

Very Important Points

- Unless you are willing to change, you won't! This means that the willingness to change plays a huge role in your ability to succeed. What I'm talking about is voluntary change, which does not require anyone to push you or mandate that you do new things. Common sense dictates that the difference between change being traumatic or reasonably acceptable is directly related to the willingness to change.
 - You make all decisions based on your personal belief window, which frames all your views of people, places, and things and influences the action you take regarding those same people, places, and things. Some of these beliefs may be erroneous, and Strategic Acceleration is the process to expose and purge them.
 - If you feel there is not enough time to do all you have to do or that the results you are experiencing are less than you want or expect, you probably need to make some adjustments in one or more of your strategic beliefs. This is a polite way of saying that you need to develop a new way of thinking about what it takes to really be successful in your personal and professional life.
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Very Important Points

- ◆ Taking small steps is what all of life is really about, and this action is the true basis of achievement. The mathematical possibilities of winning the lottery are almost incalculable. In the same way, the mathematical possibility of doing one huge thing to achieve a dream is equally remote. You can find isolated examples of overnight success, but for most of us, “overnight success” actually results from taking lots of small steps that are connected to our dream.
 - ◆ You are successful when you achieve objectives or goals you have established in advance.
 - ◆ If you have no vision, there is nothing to tie your objectives to and nothing to help you measure your performance or progress. So a vision not only becomes something to *motivate* you and to *provide the power to change your behavior*, but it also becomes the *plumb line or measuring stick* that helps you keep everything together as you execute your plans.
 - ◆ Achieving clarity of vision is the cornerstone of Strategic Acceleration. When you have an authentic vision, things happen. When you have clarity about your vision, you discover yourself being pulled toward it, and all you have to do is follow the connecting opportunities that carry you along. The pulling effect of an authentic vision allows you to make connections faster. You can identify and pursue opportunities faster. The results you achieve will be superior, and they will come faster than you may have thought possible.
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CHAPTER 3

Very Important Points

- ◆ Many people believe they have clarity when they have produced goals and have worked out the necessary action steps. These tools are important, but they are more directly related to your ability to focus and keep that focus on the main things. You must know two points to produce clarity:
 1. Where you want to be when your vision becomes reality
 2. An objective understanding of current conditions
 - ◆ A vision without a specific purpose may come across as a whim, and it's difficult to get people to support a vision like that because it may be difficult to believe. To really achieve clarity, vision and purpose must be linked and articulated. When it happens, voluntary change can happen very quickly.
 - ◆ The basic definition of clarity is: *having an unfettered view of your vision*, which is what you want and why you want it, fed by an understanding of its purpose and value. When people understand the “why” of things (purpose and value), the combination produces a level of clarity that has enough influence to actually become motivational! It becomes the fuel of voluntary change and enables you to be pulled toward your vision, rather than pushed.
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CHAPTER 4

Very Important Points

- ▶ Focus does not come naturally for most people, and that is why it is a skill that must be learned and practiced.
 - ▶ Specifically, focus is a *thinking skill* that is acquired as a result of *mental discipline*.
 - ▶ To develop mental discipline concerning focus, you have to treat it the way you would treat the need for acquiring any skill:
 1. Become aware of the need to improve your focusing skills
 2. Clarify the need, and make a conscious decision to invest the time and energy needed to improve your skills
 3. Focus on the need, and practice and train your mind to focus
 4. Execute the need by implementing your new skills and making them a routine that is second nature
 - ▶ Four strategic facts and characteristics about your behavior confirm your ability to execute and focus at a higher level:
 1. Fewer distractions
 2. More high-leverage activities
 3. On-time performance
 4. Increased productivity
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Very Important Points

- ◆ Discovering your high-leverage activities begins by understanding that there are two mental points:
 1. Your vision of where you want to be
 2. The reality of where you areBetween those two mental points is a gap that contains the high-leverage activities, or every *strategy*, *objective*, and *action step* you will need to take to realize your vision. In this gap, you also locate your focus.
 - ◆ You must collect two critical categories of information to produce clarity concerning your current condition:
 1. *Strategic positives* are the strengths you possess that most powerfully impact your ability to succeed.
 2. *Strategic negatives* are the factors that most powerfully contribute to failure or less-than-satisfactory results.
 - ◆ A strategic plan is topped by the vision, which is supported by three Focus Tiers that will collectively produce the power to propel you across the gap; on the other side of the gap is the successful realization of the vision.
 - ◆ The three Focus Tiers are:
 - Tier 1: The *strategic goals* you must develop to execute your vision successfully
 - Tier 2: The *operational goals* or specific objectives that lead you to successfully execute your strategies
 - Tier 3: The *action goals*, or specific steps that you must accomplish to successfully reach your objectives
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Very Important Points

- Clarity, focus, and execution are equal parts of the Strategic Acceleration process. Clarity and focus together form the basis for execution. Though all three are important, the bulk of your time will be spent on execution because execution is about *doing*. Clarity and focus provide a road map and form the basis for doing what you *need* to do, but execution is about actually *doing* it, and that is why it's the most time consuming.
 - Regardless of your role or vision, you need others' assistance and cooperation to be successful, and your ability to persuade has a lot to do with others' willingness not only to assist you, but also to *exceed expectations*. When you can persuade others to exceed expectations, you take execution to a higher level and really move the results needle.
 - The most successful people can effectively convince and persuade other people to take action on their behalf. They do it by knowing what they want to say and how they want to say it. Then they can say it in a way that impacts others and spurs them to take action.
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Very Important Points

- ◆ Of the things you can actually control about your production, one habit has more impact on delaying results than any other: *procrastination*. We all are guilty of procrastination to some extent. There are two kinds:
 1. Positive procrastination: This is when you legitimately need some “mental percolation” time to gather your thoughts and get clear on what you need to do.
 2. Negative procrastination: This is based on some pretty flimsy excuses to avoid doing something, which will ultimately affect your results in negative ways.
 - ◆ The principle of going as far as you can see and then being able to see farther is the basic justification for practicing Production Before Perfection (PBP).
 - ◆ PBP means that you start doing things immediately, regardless of what you think you need to make them perfect. Rather than waiting for every aspect of a project to come into perfect, linear alignment, PBP allows you to manage the aspects in parallel, adjust the project as you progress, and reach greater results.
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CHAPTER 8

Very Important Points

- ◆ An impression of you exists in the mind of every person with whom you have a personal or professional relationship. It is a persona-identifying presence that defines the total perception others have about you.
 - ◆ Two strategic issues are most responsible for creating the persona that establishes your strategic presence in the minds of others: your values and your behavior.
 - ◆ The images of influence you create affect others' perceptions, attitudes, and behavior in a subtle but powerful way. The authenticity of these images of influence is vitally important to your success.
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