 3

If the habit is holding, you back off. The weekly hour remains. The midweek check becomes occasional. If the habit is not holding, you do not add more SEA. You go to GROW, or you end the 12 weeks kind.

Notes for the coach (what you noticed, not a novel)

Decision after week 3 (back off / GROW / end kind)
