



David Staughton

GET A GAME PLAN

PLANNING TO ACHIEVE YOUR GOALS

Set your Personal Goals and Business Goals
Planning to be more Efficient and Effective
How to have a better life and be happier

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Introduction

“If you don’t know where you’re going, you’ll probably end up somewhere else.”

–Lawrence J. Peter

What is it that drives us as humans? We seem to always be yearning for the unattainable, struggling to reach the end of the rainbow, seeking out that pot of magic gold, trying to tip our ship over the end of the world to see what is beyond. Without knowing how, or when, or why...

Can you imagine?

Without an understanding—or even an appreciation—of the journey, how can we reach the destination, and attain our heart’s desire?

Thus this understanding is fundamental. An understanding of ourselves, first and foremost—a realisation of what we need, what we desire. A creation of goals to attain those desires, and a game-plan to line up those goals in an attainable fashion.

That’s all there really is to it.

This book is about goals. But more than that; it is about the psychology of goals, about the human psyche. We’ll delve into the theory of game-planning, and we’ll outline some basic and insightful tips and strategies to take the next step: to get this game-plan off the ground!

WHICH ONE ?



Chapter 1

The Pursuit of Happiness

“Happiness is like a butterfly; the more you chase it, the more it will elude you, but if you turn your attention to other things, it will come and sit softly on your shoulder...”

–Thoreau

So you want to know the secret to success? Are you ready for it? It’s nothing new, really. Within you, you already know it.

If you ask people, *What do you want?* many of them will tell you, *I want to be happy.* Well why not be happy? Happiness begins today. Happiness is in the now. You can’t plan to be happy, you shouldn’t say, *Oh, let me just achieve this or let me attain that, and then you’ll see! Then I’ll be happy!* No. Make a decision to be happy now. Make a decision to *work on being happy now!*

“Action may not always bring happiness,
but there is no happiness without action.”

There’s a plethora of research on the subject; it’s a favorite rumination over at Harvard. How does one attain happiness? A logical answer to that is to simply do things that make you happy! Why shouldn’t that include your work? Work is such a big part of your life and your day; why not enjoy it? Imagine a man who wakes up every day to put his nose to the grindstone, where there’s no point and it’s all a bore, where everything is a drudge. And imagine another man who wakes up raring to go, full of energy and enthusiasm about all he has to do, brimming with ideas and projects and accomplishments. Just from the choice of words and thoughts, you can probably guess who feels happier in the morning and throughout the day!

Chapter 1 | The Pursuit of Happiness

Try this, and you will never regret it: become a beacon of positivity, optimism, and love. Really, it all begins within: with the mindset, the attitude. An attitude is a decision. That's why everything begins with a *decision*. A *decision* to be happy. A *decision* to make the rest of your life worthwhile and memorable, not average or mundane. A *decision* to formulate and achieve goals. That's the secret... that is no longer quite so secret.

Thoreau may be right. Happiness is an intangible, yet attainable, goal that happens during the fulfillment of other more *solid* goals. And the best way to achieve those goals is to *plan*, *strategize*, and *work* towards their attainment and your fulfillment: success. Let's call that a strategy.

A game-plan.

Chapter 2

Deciding to Achieve

"Success isn't a result of spontaneous combustion. You must set yourself on fire."

—Arnold H. Glasow

If you haven't been achieving your goals... you've got the wrong goals.

What does that mean? Quite simply, you're chasing after something that doesn't inspire you. It doesn't motivate you. It doesn't kindle within you an unquenchable passion, a hunger to achieve.

As dramatic as all that may sound, it's what you need. *Nothing great was ever achieved without enthusiasm*, remember? So if the goals you're pursuing are unimportant to you, or if they're not what you really want, or if they're someone else's goals... perhaps they aren't the ones you should be pursuing anyway.

**NO
MAGIC WAND
MOMENTS**



Decide what you want. Sometimes, the easiest way to do this is by thinking about what you *don't* want, and working from there.

Only you know what you truly *do* and *don't* want, consciously or subconsciously; what I can do is help you in your discovery of that. With the goal-setting tips and tricks-of-the-trade embedded in the following pages, you'll soon realise by yourself both what you want and how to attain it.

"Men who aim at nothing achieve it with amazing accuracy."

- Chinese proverb

Here's what you certainly *don't* want as your mantra: the **Seven Deadly Sins of Goal Setting...**

- **You don't put your goals in *writing*.**
- **You're *unrealistic*.**
- **Your motivations are *unclear*.**
- **You don't prepare a *plan*.**
- **You don't take *action*.**
- **You lose *focus*.**
- **Your goals and actions aren't *flexible*.**

If any of these sound familiar, it might very simply explain why you've been failing at your goals. Whichever of the above might apply to you, you've now defined the problem, the very first step towards the solution!

Usually it's as straightforward as changing your approach; only by shaking up a formula will you get a new outcome. Math and science are birthed on that theory. Different variables lead to different outcomes. You might have to experiment a little to discover your perfect formula for change.

In a nutshell, all you have to do is:

- **DECIDE what you want—or don't want**
- **BELIEVE—in order to achieve**
- **DO—take action and make change**
- **FOCUS—and get feedback, changing as needed**

It's the alchemy for success. It begins with a decision, which becomes a goal, which in turn becomes a strategy, which then becomes a process, which concludes in a result! Believe it to achieve it. When you take action, you'll make change happen.

Orientation: A Better Life, Everywhere

Here's a very brief story about a man who suffered a terrible upbringing, but somehow had clarified one thing in his mind; if nothing else, he was a goal-getter. In his pocket, he carried a twenty-million dollar check for years! It was a daily reminder and motivator: that check was his external written-down pledge to himself that someone would one day pay him \$20 million for a movie. Eventually, Jim Carrey got his \$20 million for the movie *The Cable Guy*... and went on to create his own cinematic legacy. He'd mastered a fascinatingly accurate strategy: *look at your goals and take action toward them daily*.

"Life's problems wouldn't be called 'hurdles' if there wasn't any way to get over them."

—Author Unknown

Too busy to shoot for the stars? Nearly everyone in business is busy. Being busy can be an addiction—just think about the word *workaholic*—and yet it's worn like a badge of honor. The question *How are you?* is invariably answered with *I'm busy*. It's as if, if you aren't busy (and we're almost embarrassed to admit it!), you're worthless. If you are busy, you must be important.

It's a dangerous implication.

Australians have some of the longest working hours in the world. Staff shortage is chronic in many workplaces. Corporate Australia has millions of days of annual leave banked up and on average people take just half of their four weeks annual leave entitlement.

Does that even sound fair? Even if your work is an absolute joy, life is not all about work. It doesn't have to be that way. No leave, no life. Remember that. So orient yourself. What are you really so *busy* doing? Or not doing? What's really important to you? Are you chasing after the urgent things... or the important things?

"Goals are dreams with deadlines."

—Diana Scharf Hunt

American motivational expert and internationally celebrated professional speaker, Anthony Robbins suggests using a **Quality Quantifier (QQ)** on all your activities. Simply rate an activity on a scale of 1 (low) to 10 (high), and then work out new ways to improve that score. Lunch out with friends might be rated as a 7/10, but a walk with the kids is up at 8/10. When setting your priorities, ask yourself the question, *What would make this activity a 10/10?*

Take a moment, and turn to the Appendix; rate yourself on the **Life Balancer Graph**.

Understanding the Game

As you're trekking along the Road to Success, you should already be clear with yourself about four things:

- Rewards – why do I want that?
- Outcomes – what do I want?
- Activity – how do I get it?
- Diversions – what if something gets in the way?

It's fundamental to know what you want. You'll come to many crossroads, but you'll never get lost if you know where you're going. And really understanding what you want emerges from realizing why you want it. You can think of these as the "theoretical" aspects of the game-plan. It all begins in the mind, you know.

"Motivation is when your dreams put on work clothes."

-Anonymous

The actions you take depend on the strategies you outline for your battle. We'll draw out some outlines for strategies—and make them as detailed as you like—later in this book.

Finally, it's important to recognize that diversions will pop up inevitably. Say, for instance, your goal is to get in healthier shape and lose that excess flab—or even just keep it off. That can be really hard to do if you're surrounded by people who binge on food all the time, or if you've married into a Greek or Italian family that will take your food abstinence as a serious criminal offense (you know it's just the love!). You have to roll with the punches and learn to refocus.

Take a moment to jot down your values on the Values Questionnaire in the Appendix.

Assessment: The Hero Within

Last year is old news, but assessing the past is one way of gaining wisdom. According to Confucius, in fact, it seems to be the best way. Spend a couple minutes and review what your typical week looks like right now... You'll find a template **Average Week Chart** in the Appendix.

The results may surprise you once they're down on paper and staring back at you. Be as accurate as you can—discovering the differences you will later make will be worth it!

Now think about yesterday or yesteryear. No, it doesn't have to be January right now. It could be March, for all I know, or August, or November. Is it 2012, 2020, 2345? When you are reading this book does not really matter—not one bit. Your NEW YEAR begins with your NEW DAY, and that is always: **TODAY**.

So, missed your January's resolutions? Forgot to jot them down? Are you looking down at the crumpled list regretfully? Or are they rotting away in a drawer somewhere? It doesn't matter. What matters is **NOW**.

“By three methods we may learn wisdom:
first, by reflection, which is the noblest;
second, by imitation, which is the easiest;
and third, but experience, which is the
most bitter.”

-Confucius

Seven Steps to Winning the Game:

- **Get Clear**
- **Get Certain**
- **Get Excited**
- **Get Focused**
- **Get Committed**
- **Get Momentum**
- **Get Smart**

■ 1. Get Clear

- What did you love about the previous 365 days of your life?
- What did you accomplish?
- What did you learn?
- What did you dislike?
- What do you want more of, less of, and what would you get rid of?
- What's really stopping you?

■ 2. Get Certain

And now? Where are you now? Take the time to draw up a true assessment of yourself. No one has to see it but yourself... make sure you give yourself the answers you deserve. Write down the results in ***your Personal SWOT Analysis*** at the back of this book!

Once you know where you are, you need to create certainty about your capability to take on anything you can dream about—and breathe some life into it!

Use your past to call forth that confidence. You have a monster inside you—a beautiful fire-breathing beast that you call to life whenever need strikes. You can call it out much more often. It doesn't have to slumber. It doesn't need to sleep like we think it should. Did you know that?



Here's how you can use your past to guide you...

- Write down anything in your life that happened... but was once merely just a goal, dream, or desire. Include big things and little things!
- Circle two or three things which, once upon a time, seemed extremely difficult or impossible to achieve or acquire. Whether it was learning to tie your shoes as a kid, getting that competitive scholarship, creating a beautiful friendship, asking someone on a date or proposing for marriage, winning that marathon—anything goes, as long as it meant something important to you.
- Go back to those two or three circled items and write down the steps you went through to turn each one of them into a reality. You may have not done it consciously, but it's likely that something stimulated you to *want* them... so much so, in fact, that it may have become a magnificent obsession for you. What happened? Did you focus on it continuously? Put a lot of emotional charge into it? Did you actually create a plan, and strategize your approach?

So what about getting focused, committed, motivated, and smart? Well, time to turn the page.

Chapter 3

Outlining Your Strategy

“If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them.”

—Thoreau

Evidently, a change begins from within. More specifically, it's birthed in the mind. When you *decide* to do something, it's a straight road from there; you've got your sense of direction, and it's just about handling the obstacles.

A Change of Mind, Body, and Spirit

Our behaviors as human beings are patterned. We coordinate our actions and thought processes on the basis of habits; habits which are merely an accepted repetition of a lifestyle. Chip and Dan Heath wrote an incredible book about exactly this: *Making Change When Change is Hard*. If you really want to make personal change and alter old habits—for the long-term—here are a few proven life-changing ideas to make the going easier:

- **Smart small.** Don't be too ambitious. When change is hard, aim low. Many smaller next-step micro-goals are much easier to chew on than a huge suffocating mouthful of one massive goal. Leave yourself room to overachieve (and breathe!). Trust me; that addictive feeling of “nailing it” is what will keep you hooked.
- **Focus on your successes.** Find and celebrate any achievement, personal bests, or small wins. Avoid focusing on the failures and mistakes; these will happen, and you must acknowledge them in order to learn from them. But dwelling on negativity can only lead to negative results.

- **Change in small steps.** Make simple tweaks in your environment. If you're trying to increase your savings, pay with cash and leave your cards at home. If you're trying to diet, carry around a bag of apple slices. If you're exercising in the mornings, lay out your clothes the night before. This stuff sounds insignificant, but it will make a big difference.
- **Rely on planning, not willpower.** Your resolution calls for a new way of behaving. And that's a challenge, because you've been practicing the old way of behaving for a long time. Of course; the old way is familiar and comfortable. So you can't just bet on willpower or good intentions—it won't be enough!
- **Commit yourself to others.** Get a commitment buddy; publicise your goals and resolutions widely. Use peer pressure to your advantage; use it on yourself. Everyone to whom you tell your resolution about will remind you about it constantly, and you won't want to disappoint them. Just knowing that they know will make you more likely to succeed.

“We’re not still where we’re going, but we’re not where we were.”

—Natash Jasefowitz

New habits will pattern into a new behavior, a new way of life. Habits will make it happen! Still musing about the power of habits? Did you know the long-term success rate for dieting is less than 5%? To get on the right track, change *one small habit* at a time; cut out sugar, or stop having that biscuit with your cup of coffee. How about exercise? Gym memberships and exercise equipment must rate as some of the most underutilised (and expensive) purchases ever. Again, only a commitment to small habit changes can eventually skyrocket your success. Stu Mittlemen has written a brilliant book about how you can commit to a big fitness goal like a marathon or triathlon; *Slow Burn*, it's worth checking out.

Habits are also intrinsic in the world of finances and business; if you're struggling with a financial goal like saving or debt reduction, begin by changing your spending habits and money mentality! Ground rule: live within your means; spend less, save more. Learn to invest wisely and develop more passive income streams. Check out *Rich Dad, Poor Dad* by Robert Kiyosaki. Siimon Reynold's *Why People Fail* will illuminate you with a myriad of reasons and excuses—these too are *habits*—made by people who fail; on the other hand, he also gives solutions to overcome both a poor attitude and lousy results! And *Bounce*, by Matthew Syed, is amazing in outlining the strategies used by top sportspeople to improve results, based on the latest neuroscience research.

“Vision without action is a daydream. Action without vision is a nightmare.”

–Japanese Proverb

So we know decisions and changes are all about attitude. If you’ve had the worst time in the world, or are simply just not feeling 100%, there’s a way to *feel better immediately*. It isn’t rocket science. It’s just a list of energisers that may work for you. It’s all about finding your mojo, boosting your energy, and finding the strength to do that *within you*. Different techniques will work better for different individuals; but hey, don’t knock it till you try it!

- **Movement.** Just get up and shake those cells around! Movement makes motivation...
- **Walking.** Along a beach, if possible... (heavenly).
- **Breathing.** No secret here; deep breathing oxygenates the body and relaxes the spirit.
- **Exercise.** Whatever your game is, whatever your speed. Different strokes for different folks.
- **Stretching.** Get blood, oxygen, and toxins flowing.
- **Goals focus.** Whoo! Get yourself looking forward to some future success! Think positive!
- **Affirmations.** That’s taking control of the Little Voice inside you with some positive / *AM* statements. You show it!
- **Visualization.** For visual people, pictures and mental imagery of goals.
- **Reflecting Questions.** Ask yourself the right questions... and think constructively.
- **Gratitude.** If you look at what you *do* have in life... you may be shocked... and overjoyed to discover how blessed you truly are. Health, or some semblance of it? Love, or affection somehow? Just given those two, you’re luckier than billions of other people.
- **Meditation.** Soothe... the... mind...
- **Positive People.** Hang out with the family and friends who remind you why life is so awesome.
- **Positive Listening.** Be it uplifting music or motivational tapes, these are a must-have.
- **Supplements.** Swisse or Berocca, anyone?

- **Ocean Air.** Breathe in some ozone and antioxidants near the sea...
- **Coffee.** A daily stimulant for money.
- **Herbal or Green Tea.** The healthier alternative that's just as stimulating.
- **Regular Routines.** Something pleasurable, systemised and a frequent little joy. A bubble bath once a week, walking the dog at sunset, weekly dinner date with the sweetheart?
- **De-cluttering.** The bed, the desk, the garage, anything; a surefire energy booster.
- **Paths to Happiness.** Choose one of the eight paths and explore!
- **Spiral Dynamics.** A study of this will put things in perspective.
- **The Silva Method or Sonoma Method.** Try it!
- **Read Philosophy.** Seneca's letter *On the Shortness of Life* is sure to switch on those lights in the attic.

It's been proven that it only takes six to eight weeks to completely and effectively change a habit. Once you've done that? *That's* a cause for celebration!

Anthony Robbins is an advocate of *motion* causing *emotion*. That is, he stresses how everything in us is so interlinked—our physical condition affects our mental state and even our spiritual well-being (and vice-versa, of course). Getting out of a rut, therefore, may be made much more easily once you kick-start your body with an energy booster. Just consider yourself a big **D.E.A.L.**!

In Jim Loehr's book, *The Power of Full Engagement*, he recognized four types of energy:

- **Physical** — Action
- **Emotional** — Positive thinking
- **Mental** — Focus
- **Spiritual** — Burning desire

These four—action, positive attitude, focus, and a burning desire—are also Napoleon Hill's ingredients in his famous book *Think and Grow Rich*. By harnessing and mastering your four elements of energy, you can accomplish anything. Not only that, but practice makes perfect. Our brain, Loehr maintains, needs exercise just as our muscles do; the right level of stress is good for the mind just like weight training is beneficial to our muscles; but not too much, and not too little. And like our muscles, the brain needs periods of rest to re-energise.

"The distance is nothing; it is only the first step that is difficult." –Marie de Vichy

-Chamrond

Loehr describes a three-step strategy for change, incorporating the use of all four types of energy:

- **Purpose** (what do you want to do?)
- **Truth** (what are you doing wrong?)
- **Action** (change it!)

Following these steps faithfully will develop a ritual—something you don't have to waste energy or time thinking about doing, since it's automatic and ingrained in you.

Believe... to Achieve

What you need is a great big BHAG!

A BHAG is the biggest, scariest, most phenomenal goal on your bucket list (and if you don't have one of those... we'll get to that too). It's the one massive goal to have, the pot of gold at the end of the rainbow. But the rainbow itself should be littered with skittles, little goals, and little rewards. The process is simple:

- Break up BIG GOALS into smaller ones
- Set some milestone goals
- Celebrate each milestone achievement



Do you know what Arnold Schwarzenegger has accomplished? Okay, personal relationship decisions aside, let's just take an objective look at his professionalism. He may very well be the world's greatest goal-getter. As a boy in Austria he set his goal on becoming a weightlifter, then on being Mr. Universe, then on becoming a famous actor, then making a name for himself in politics, and finally becoming Governor of California with one eye on the White House. What can we learn from him (other than stay away from the housekeeper)? Practice consistent goal-setting! One of the biggest demotivators in life can be achieving all your goals and having no future goals to aim for!

"Arriving at one goal is the starting point to another."

—John Dewey

Perhaps you could argue that all goals are created equal, but there are definitely different categories of goals; there are countless examples as to how you could classify them, but just a handful are provided below for each category:

■ **REWARD goals** (desired things)

- A house
- New phone or computer or cat
- More time with your family
- Fame
- Travelling
- A holiday

■ **OUTCOME goals** (results: what you work for)

- Clients (quantity- and niche-wise)
- Alliances (quantity and types)
- Database (numbers of prospects and clients)
- Upgrade to staff, technology, website, etc.
- Income and profit goals

■ **ACTIVITY goals** (targeting numbers; something solid)

You could also classify goals like this:

■ **PERSONAL goals** (generally life-improving)

- Health and fitness
- Relationships
- Managing money/spending
- Breaking free of addictions
- Spiritual goals

■ **PROFESSIONAL goals** (business-oriented)

- Income
- Profits
- Get organized
- Reduce debt
- Expansion
- Teambuilding

Think about these goals. Take a moment to flip to the back and write down your thoughts on the **One Page Goal Setting Exercise**.

In his book *How to Win Friends and Influence People*, Dale Carnegie talks about U.S. steel magnate Andrew Carnegie's phenomenal productivity improvement based on simply having a brief **To-Do List!** It had an incredible influence on his productivity—a productivity that has become his historical legacy and an inarguable fact. Dale Carnegie's theory is to just make two simple lists, preferably the night before: the list of IMPORTANT things, and the list of what's URGENT. Prioritize these items on the list—from A to whatever letter you care to end up with—and focus on the "Priority A" items first. After your goal setting exercise, map out your **Daily Planner** to give procrastination a punch in the face.

Urgent goals, more often than not, are goals instigated by others—your boss or a colleague comes tearing into your office begging *Please you've got to do this Now-Now-Now!* Or, you've procrastinated on something that was once merely Important, to the extent that it suddenly becomes Urgent, and you can't waste any more time not doing it. On a **Delegation List** like the one available for you in the Appendix, you can specifically plan for upcoming important tasks before they become urgent ones.

Siimon Reynolds of the Photon Group has some excellent strategies on time effectiveness. He maintains that life is all about asking and learning how to ask. If you don't ask, you don't get. He also uses other lists including a **Procrastination List** containing the things you've been putting off for ages, and a **Not-To-Do List** of things you should no longer be doing.

Make sure you do your difficult tasks during your own best time of the day. About 40% of people are morning people; 20% peak around lunchtime; another 40% do their work best in the afternoon or evening. Get a new mantra: **DO THE HARD STUFF FIRST**, and you'll feel **GREAT** about having done it!

Prolific author and creator of some spectacular audio programs, Brian Tracy is the guru on time management. His book on overcoming procrastination, *Eat That Frog*, suggests eating the live frog (the horrible, terrible, disgusting task) early and getting it over with! When it comes to procrastination, it's honestly just a case of *movement and action preceding motivation*—just start doing it and the motivation will kick in later! Don't wait to be motivated... do it now.

While there are many things you *should* do—the Important things, before they become Urgent—there are plenty of things that you find yourself doing and later hitting your forehead with your palm (physically, mentally, or with some similar gesture), wondering *Did I really have to do that? Did I really have to waste so much time/energy/passion/precious seconds on that? Will I ever learn?*

Oh, you will learn. The reason you are losing time is because perhaps you are not differentiating between the *High Value Activities* (productivity boosters) and *Low Value Activities* (time wasters).

“Don't say you don't have enough time. You have exactly the same number of hours per day that were given to Helen Keller, Pasteur, Michelangelo, Mother Theresa, Leonardo da Vinci, Thomas Jefferson, and Albert Einstein.”

—H. Jackson Brown, Jr.

One way of buying yourself more focus on doing these higher-value activities; the lower-value activities should be dictated to someone who has more time and a smaller pay-check than yours. Which means, there are certain activities you shouldn't have to—or simply won't let yourself—do anymore more. We can call this your **Not-To-Do List**. There's one for you at the end of this ebook, as well.

If you have one very specific goal in mind—perhaps your BHAG—describe it with a more detailed list, like a **One Page Gameplan**.

Finally, treat yourself to a **Bucket List**. Basically, this is a list of all the things you'd like to do before you, well, kick the bucket. Your life's dreams. It can be as simple or fancy as you want—a written list, a visual collage, a mixed tape of symbolic songs, whatever rocks your boat. Just a general outline, with specifics to be filled in now or as you go.

Chapter 4

Visualizing the Process and Tracking the Progress

“Work on lots of little improvements.
100 x 1% is harder to copy, and it works!”

Truth is, it's not about time management. It's about managing your *energy*. It takes energy to think and create new ideas. It takes energy—and guts—to get out of your comfort zone. Most people have (or can make) time to spare, but they run out of energy much faster when it comes to doing things they desire or need to get done. Some people run out of energy well before the workday or workweek is even over.

Getting yourself in a certain state of mind and being can help you achieve anything. The trick is getting yourself in a *state of flow*, *on a roll*, *in the groove*, or *in the zone*—call it what you will, as long as you get there. In his book *Flow: The Psychology of Optimal Experience*, Mihaly Csikszentmihalyi outlines his theory that *most people are happy when they are in a state of flow*; in other words, a state of concentration or complete absorption with the activity at hand. The flow state is an optimal state of *intrinsic motivation*... what you could also call full immersion. We've all felt it at times. This state is characterised by feelings of great freedom, enjoyment, fulfillment, and skill. Simultaneously, temporal concerns—time, food, ego-self, and so on—are typically ignored.

More often than not, this *state of flow* occurs instinctively; we're drawn into it without even realising it, like a swimmer lured by a powerful current. But in analysing the foundation for this state of being, we come to realise that a balance must be struck between the challenge of the task and the skill of the performer. The task can't be too easy or too difficult—it has to be just right!

The flow state also implies focused attention. It's little wonder that exercises such as mindfulness meditation, yoga, and martial arts have been proven to improve our capacity for flow. Along with other benefits, these exercises provide a means to train and hone our attention. In short, flow could be described as a state where attention, motivation, and the situation connect, resulting in a kind of productive harmony.

"I don't have how much power, brilliance, or energy you have, if you don't harness it and focus it on a specific target, and hold it there, you're never going to accomplish as much as your ability warrants."

—Zig Ziglar

But energy correlates very directly with time, because wasted or lost energy is the main ingredient for procrastination. We could say procrastination is short for *I'm deliberately not doing the work and stalling for whatever reason*. It's worse than writer's block, because it's self-instigated. But as easily as you "let" yourself suffer from procrastination, you can just as easily get yourself organized and out of the rut.

By its very nature, time management usually has a very direct and positive correlation to energy management and your resulting productivity. Flipping to the end, you'll find space to outline your **Time Management and Productivity Plan**, as well as 10 pointers that can help you make the best of your time.

Measuring Targets

Speaking of visualisations and time, here's a simple tip: buy more clocks.

No, seriously. It may seem like a weird piece of advice, but this is certainly going to offer you a greater awareness of how you are spending your precious time. Surround yourself with more clocks and invest in a wristwatch if you don't have one.

Are you in Business or Busyness?

Don't get me wrong; of course there is no magic fairy dust that comes to the surface in the presence of dozens of clocks. What you're investing in is actually your own *awareness* of your life's pace. So, before you know it, buying more clocks will be buying you more time.

Chapter 4

Visualizing the Process and Tracking the Progress

Dr. Fred Grosse is a highly regarded trainer in the real estate industry, and an inspiring example in the art of time management. His suggestion is to focus on *dollar productive* activity. And his question is:

What's the real value of an hour of your time?

To elaborate, think about it this way. What activities do you do that really pay? Negotiating? Sales calls? Networking? Planning? Recruitment? Choose to do more *High Dollar Value* activities over *Low Value Activities*... and get more bang for your buck—or euro—or yen—or you name it.

- *If you were on your deathbed, what would you pay for an extra hour... or a whole day?*
- *What would you pay for one hour of pure bliss... with or without your other half?*
- *What would you pay for an hour of best quality time with your family?*

You don't have to think about these later. Think about them now, before it's too late. Now, when you can still do something about them. Time, energy and the decision-making power are in your hands, if you only understand how to manipulate them all.

Decide.

I WOULD LIKE MY ANNUAL SALARY TO BE \$_____.

THEREFORE, MY HOURLY RATE IS \$_____.

Well, you can break that up however you like; hourly, daily, weekly, monthly, annually... whatever works best for you visually.

While you're brainstorming, keep this in mind:

365 days in a year MINUS (on average)

- 105 weekend days
- 10 public holidays
- 20 annual leave days
- 8 sick leave days
- 10 training days

EQUALS 212 days of work.

Chapter 4 Visualizing the Process and Tracking the Progress

Now say you absolutely commit to six useful hours a day. That'd be 212 days x 6 hours = **1,272 hours** of work per year.

Your country, city, or company might have a different smattering of holidays, leave days, training days, and so forth; you can do this equation with any variables once you discover how many days you work in a given year, and the average number of hours you work in a day.

- 175 days x 6 hours = 1050 hrs/yr
- 200 days x 6 hours = 1200 hrs/yr
- 225 days x 6 hours = 1350 hrs/yr
- 250 days x 6 hours = 1500 hrs/yr

Finally, you tally it up to see how much you're earning—and could be earning—in a year...

SALARY per annum	1050 hours/yr	1200 hours/yr	1272 hours/yr	1350 hours/yr	1500 hours/yr
\$25,000	\$24	\$21	\$20	\$19	\$17
\$35,000	\$33	\$29	\$28	\$26	\$23
\$50,000	\$48	\$42	\$39	\$37	\$33
\$75,000	\$71	\$63	\$59	\$56	\$50
\$100,000	\$95	\$83	\$79	\$74	\$67
\$150,000	\$143	\$125	\$118	\$111	\$100
\$200,000	\$190	\$167	\$157	\$148	\$133
\$250,000	\$238	\$208	\$197	\$185	\$167
\$500,000	\$476	\$417	\$393	\$370	\$333
\$1,000,000	\$952	\$833	\$786	\$741	\$667
\$2,000,000	\$1,905	\$1,667	\$1,572	\$1,481	\$1,333
\$4,000,000	\$3,810	\$3,333	\$3,145	\$2,963	\$2,667

Chapter 4 Visualizing the Process and Tracking the Progress

In order to be more effective, you need to delegate *Low Value Tasks* to other people who earn less than your ideal hourly rate, while you focus on *High Value Activities* that will help you earn at least your desired hourly rate.

Most people know Ingvar Kamprad as the founder of IKEA; he's also got a few tricks up his sleeve when it comes to productivity and effectiveness. He chunks his time into 10-minute blocks.

If you divide your time into smaller chunks, you'll have more of it.

Perhaps not literally, but it will certainly seem that way—and the truth is that you will definitely (and literally) have more *productive time*.

So how do you apply this? Instead of a standard 30 or 60-minute meeting (or class) chunk, could you allocate just half that time, or take a break in between? What chunk size do you use? Could you further chunk down your meetings? Your working hours? If you set an agenda and desired outcomes, you can lay it all out on the table and see how the pieces of your hours snap together to form the puzzle of a very productive day.

“Don’t be fooled by the calendar. There are only as many days in the year as you make use of. One may get only a week’s value out of a year, while another man get a full year’s value out of a week.”

—Charles Richards

U.S.-based master trainer in Neuro Linguistic Programming (NLP) Dr. Tad James emphasizes the incredible capabilities of our human brain. He often focuses on *always knowing your outcome*—that is, knowing exactly what you really want from a task, a phone call, a meeting, a relationship, or even a holiday. The human mind is spectacular: *what you focus on expands*, and you'll get what you genuinely expect. Why? Because you'll actually be looking for it and subconsciously working towards it! Just make sure you begin with the desired end clear in your mind, and have precise expectations.

Focus, as you shall see later in this book, is also very closely correlated to buying time.

Numbers... Make the World Go Round

Two classifications for numbers here. First are the numbers with which you measure your goals. The above formula can entail any and all of the following outcome goals:

- **Annual total income**
- **Annual profit**
- **Average size commission**
- **Active clients (by client sizes)**
- **Prospect numbers (database size)**
- **Product sales (by product)**
- **Number of alliances**
- **Leads (enquiry count)**
- **Conversion rates**
- **Website visitors**
- **Sales of diversified products (extras, which may include: Mortgages, Risk insurance, Conveyancing, Financial planning, Wealth coaching, Property, SMSF, Legal services, Leasing, Business consulting)**

Clarifying your outcome goals is essential for strategising with your **activity goals**:

- **How many prospective phone calls or emails do I send?**
- **How many prospect and client meetings?**
- **How many alliance meetings?**
- **How many and what kind of events do I attend?**
- **When to send cards and gifts?**
- **How many and what kind of marketing or referral campaigns do I conduct?**
- **How many and what kind of presentations or SMSF seminars do I give?**
- **How many and what sort of articles should I publicise, what social media platforms should I use and how often?**
- **How many referrals are necessary?**
- **How many recommendations and how often?**

Of course you'd love to have both Quality and Quantity... but it'll be very difficult to excel at both. You'll have to choose. In the beginning of your career, quantity will get you noticed. As you gain experience and expertise, however, you'll later focus on quality, having more time and leisure at your expense.

“I’m writing a book. I’ve got the page numbers done.”

–Steven Wright

As you focus on your numbers, and always remember to keep your target just a little ahead, like Schwarzenegger. You want to see the target up close, because that’s how you’ll feel more motivated to chase it. Keep the rabbit just a little ahead of the greyhound!

The second set of numbers is made up of those small sets of numbers you are reminded of *every single day*... without fail...

The dates on your ***calendar!***

A calendar is perhaps the most helpful (and accurate) visuals to help you plan and track your progress and future. Okay, these numbers may not exactly make the world go round... but they certainly help us plan our days during the rotations around the sun!

Think back to the chart of the income-providing workdays you estimated in the previous *Managing Targets* section. In the bigger visual that a calendar provides, you can also highlight off-days (weekends, work, or school holidays), celebratory days, and national or local holidays. Knowing these works in everyone’s favor. Plan work ahead of time or create themed events for your work. Plan trips or vacations in advance. (Not to mention, your spouse or significant other may never have to repeat the dreaded *I can’t believe you forgot what day it is!* line ever again... certainly we can get kudos for that!)

Chapter 5

Eyes on the Prize: The Importance of Focus

“By recording your dreams and goals on paper, you set in motion the process of becoming the person you most want to be. Put your future in good hands—your own.”

—Mark Victor Hansen (The Secret)

Olympic champion Greg Louganis was once asked how he managed to achieve so many gold medals in high diving. It turns out that much of his success was due to his ability to focus his mind when standing on the diving board. He would pick a spot, typically the head of a bolt, and put all his attention on that spot. This semi-meditative state increased his awareness of time and effectively *slowed time down*—his perception of time, that is. This assisted his complex diving maneuvers and corrections in mid-air. Just one spectacular example of how an ordinary, fiercely-focused man put to practice the equation:

More Focus = More Time

Keep yourself motivated and sustained with a **daily ritual of focus**. *Daily* for a reason: keep it everywhere and anywhere you frequent. Tape these on your bedroom wall, trap them on the fridge with magnets, laminate them and hook the paper onto the shower curtain, have an image or phrase parade across your computer screen... the choices are as grand as your imagination! Just remember to review your progress every day.

“Beware lest you lose the substance by grasping at the shadow.”

-Aesop

■ Focus on your type of target

In business, it's always crucial to think about your audience, your consumers or target market. *Where* are you focusing your energy?

One thing I suggest is, in business, to choose a **Rich Niche**—specialise in something that you are great at, and hone your skills in that. Perfect it. Be the master. The competition will be less, it's an area you have expertise in, and the rewards may be far greater. Here are just a few samples:

- **Geographical Niche (local area; i.e. 10 km radius)**
- **Cultural Community Niche (i.e. Chinese, Indian, Italian...)**
- **Industry or Sector Niche (i.e. teachers, the Navy, ecologists...)**
- **Demographic Niche (i.e. families, Generation X...)**
- **Club or Special Interest Niche (i.e. golf, cars...)**
- **Specialist (product or service knowledge niche; i.e. animal eye specialist)**

■ Focus on how you focus

Jim Collins, author of *Good to Great*, is an advocate of the Hedgehog Principle: finding and excelling in *one thing* at a time. He also suggests following the *first who then what* strategy when dealing with teams: first organise your people and business team before deciding what to do.

This is contrary to the desperate A.A.A.A.A mindset—*we'll do anything, anywhere, for anyone, any time, and at any price*. The best mindset, usually found once a business gets busier and realises that it must be more eclectic in its choices, is the T.T.T.T.T mindset: *these things for these people at this location, this time and at this price*. This takes intense focus. Some business owners never make the mindset shift, losing both the focal point and the success that comes with it.

This may also tie in with Vilfredo Pareto's theory. Pareto was an Italian economist who studied wealth distribution patterns in England and uncovered some seriously skewed results. He proposed what is now known as the 80/20 Principle: **just 20% of your efforts for 80% of your results.**

Chapter 5

Eyes on the Prize: The Importance of Focus

Richard Koch has gone on to write numerous books (*The 80/20 Principle*, *Living the 80/20 Way*, *The 80/20 Revolution*, *The Star Principle*) applying the 80/20 theory with prospects, customers, staff, friend, colleagues, and suppliers.

Also, you may or may not have read *The Secret*, by Mark Victor Hansen. It was incredible in showing how you can decide what you want by focusing on the positive. He celebrated the **halo effect** (you see what you're looking for) and the **law of attraction** (like attracts like), emphasising that your brain is trained to find whatever you're seeking. If you lost a loved one, you might be seeing his replica everywhere for a time. If your spouse is pregnant, you're probably going to think the world is suddenly overrun by pregnant ladies. All the book was missing was the Chapter Get Off Your Butt and Go Get It!

“My success, part of it certainly, is that I have focused in on a few things.”

—Bill Gates

■ Focus on what is important to you

So what fills you? What really makes you happy? Focus on that. Focus on giving back. Focus on being the best you can—on giving and receiving the utmost; not just at work, but with your family, your social circle, your community. Life has so many rich and colorful dimensions; you too must be multi-faceted to get the best out of it. *Make a Dollar AND a Difference.*

In his book *The Art of Happiness*, the Dalai Lama maintains that we should be happy *now* by focusing on that which makes us truly happy. Take a leaf from Oprah Winfrey's life—despite poverty and sexual abuse, this woman took life's bull by the horns and created a brighter tomorrow. Be more grateful, she advises. Instead of waking up with an *I'm tired* mentality, tackle your self-talk and motivate yourself to look at what is working in your life. Don't procrastinate on being happy and fulfilled!

THE PURSUIT OF HAPPINESS !



Life is short, work and money can be addictive. Make sure you're pursuing what you love. There are no pockets in shrouds. You can't take anything with you. On their deathbed, no one said *I should have spent more time at the business*. Get out there and enjoy yourself.

Chapter 6

Talking the Talk: The Language of Success

“Excellence is not a skill. It’s an attitude.”

–Ralph Marston

If you want to be positive, you have to learn to think like a positive person... and a lot of what we think is grounded in how we express ourselves. Speaking and writing in the language of success is a gift that any of us can master.

More often than not, your words can direct your actions and your thoughts. Following even such simple methods will make a tremendous difference for you as you pursue your goals and resolutions.



■ State goals positively

What you want... not what you don't want. Focus on the solution. Your goal statement should reflect the end result that you'd like to achieve. Avoid including anything you want to get rid of in your statement, because keeping in mind what you don't want creates just that: what you don't want.

What if you want to stop smoking? It won't help much if you say *I allow myself to stop smoking*. It may, however, make a world of difference if you say *I allow myself to be a nonsmoker. I see myself breathing deeply and freely and I can climb a long flight of stairs without gasping for air*. You can picture all that because it's something you can easily see all around you: other successful nonsmokers.

"Attitude is a little thing that makes a huge difference."

—Winston Churchill

■ State goals in the now, as though they have been already been achieved

It is now February 14, 2012 and I am proposing to the love of my life and telling her I'm ready to start a home with her.

Most of us fall into the trap of thinking that we're going to create what we want in the future. But the future never seems to come! How many times have you promised yourself, *I'll do that tomorrow*, and you didn't? Whenever you're trapped in the mindset of *I'll just do that later or next week or next year*, you're projecting the goal forward.

Phrasing it as a future event tends to keep it... always out of reach.

■ State goals affirmatively

I have ... or I am ... not "I will" or "I'll try" or "I might" or "I should." Remember Jim Carrey's check? That's right!

■ State goals realistically

Goals should seem possible to you, with an aura of *I can have it!* or *I can do that!* Suppose you are making \$1,000 a week, but you'd really love to earn \$10,000 a week. Upping your income from \$1,000 to \$10,000 might be too big of a leap to take in a single year, or in a single goal statement.

Instead, you could start by wording the goal: *I allow myself to effortlessly make \$2,500 a week.* That's a stretch from where you currently are, but it seems more realistic. And, it's headed in the direction you want to go!

"Life is not a problem to be solved, but a reality to be experienced."

—Soren Kierkegaard

■ **State goals precisely and concisely**

Focus on one goal per statement. Don't diffuse your energy by creating multiple goals. Use as few words as possible while creating a complete statement of what you want. You want to choose the exact goals that convey a *specific* meaning that makes you feel enthusiastic!

Years ago, a man attended a seminar for goal-setting, and proclaimed: *I allow myself to have an abundant income so that I can have a new sports car, a house in the country, the maids to take care of the second house, and the perfect woman to have a relationship with to share all this.* Sure. But that one goal was divided into many things and people, each of which was pulling him in different directions.

The instructor helped him simplify his goal by breaking it down into specific individual goals. Then they created an umbrella goal, a lovely BHAG, which would be appropriate for the whole situation: *I allow myself to have all the good things in life and enjoy them.* Wouldn't mind that, myself!

■ **State goals specifically—but don't limit yourself**

Leave things as open as possible to allow for an upgrade of what you initially projected. If you're looking for a tall, dark, and handsome soulmate... why not focus on what's *really* a necessity: a loving, intelligent, hardworking soulmate, and if they're handsome but blond, well, just roll with it.

Remember the specific headings on my bucket list, followed by blank space in each square? That blank space is there, because I know I can be an open-minded and dynamic human being!

■ **Eliminate the word "want"**

Wanting bars you from *Having*. Would you rather *want* to have a lot of money, or would you rather *have* a lot of money? Would you *want* the perfect relationship, or would you prefer to *have* the perfect relationship? Would you rather *want* good health, or *have* it?

"Want" is always equated with a feeling of deprivation, so avoid putting the feeling of *lack* in your statement.

■ State the end result, not the means of achieving it

Let's go back to you netting that income of \$2,500 a week. When you state your goals statement, don't explain *how* you're going to get the money; that'll be reserved for your strategising. I've seen people word statements like, *I allow myself to make \$2,500 a week by working 18 hours a day, six days a week*, along with a whole list of other actions they thought they needed to take in order to achieve their goals. In fact, these are LIMITATIONS. The actions we initially think we need to take very often have absolutely nothing to do with the goal itself! They're just artificial obstacles that we're putting in the way.

You'll learn to plan for each step of the way after setting the goal. Always allow for the unexpected. What if someone gives you an unexpected amount of money? What if you win the lottery? What if you win a scholarship? There are so many things that could happen to allow a goal to come into your awareness.

"One of the secrets of life is to make stepping stones out of stumbling blocks."

—Jack Penn

■ Let your statement correlate with courage, acceptance, or peace

- *I allow myself to... I can... or I open myself to... are excellent ways to begin a goal in courageousness.*
- *I have... is a good way of beginning a goal in acceptance.*
- *I am... is great for beginning a goal in peace.*

These ways of starting a goal statement enable the mind to use its creativity to generate possibilities of how the goal can happen. Even if you're not feeling courageous—yet—about a particular goal, getting there will be a great step forward. Later on, you can always reword the goal to raise the energy even higher to acceptance or peace.

■ Write it down

Richard Branson, author of *Losing my Virginity* and *Business Stripped Bare* (and best known for his Virgin Group with over 400 companies), suggests keeping a journal or diary planning and chronicling your journey of shooting for the stars. His books contain lots of vital tips for building a powerful business or personal brand. He, meanwhile, does a lot of more writing than he prints—he writes every idea, thought, and discussion down in a school exercise book. What important details and brilliant ideas have you once imagined and then promptly forgotten? What a shame! Stop losing, and start writing...

■ Sometimes, Just Say “No”

Dr. Helmut Panke, Global Chairman of BMW, insists that life is all about deciding what you are not going to do! Choose to say NO to the thing that won't help you towards your goals. Some people are more motivated in avoiding something than in doing something. So, alternatively, you could direct your success by deciding what you are *not* going to do anymore.

■ Be Flexible

So, life doesn't always turn out the way we planned. Actually, it almost never does. You might reach your destination, but along the way you'll discover that the roads leading there are not one or two or three—there's a myriad of ways, as many ways as there are people, as many ways as there are perspectives. Remember too, that none of this is set in stone. Nor should it be. As humans, we're innately flexible. As the saying goes: *There's always room for improvement; it's the biggest room in the house!*

The important thing is to keep the end goal—whatever that ends up being—in mind, and keeping that burning desire steadily stoked. Life is not about circumstances; it's about what we *decide to do* about those circumstances.

Chapter 7

Additional Reading

Let this just be the beginning of your discovery, your journey, your game, and your plan! There is a plethora of resources just waiting at your fingertips, if you only know where to look. Check out these resources for living a better life...

■ Business Focus and Prioritization

- Koch, Richard. **The 80/20 Principle**
- Slywotzy, Adrian. **The Art of Profitability**

■ Efficiency at Work

- Bennie, Maryann. **Paper Flow**
- Ferazzi, Keith. **Never Eat Alone**
- Kawasaki, Guy. **The Art of the Start**
- Kawasaki, Guy. **Reality Bites**
- Koch, Richard. **The Star Principle**
- Maxwell, John. **Everyone Communicates, Few Connect**
- Reynolds, Siimon. **Why People Fail**
- Watt, Christopher. **Real Leaders Don't Do PowerPoint**

■ Finding Your Life Purpose / Defining Life Success

- Albom, Mitch. **Tuesdays With Morrie**
- Bertwhistle, Gary. **Who Stole My MOJO?**
- Beck, Don, and Christopher Cowan. **Put Your Dream to the Test**
- Dawkins, Richard. **The Selfish Gene**
- Frankl, Viktor. **Man's Search for Meaning**
- Goldsmith, Marshall. **MOJO**
- Grabhorn, Lynn. **Excuse Me, Your Life is Waiting**
- Johnston, Grace. **Aligning Your Work and Your Purpose**
- Maxwell, John C. **Put Your Dream to the Test**
- Millman, Dan. **The Way of the Peaceful Warrior**
- Millman, Dan. **The Life You Were Born to Live**
- Nichols, Brendan. **Your Soul Purpose**
- Peck, M. Scott. **Man's Search for Meaning**

- Robinson, Ken. **The Element—How Finding Your Passion Changes Everything**
- Sharma, Robin. **The Monk Who Sold His Ferrari**
- Tolle, Eckhart. **The Power of Now**
- Zander, R. and B. **The Art of Possibility**

■ Getting Organized

- Pearce, Robyn. **Getting a Grip on the Paper War**
- Walsh, Peter. **Enough Already: Clear Your Emotional Clutter to Create the Life You Want**
- Walsh, Peter. **It's All Too Much: Living a Richer Life with Less Stuff**
- Wetmore, Donald. **KISS Guide to Organizing Your Life**

■ High Performance Strategies

- Assaraf, John, and Murray Smith. **The Answer**
- DeMartini, John. **How to Make One Hell of a Profit and Still Get to Heaven**
- Eker, T. Harv. **Secrets of the Millionaire Mind**
- Hansen, Mark Victor. **The One Minute Millionaire**
- Howard, Christopher. **Turning Passion Into Profits**
- Sher, Brian. **What Rich People Know and Desperately Want to Keep a Secret**
- Spann, Peter, and Phillippa Bond. **The Millionaire Mindset (15 CDs)**

■ Improving Work / Life Balance

- Burton, Valerie. **How Did I Get So Busy?**
- Carlson, R. **Don't Sweat the Small Stuff—And It's All Small Stuff**
- Haynes, Alison. **Time, Money, Happiness**
- McGraw, Phil. **Life Strategies: Doing What Works, Doing What Matters**
- McKeon, Mark. **Work a Little Less, Live a Little More**
- McKeon, Mark. **Everyday Counts**
- Kovass, Charles. **Passionate Performance**
- Petre, Daniel. **What Matters**
- Richardson, Cheryl. **Take Time For Your Life**
- Semler, Ricardo. **The Seven Day Weekend**
- Weiss, Alan. **Life Balance—How to Convert Professional Success into Personal Happiness**
- Wilson, Paul. **Perfect Balance—Create Time & Space for All Parts of Your Life**
- White, Jennifer. **Work Less, Make More**

■ Managing Your Energy

- Cz, Mihail. **Flow**
- Hay, Louise. **Life**
- Loehr, Jim, and Tony Schwartz. **The Power of Full Engagement**
- Tracy, Brian. **Focal Point**
- Wills, Judith. **4 Weeks to Total Energy**

■ Managing Your Time

- Allen, David. **Getting Things Done: The Art of Stress-Free Productivity**
- Bird, Polly. **Teach Yourself Time Management**
- Gleeson, Kerry. **The Personal Efficiency Program**
- Kennedy, Don. No B.S. **Time Management for Entrepreneurs**
- Kroehnert, Gary. **Timing Time: How Do You Eat an Elephant?**
- Roesch, Roberta. **Time Management for Busy People**
- Scott, Martin. **Time Management**
- Smith, Hyrum W. **The 10 Natural Laws of Successful Time & Life Management**
- The Mind Gym. **Give Me Time**
- Tracy, Brian. **Eat That Frog: 21 Great Ways to Stop Procrastinating**
- Tracy, Brian. **Time Power**

■ Personal Skills Development

- Buzan, Tony. **Mind Mapping**
- Buzan, Tony. **Speed Reading Books**
- Schele, Paul. **Photoreading**

■ Reinventing Work and the Workplace

- 37Signals. **ReWork**
- Ferriss, Tim. **The 4 Hour Work Week (2nd Ed.)**
- Kelley, Robert. **Rise of the Gold Collar Worker**

■ Search for Happiness

- Ben-Sharar, Tal. **Happier and Even Happier.**
- Harris, Russ. **The Happiness Trap—Stop Struggling, Start Living**
- Holden, Robert. **Happiness Now**

■ Understanding the Ultra Wealthy and High Performance People

- Gladwell, Malcolm. **The Outsider's Edge**
- Taylor, Brent. **The Outsider's Edge—The Making of Self-Made Billionaires**

■ www.TED.com videos:

- **Daniel Gilbert's** astonishing talk explains how we're poor predictors of what will actually make us happy.
- **Malcolm Gladwell** shares the pursuit of happiness through one man's quest to make the perfect pasta sauce.
- **Carl Honore** says the key is, simply, to slow down.
- **Stefan Sagmeister** shares how great design contributed to his happiest moments, suggesting that the secret may be attention to detail.
- **Barry Schwartz** thinks a little less choice might do us all a little more good.
- Pastor **Rick Warren** appeals for a life of spiritual purpose.

Go ahead. It's time to make a dollar... and a difference.

LIFE BALANCE GRAPH

CATEGORY SCORE	CAREER BUSINESS	FAMILY	SPIRITUALITY & RELIGION	FINANCES	FITNESS & HEALTH	INTEGRITY & ETHICS	MENATL HEALTH	FRIENDS SOCIAL	LEARNING & KNOWLEDGE
100									
90									
80									
70									
60									
50									
40									
30									
20									
10									

VALUES LIST

Values - What's Really Important

Please write down 5 things and number them 1 to 5 in order of importance. 1 - most important.

What's important to me in my life? (Top 5 things numbered 1-5)

What's important to me about working for _____.

Number the Top 5 things

What's important to me about being a _____ (position)?

Number the Top 5 things

Your Average Week - Spending Your 168 Hrs

	Hours/ day	x Days/ wk	= Hours/ wk
WORK ACTIVITIES			
At Work			
Travel - Work related			
HOME ACTIVITIES			
Sleep			
Household work - Chores, Errands, Extra Grooming			
Meals & Snacks - Preparation, Cooking, Washing Up & Eating			
Watching TV			
Personal Grooming - Shower, Bath, Hair, Make up etc			
Socialising at Home, Family Time			
Child care			
Reading & Passive Activities			
Online - Surfing Internet/Games			
Maintenance and Repair - Mowing Grass, Painting			
AWAY FROM HOME ACTIVITIES (NON WORK)			
Travel - Social			
Active Sports, Exercise & Fitness			
Sports, Movies & Live Entertainment			
Shopping for Goods & Services			
Regular Social functions (Clubs, Church, etc)			
Education and Learning			
Socialising - Restaurants, Dates, Parties			
Total = 168 hrs			
BONUS QUESTION - HIGH VALUE ACTIVITIES			
<i>In an Average Week How Much Time Do you spend doing:</i>			
- Planning			
- Prioritizing			
- Delegating			
- Thinking			
- Meetings			
- Inventing			
- Systematising			
- Reviewing your Finances			
- Meditating			
- Exercising			

PERSONAL SWOT ANALYSIS

Where are you Now? - Your Personal SWOT Analysis

STRENGTHS	OPPORTUNITIES
THREATS	WEAKNESSES

Boosting your Energy - A big D.E.A.L.

DIET	EXERCISE
<p>Drink more water</p> <p>Take Multivitamins</p> <p>Eat Less Processed Food</p> <p>Eat Less Carbohydrates</p> <p>Eat more Protein</p>	<p>Time Outdoors (Ocean)</p> <p>Walk</p> <p>Bicycling</p> <p>Breathing</p> <p>Martial Arts</p> <p>Yoga</p> <p>Pilates</p>
ATTITUDE	LIFESTYLE
<p>Goal Focus</p> <p>Positive Thoughts</p> <p>More Gratitude</p> <p>Thankfulness</p> <p>Appreciation</p> <p>Giving</p> <p>Recognition</p> <p>Praising</p> <p>Rewards</p> <p>8 Paths to Happiness</p>	<p>More Sunlight</p> <p>Stress Relief</p> <p>Better Sleep</p> <p>Rest or Holiday</p> <p>Energising Music</p> <p>Massage</p> <p>Meditation</p> <p>Visualisation</p> <p>Chiropractic</p> <p>Exercise</p> <p>Family Time</p> <p>Positive Friends & Family</p>

THINGS TO AVOID IF POSSIBLE

Caffeine, Red Bull, V, Drugs, Food Intolerances & Allergies, Lollies, Chocolates, Carbohydrates, Chips and emotions like Anger, Guilt, Revenge, Sarcasm

One Page Goal Setting Exercise

Some Goals In Different Areas Of My Life Include:

Health & Fitness _____

Career/Business/Finance _____

Spiritual _____

Family _____

Personal Growth & Development _____

MY TOP 3 GOALS FOR 2013 / 2014 ARE:

1. _____

2. _____

3. _____

[illegible]

PHONE CALLS TO MAKE

Done	Number	Person
<input type="radio"/>		
<input type="radio"/>		
<input type="radio"/>		
<input type="radio"/>		
<input type="radio"/>		
<input type="radio"/>		
<input type="radio"/>		
<input type="radio"/>		
<input type="radio"/>		

☐ WALK
 ☐ SWIM
 ☐ GYM
 ☐ RIDE

PERSONAL GOAL:

APPOINTMENTS TODAY

MY DELEGATION “WAITING FOR” LIST

WHAT	WHO	WHEN DUE	FOLLOW UP

MY PROCRASTINATION LIST

Priority	PROCRASTINATED TASK	ACTION PLAN
		<input type="checkbox"/> Just "Take a Look at it" and Do It. <input type="checkbox"/> Make a "Resources Plan" <input type="checkbox"/> Break It Down to size <input type="checkbox"/> Dump It or Delegate - Get Help!
		<input type="checkbox"/> Just "Take a Look at it" and Do It. <input type="checkbox"/> Make a "Resources Plan" <input type="checkbox"/> Break It Down to size <input type="checkbox"/> Dump It or Delegate - Get Help!
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HIGHER VALUE ACTIVITIES	LOWER VALUE ACTIVITIES
Answering Important mail Applying past knowledge to new situation Asking Better Questions Automating Being More Aware Being Strategic Buying well Closing the sale Communicating with Clarity & Precision Creating Delegating effectively Designing Developing a check list Finding Humour Firing/Terminating "dead wood" Following Up Gathering data through all senses Getting Referrals Getting Testimonials Imagining Innovating Leading Leading by example (MBWA) Learning Lending a Manual Hand (occasional) Listening with Understanding & Empathy Managing Managing your Impulsivity Meditation Organising Persisting - Sticking to It Planning Preparing presentations Questioning & Problem Posing Reading books and articles Recruiting the right team member Remaining open to Continuous Learning Researching * (not aimless Net Surfing) Responding with wonderment & Awe Returning calls and messages (# 1 priority) Revitalizing Selling to A clients Solving problems *(important ones) Striving for Accuracy Taking a Calculated risk Taking Responsible Risks Thinking (all types) Thinking about your Thinking Thinking Flexibly - different view Thinking Interdependently - Work together Time Out to Rest & Relax (Within limits) Visualising Wowing a customer (Blow em away!) Writing articles & book chapters	Being "Busy" Being comfortable Being Safe & Secure Being Tactical (not strategic) Chatting on the phone Checking your emails constantly Collecting, Sorting and opening the mail Debt collecting - small & old debts Doing "things" & Doing the process Doing Objective less activities Doing old stuff Doing the dishes Dropping off or Picking up Dry cleaning Emptying the rubbish bins Fixing/Repairing/Patching Up Grunt work Having Idle Conversations Having too much sleep Holding Pointless meetings Internet Surfing Aimlessly Looking for something lost Making coffee Making small talk Making things repeatedly Making Unnecessary Phone Calls Mowing the Lawn Packing Up & Setting Up Playing computer games Playing Solitaire & Minesweeper Practical jokes Procrastinating Producing an ordinary product Reading jokes Repeating Repetitive work Replicating Satisfying a Customer Selling to just Anyone Sorting Out Problems Sorting your spam emails Taking out rubbish Taking Telemarketing calls Things you can pay other people less to do Tidying & Cleaning up Typing up Washing the Car Washing your clothes Watching TV & Movies (generally) Working hard or under stress Working too much

MY NOT-TO-DO LIST

Low Value Activities that I am NOT going to Do Anymore!

[illegible]

ONE PAGE GAME PLAN for _____



Vision

THE BIG GOAL (Realistic & Achievable)



Strategies

YOUR STRATEGIES - More Customers, More Spend, More Repeats
Signage Sales Cards Scripts & Templates Focus Feedback Board Visual Charts
More Meetings Mantras Margin Focus



Targets

SPECIFIC TARGETS - WHAT'S MEASURABLE?

What are the specific measures?



Focus Areas

THREE MAIN ACTION ITEMS

- 1
- 2
- 3



Rewards

REWARDS & CELEBRATION PLAN

Dave's Bucket List

GET OUT THERE	WANDER THE WORLD	THINGS FOREIGN	BE ADVENTUROUS
VISIT MONUMENTS	SEE CITIES	VISIT MUSEUMS	BE PREHISTORIC
WORLD WONDERS	USA WISH LIST	MEET CELEBRITIES	BE FAMOUS
DO ACTIVITIES	HOBBIES	CRAFTS	BE MUSICAL
READING	MOVIES	EDUCATION	BE SPORTY
PUBLISH	AUDITION	INDULGE	MARTIAL ARTS
CONTRIBUTE (M.A.D)	GO GREEN	FINANCES	SPECTATE
A PERFECT HOUSE	HOME & GARDEN	ANIMAL KINGDOM	BUSINESS / CAREER
ROMANCE & LOVE	SPIRITUAL	BE A COLLECTOR	SARK STUFF

My Time Management & Productivity Plan

What's stopping me from being more productive?

Who could I ask to help me be more productive? (What would I say?)

What things could I personally do to be more productive?

MY ACTION PLAN

I'm going to do...

PLANNING CHECKLIST

PLAN YOUR OUTCOME

- Know your outcome for everything you do
- Set your longer term goals
- Write a daily "To Do" list
- Make sure your goals and values are aligned
- Use visual plans to excite and motivate



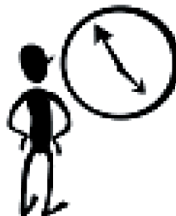
PRIORITISE

- Prioritise tasks - ABCD and A1, A2 etc
- Choose "non-urgent but important" tasks
- Work the vital few tasks not the trivial many
- Rate your activities out of 10
- Rate improvement suggestions by ease of implementation and impact on the problem
- Use your best time of day wisely



AVOID PROCRASTINATION

- Don't aim for perfection
- Just start - "Just Do It"
- Break the task down
- Schedule it in your diary
- Set earlier deadlines
- Remember that FEAR = False Expectations Appearing Real



GET ORGANISED

- Keep a diary
- Reduce clutter & paperwork
- Sort out your mess
- Decide what to keep
- Get a tickler file system
- Handle it just once
- Presentation & neatness counts



SIMPLE SAY "NO"

- Believe you have the right to decline
- Be honest and up front early
- Don't be vague or delay
- Say "Thank you" and smile
- Offer an alternative
- Practise saying "No"! with feeling and compassion



MANAGE YOUR MEETINGS

- Eliminate, avoid or delegate your meetings
- Always have an agenda and an outcome
- Ask "Does everybody need to hear this?"
- Don't be late or allow lateness
- Create an "action plan"
- Follow up any action plan at the next meeting



DELEGATING

- It's NOT about dumping unpleasant tasks
- Don't allow reverse delegating (rescuing)
- Learn what to delegate (and what not to)
- Give a delegating outcome
- State What, When, Why & How
- For more information read the book by Robert Burns "Making Delegating Happen"



USE YOUR "DOWN" TIME

- Find tasks you can do in 10 mins or less
- Identify your "non productive" times
- Keep a file of small work/reading
- Use your spare time immediately
- Use time-saving technology
- Review your diary/notes
- Do two things at once



SUBDUE YOUR PHONE

- Make & take calls at specific times
- Create a phone log
- Do call analysis
- Practice not answering it
- Leave it to message bank
- Make notes of all calls
- Return all calls promptly



AVOID OVERWHELM

- Take regular breaks
- Take time off to relax
- Learn speed reading
- Learn to touch type
- Learn meditation
- Prioritise your tasks
- Choose 3 things only to focus on



DO LESS OF LOW PAYING ACTIVITIES	DO MORE OF HIGH PAYING ACTIVITIES
<ul style="list-style-type: none"> - Email reading - Magazine reading - Coffee/Tea Making - Counselling Team Members - 1 on 1 teaching - Looking for lost things - Doing the work of others - Production work/tasks - Making & Taking Phone calls - Opening the mail - Answering the phone - Talking on the Mobile 	<ul style="list-style-type: none"> - Creating the Vision - Planning - Negotiating - Deal making - Analysing - Managing - Delegating - Overseeing - Supervising - Prioritising - Relating - Networking - Specialised Tasks - Praising & Acknowledgment - Systematising - Policy Making
MEETINGS	MEETINGS
<ul style="list-style-type: none"> - Without a planned outcome - With people arriving late - Without an Action plan - With no follow up of plans 	<ul style="list-style-type: none"> - With an outcome - With important Agendas - Starting with all attending - With an action plan
CLIENT ACQUISITION	CLIENT ACQUISITION
<ul style="list-style-type: none"> - Socialising - Random Networking - Social Phone Calls - Direct Mail, Advertising 	<ul style="list-style-type: none"> - Asking for Referrals - Follow up - Special Touches - Helpful Actions like Connecting

2012/13 PLANNING CALENDAR

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Sun	1											
Mon	2			1						1 - Easter		
Tue	3			2			1 - NY day			2		
Wed	4	1		3			2 -			3	1	
Thu	5	2		4	1		3			4	2	
Fri	6	3		5	2		4	1	1	5	3	
Sat	7	4	1	6	3	1	5	2	2	6 -	4	1
Sun	8	5	2 F day	7	4	2	6	3	3	7 -	5	2
Mon	9	6	3	8	5	3	7	4	4	8 -	6	3
Tue	10	7	4	9	6 Cup Day	4	8	5	5	9 -	7	4
Wed	11	8	5	10	7	5	9	6	6	10	8	5
Thu	12	9	6	11	8	6	10	7	7	11	9	6
Fri	13	10	7	12	9	7	11	8	8	12	10	7
Sat	14	11	8	13	10	8	12	9	9	13	11	8
Sun	15	12	9	14	11	9	13	10	10	14	12 - Mday	9
Mon	16	13	10	15	12	10	14	11	11 Labour	15	13	10 Qbday
Tue	17	14	11	16	13	11	15	12	12	16	14	11
Wed	18	15	12	17	14	12	16	13	13	17	15	12
Thu	19	16	13	18	15	13	17	14 Vday	14	18	16	13
Fri	20	17	14	19	16	14	18	15	15	19	17	14
Sat	21	18	15	20	17	15	19	16	16	20	18	15
Sun	22	19	16	21	18	16	20	17	17	21	19	16
Mon	23	20	17	22	19	17	21	18	18	22	20	17
Tue	24	21	18	23	20	18	22	19	19	23	21	18
Wed	25	22	19	24	21	19	23	20	20	24	22	19
Thu	26	23	20	25	22	20	24	21	21	25 - Anzac	23	20
Fri	27	24	21	26	23	21	25	22	22	26	24	21
Sat	28	25	22	27	24	22	26 Austday	23	23	27	25	22
Sun	29	26	23	28	25	23	27	24	24	28	26	23
Mon	30	27	24	29	26	24	28	25	25	29	27	24
Tue	31	28	25	30	27	25 - Xmas	29	26	26	30	28	25
Wed		29	26	31	28	26 - Bday	30	27	27		29	26
Thu		30	27		29	27	31	28	28		30	27
Fri		31	28		30	28			29 - Easter		31	28
Sat			29			29			30 - Easter			29
Sun			30			30			31 - Easter			30
Mon						31						
Tue												



David Staughton

AUTHOR | SPEAKER | CONSULTANT

Wouldn't you like to know...

- How you can sell more without ever reducing your prices?
- How you can dramatically increase your sales in quiet times?
- How you can sell the products your customers seem to be overlooking?

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Anyone can tell you how to sell more when times are good. David shows you how to grow great profits even in the most turbulent of times.

Growing up in modest circumstances, David worked in his family's hardware store from the age of six. Money was always tight and his family struggled. Tired of hardship, David resolved to become a millionaire by the age of 30 and give his family a better life.

It didn't go exactly as planned. Although David worked hard seven days a week, he found himself with few customers and on the brink of bankruptcy. But something happened...

Within no time David raised himself and his business from the struggle. From narrowly escaping bankruptcy, David went on to create an award-winning business empire in Victoria Australia with several hundred employees and a multi-million dollar turnover. How did he do it?

The good news is that David can teach you his magic.

Everyone can sell popular products during the best times of the year. Selling ice cream in summer is not what David is all about.

David uses his unique, no-nonsense strategies to help you sell during quiet times – without major discounting

Armed with hard-earned experience from the trenches of entrepreneurship, David will demonstrate how you too can make sales when no one else is selling, no matter the time of the year, month or week.

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delivering sales results

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Making More Sales
rapid profit growth

SSS 😊
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first class frontline

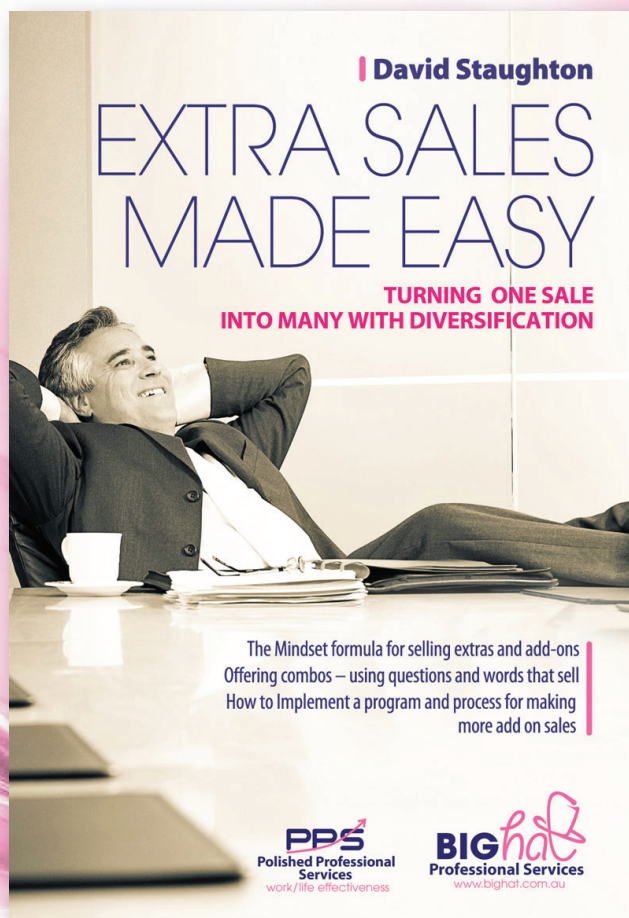
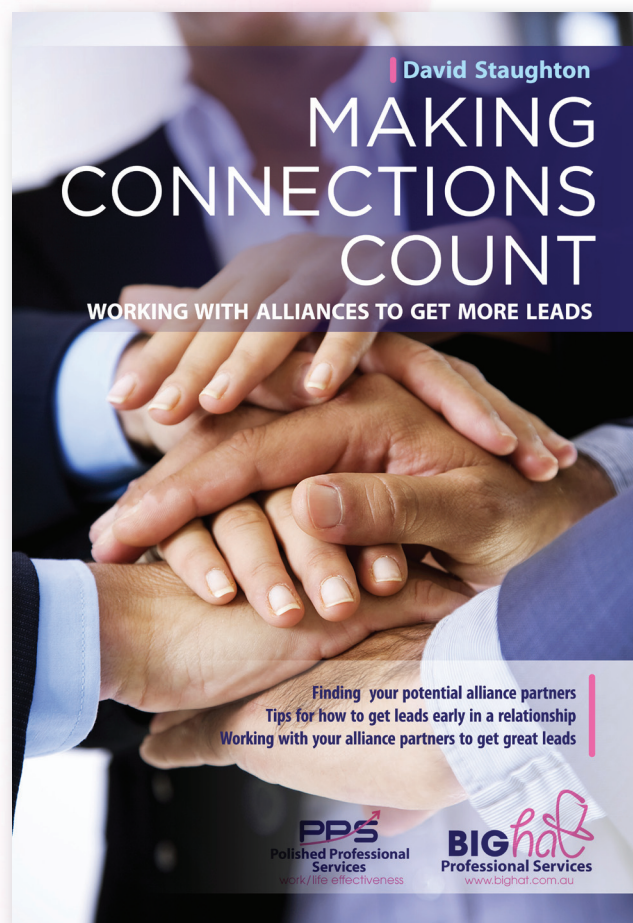
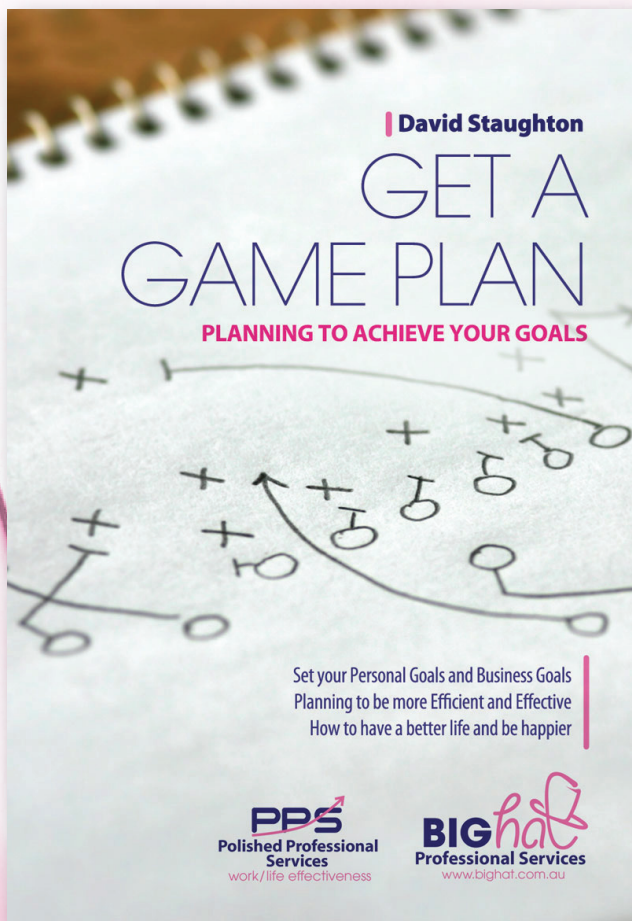
OPS
'Off Peak' Solutions
sales all year round

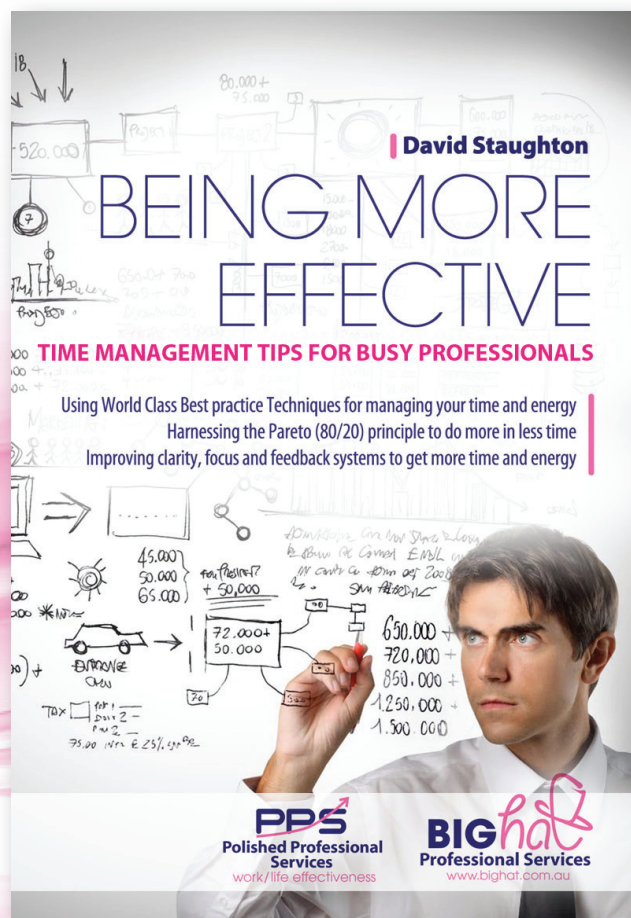
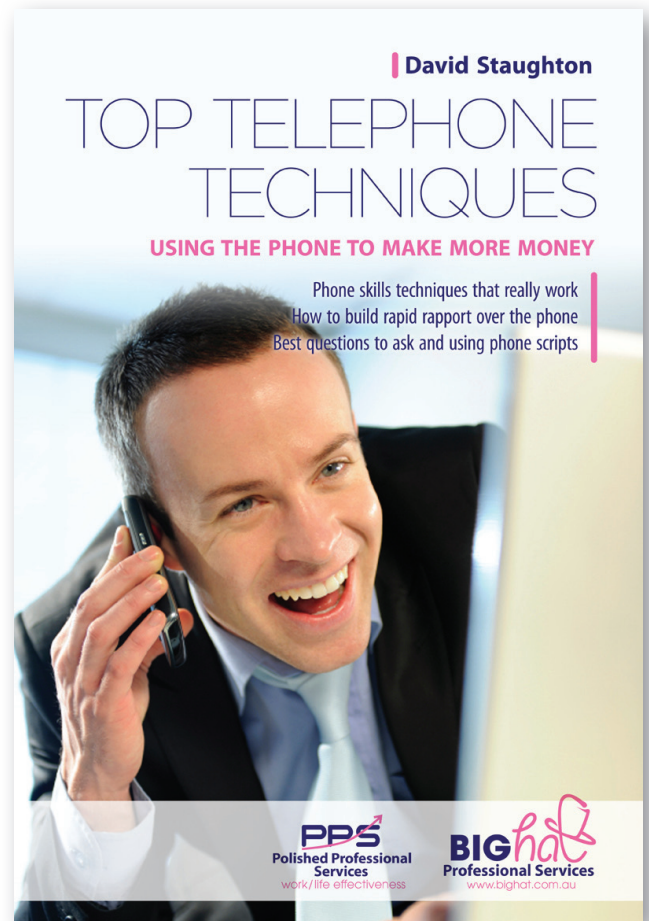
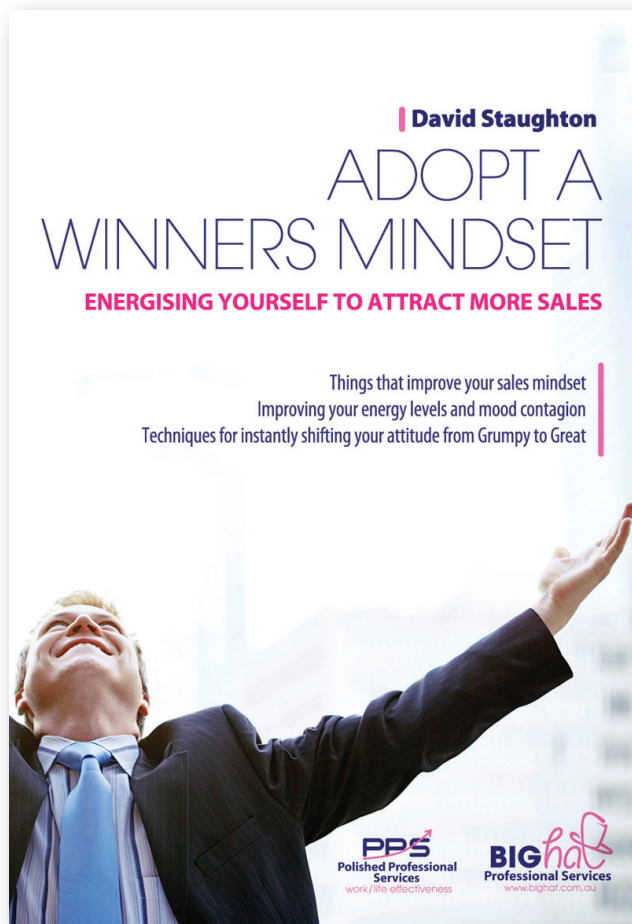
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How to avoid wasting time by using listening and questions to qualify your prospects
Effective questioning and group dynamics that help close and confirm the sale quickly



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