

**The background knowledge to
enable Action on your dreams.**

Break The Shackles

The steps to understand WHY you are not as effective as you desire to be AND how to create your BEST year...ever.

Introduction.



Leadership Development
Coach: Entrepreneur.

**Bruce Ross
Leadership.
Development
and Coaching.**

Break The Shackles

The steps to understand WHY you are not as effective as you desire to be AND how to create your BEST year...ever.



The Modules:



This is the outline of the online Modules. Proceed at your own pace. This information is always available and does not change. The principles are the principles and the process is the process. Your desire to participate and learn the information is as always, your choice. I have not re-invented the wheel. Credit to Don Miguel Ruiz, Dr Steven Covey Michael Hyatt Shane Kryder and Charles Duhigg.

:Understanding:

:Your Best is yet to Come:

:Believe in the Possibility:

:Complete the Past:

:Personal Mastery (First three Habits):

:Personal Mission Statement. (BE)

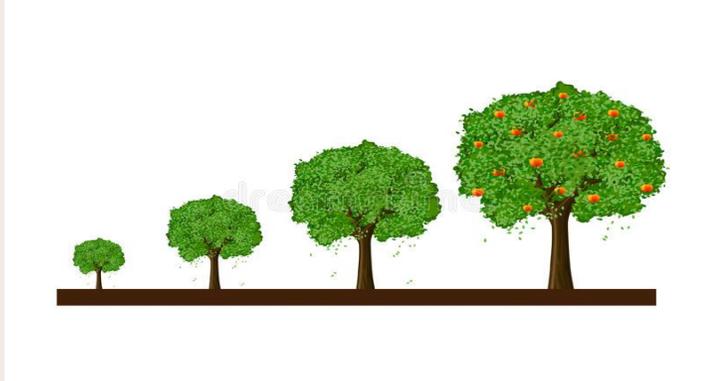
:The Public Habits: (Do)

:Design your La Dolce Vita (Have):

:Sharpen the Saw:

:Make it Happen:

The Business of Leadership: Development and Coaching.



- **Development and Coaching is to assist you to grow and internalize the information. This is where the power lies. Knowledge alone does not change your life. Correct application of knowledge will change your life. Coaching will change your life...Guaranteed.**
- **My" Break Free" power coaching sessions are designed to assist you in internalizing the information.**
- **Info: brucerossonline@gmail.com**



- **For those who wish to do Business with Bruce, these modules form the foundation of our business. We have products that build upon the foundation, and a very rewarding business model. This can be done congruently with the foundational learning. Contact me for details..**
Info: brucerossonline@gmail.com

Understanding.
Part A.



Break The Shackles

The steps to understand WHY you are not as effective as you desire to be AND how to create your BEST year...ever.

Understanding:

This is a long module but is probably the most important. I have broken it into two subsections.

Section A:

The Society Dream:

The Paradigm:

Ethics Character v

Personality

New Level of Thinking

Section B:

The power of Habits

Define Habits

The 4 agreements

The Maturity Continuum.



References:

The 4 Agreements:

Prosperity Paradigm:

7 Habits of Highly Effective People.

Your Best Ever Year:

The Power of Habit:

The Alchemist:

Access articles in the members area.

This information will assist in bridging the gap of knowledge.

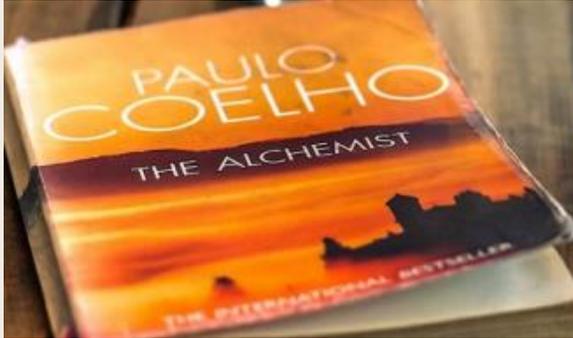
Section A:

The Society Dream:

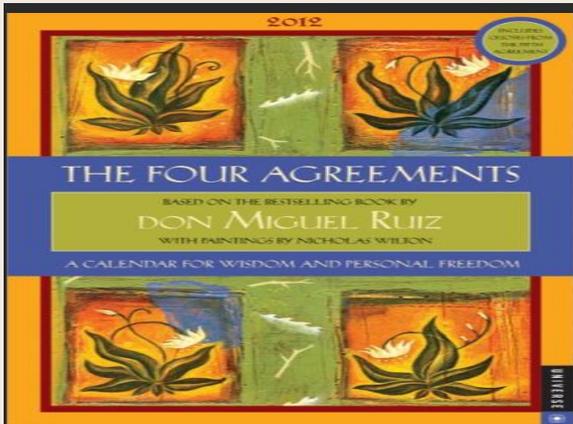
The Paradigm challenge:

Ethics: Character v Personality.

A New Level of Thinking:



The Alchemist is a book that can severely impact your life and it is officially the most translated book of all time, setting a Guinness World Record for doing so.



Humans are dreaming all the time.

Before we were born the humans before us created a big outside dream that we will call society's dream or the dream of the planet. The dream of the planet is the collective dream of billions of smaller, personal dreams, which together create a dream of a family, a dream of a community, a dream of a city, a dream of a country, and finally a dream of the whole humanity. The dream of the planet includes all of society's rules, its beliefs, its laws, its religions, its different cultures and ways to be, its governments, schools, social events, and holidays. We are born with the capacity to learn how to dream, and the humans who live before us teach us how to dream the way society dreams.

The outside dream has so many rules that when a new human is born, we hook the child's attention and introduce these rules into his or her mind. The outside dream uses Mom and Dad, the schools, and religion to teach us how to dream. Attention is the ability we must have to discriminate and to focus only on that which we want to perceive.

We can perceive millions of things simultaneously, but using our attention, we can hold whatever we want to perceive in the foreground of our mind. The adults around us hooked our attention and put information into our minds through repetition. That is the way we learned everything we know.

The outside dream hooks our attention and teaches us what to believe, beginning with the language that we speak.

Language is the code for understanding and communication between humans. Every letter, every word in each language is an agreement.

We call this a page in a book; the word page is an agreement that we understand.

Once we understand the code, our attention is hooked, and the energy is transferred from one person to another.

What is a Paradigm?

The Power of Paradigm:

The Seven Habits of Highly Effective People embody many of the fundamental principles of human effectiveness. They represent the internalization of correct principles upon which enduring happiness and success are based. But before we can understand these Seven Habits, we need to understand our own “paradigms” and how to make a “paradigm shift.” The word paradigm was originally a scientific term and today is used more commonly to mean a model, theory, perception, assumption or frame of reference. It is the way we “see” the world — not in terms of sight, but in perceiving, understanding, interpreting. To try to change outward attitudes and behaviors does very little good if we fail to examine the basic paradigms from which they flow.

The Society Dream installs our Paradigm.

Inside–Out:

Almost all literature written about success in the first 150 years of this country focused on the Character Ethic — integrity, humility, fidelity, temperance, courage, justice, patience, industry, simplicity, modesty and the Golden Rule. Shortly after World War I the basic view of success shifted to the Personality Ethic. Success became more a function of personality, of public image, attitudes and behaviors, skills and techniques that lubricate the process of human interaction. Elements of the Personality Ethic are beneficial and sometimes essential for success. But they are secondary, not primary traits. Many people with secondary greatness — i.e., social recognition for their talents — lack primary greatness or goodness in their character.

A New Level of Thinking:

Albert Einstein observed, “The significant problems we face cannot be solved at the same level of thinking we were at when we created them.” As we look at the problems we create as we live and interact with the Personality Ethic, we realize they are deep, fundamental problems. We need a new level of thinking — a paradigm based on the principles that accurately describe the territory of effective human being and interacting — to solve these deep concerns. This new, deeper level of thinking is a principle-centered, character-based, “inside-out” approach to personal and interpersonal effectiveness.



Your best thinking has got you where you are:

Understanding. Part B.

Break The Shackles

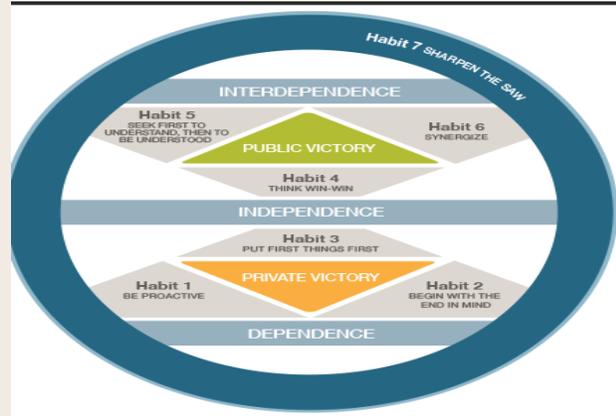
The steps to understand WHY you are not as effective as you desire to be AND how to create your BEST year...ever.

The Power of Habits:

Habits Defined:

The 4 Agreements:

The Maturity continuum.



When you woke up this morning, what did you do first? Did you hop in the shower, check your email or grab a doughnut from the kitchen counter? Did you brush your teeth before or after you towed off? Which route did you drive to work? When you got home, did you put on your sneakers and go for a run, or pour yourself a drink and eat dinner in front of the TV? “All our life, so far as it has definite form, is but a mass of habits,” William James wrote in 1892.

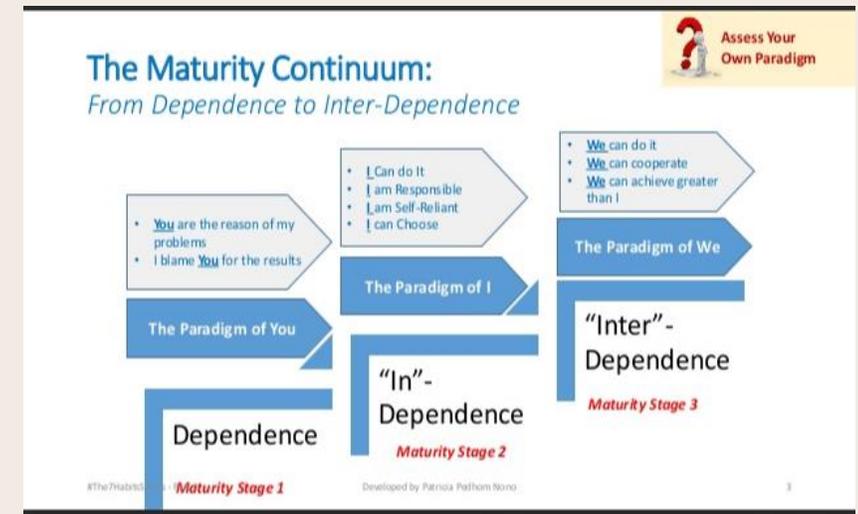
Most of the choices we make each day may feel like the products of well-considered decision making, but they’re not. They’re habits. And though each habit means relatively little on its own, over time, the meals we order, whether we save or spend, how often we exercise, and the way we organize our thoughts and work routines have enormous impacts on our health, productivity, financial security and happiness. One paper published by a Duke University researcher in 2006 found that more than 40 percent of the actions people performed each day weren’t actual decisions, but habits. At one point, we all consciously decided how much to eat and what to focus on when we got to the office, how often to have a drink or when to go for a jog. Then we stopped making a choice, and the behavior became automatic. It’s a natural consequence of our neurology.

And by understanding how it happens, you can rebuild those patterns in whichever way you choose.

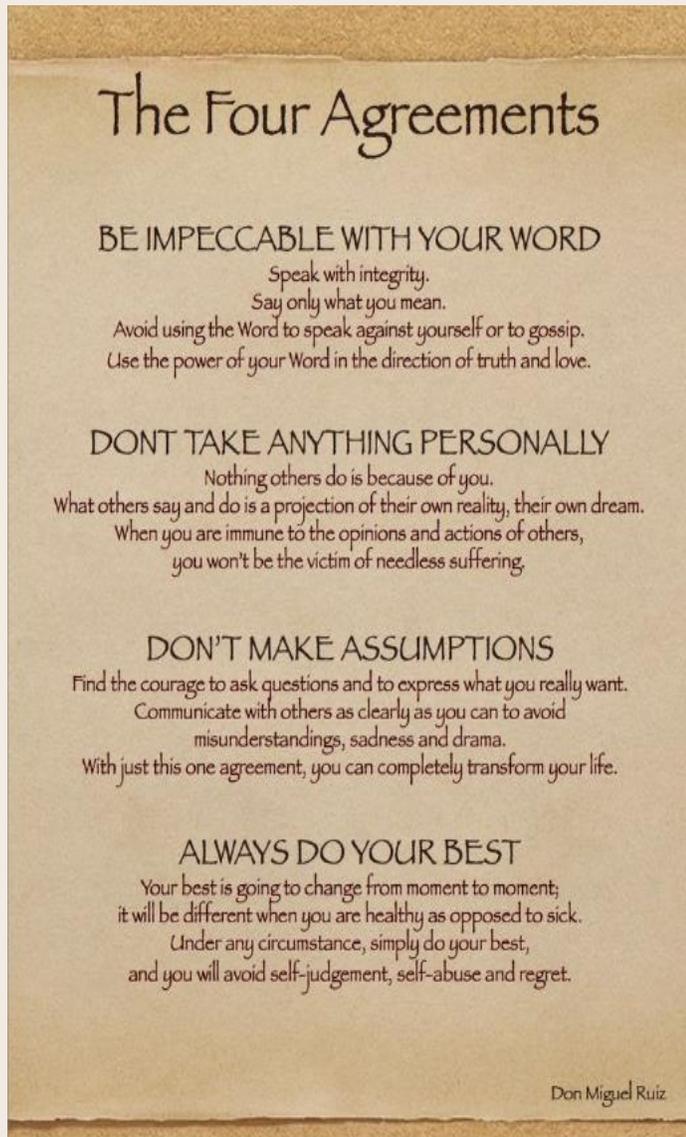
The Maturity Continuum:

On the maturity continuum, dependence is the paradigm of you — you take care of me; you come through for me, you didn’t come through; I blame you for the results. Independence is the paradigm of I — I can do it; I am responsible; I am self-reliant; I can choose. Interdependence is the paradigm of we — we can do it; we can cooperate; we can combine our talents and abilities and create something greater together. True independence of character allows us to act rather than be acted upon. It frees us from our dependence on circumstances and other people and is a worthy, liberating goal. But it is not the goal in effective living. Interdependence is a more mature, advanced concept.

As an interdependent person, you can share yourself with others and have access to the vast resources and potential of other human beings. Inter-dependence is a choice only independent people can make. Dependent people cannot choose to become interdependent. They don’t own enough of themselves.



The 4 Agreements



Enjoy the path and the destination will take care of itself:

Ruiz says that to break old agreements holding us back we have a few options: Attack the fears one by one.

Stop feeding the fear by stopping to feel the emotion.

Symbolical death to kill the parasite within us.

Do it “even if” The example for the latter is the whose parents told her she was a very bad singer. She would then tell herself: “ I will sing anyway”.



Accept Mortality to Enjoy Life:

The author says death teaches us how to live.

Imagine you had one week to live.

Wouldn't you want to live life the way you wanted it????

No more you would live to appease others, afraid of what they might think.

That's how the Angels of Death can show you how to live life your own way.

They come to you and tell you that everything you have is not really yours.

It's theirs. And they can take it at any time.

Live in the Now, plan for a Future. You may have one.

**Your Best is
yet to Come.**

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Why People and Companies struggle to Change:

The Core: Understand how Habits work:

"PEOPLE DO NOT DECIDE THEIR FUTURES, THEY DECIDE THEIR HABITS AND THEIR HABITS DECIDE THEIR FUTURES."

— F. M. ALEXANDER

It was as if the first few times a rat explored the maze, its brain had to work at full power to make sense of all the new information. But after a few days of running the same route, the rat didn't need to scratch the walls or smell the air anymore, and so the brain activity associated with scratching and smelling ceased. It didn't need to choose which direction to turn, and so decision-making centers of the brain went quiet. The rat had internalized how to sprint through the maze to such a degree that it hardly needed to think at all. (think driving a car).

But that internalization relied upon the basal ganglia, the brain probes indicated. This tiny, ancient neurological structure seemed to take over as the rat ran faster and faster and its brain worked less and less. The basal ganglia was central to recalling patterns and acting on them. The basal ganglia, in other words, stored habits even while the rest of the brain went to sleep.

The Automatic Routine of 'Chunking'

This process — in which the brain converts a sequence of actions into an automatic routine — is known as "chunking," and it's at the root of how habits form. There are dozens — if not hundreds — of behavioral chunks that we rely on every day. Some are simple: You automatically put toothpaste on your toothbrush before sticking it in your mouth. Some, such as getting dressed or making the kids' lunch, are more complex. Habits, scientists say, emerge because the brain is constantly looking for ways to save effort. Left to its own devices, the brain will try to make almost any routine into a habit, because habits allow our minds to ramp down more often. This effort-saving instinct is a huge advantage. An efficient brain allows us to stop thinking constantly about basic behaviors, such as walking and choosing what to eat, so we can devote mental energy to inventing spears, irrigation systems and eventually, planes video games etc.

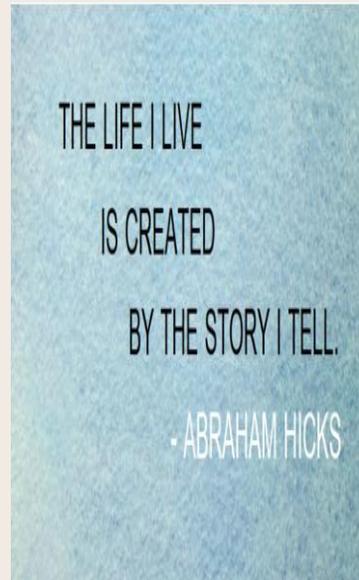
Cue: Routine: Reward:

It's a three-step process:

Firstly, there is a cue, a trigger that tells your brain to go into automatic mode and which habit to use. Then there is the routine, which can be physical, mental or emotional. Finally, there is a reward, which helps your brain figure out if this loop is worth remembering for the future. Over time, this loop — cue, routine, reward; cue, routine, reward — becomes more and more automatic. The cue and reward become intertwined until a powerful sense of anticipation and craving emerges. Eventually, a habit is born.

**The Golden Rule of Habit Change:
Keystone Habits:**

Find a Cue, Define the Rewards The key, Hopkins said, was that he had “learned the right human psychology.” That psychology was grounded in two basic rules: • First, find a simple and obvious cue. • Second, clearly define the rewards



His coaching strategy embodied an axiom, a Golden Rule of habit change that study after study has shown is among the most powerful tools for creating change. Dungey recognized that you can never truly extinguish bad habits. Rather, to change a habit, you must keep the old cue and deliver the old reward but insert a new routine.

That’s the rule: If you use the same cue and provide the same reward, you can shift the routine and change the habit. Almost any behavior can be transformed if the cue and reward stay the same.

Keystone Habits:

Which Habits Matter Most:

Keystone Habits: O’Neill believed that some habits have the power to start a chain reaction, changing other habits as they move through an organization. Some habits, in other words, matter more than others in remaking businesses and lives. These are “keystone habits,” and they can influence how people work, play, live, spend and communicate.

Keystone habits start a process that, over time, transforms everything.

Habits are not your destiny. Habits can be ignored, changed or replaced. The habit loop understanding is critical to understanding, because when a habit emerges, the brain chunks it down and stops thinking about it. We no longer are even aware of the power we have given a routine.

We just don’t THINK about it.

There is, unfortunately, no specific set of steps guaranteed to work for every person.

We know that a habit cannot be eradicated — it must, instead, be replaced. And we know that habits are most malleable when the Golden Rule of habit change is applied. If we keep the same cue and the same reward, a new routing can be inserted. But that’s not enough. For a habit to stay changed, people must believe change is possible. And, most often, that belief only emerges with the help of a group.

A support that initially comes with Coaching.

Believe in Possibility:

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Rescripting your Belief System:

Recognize:

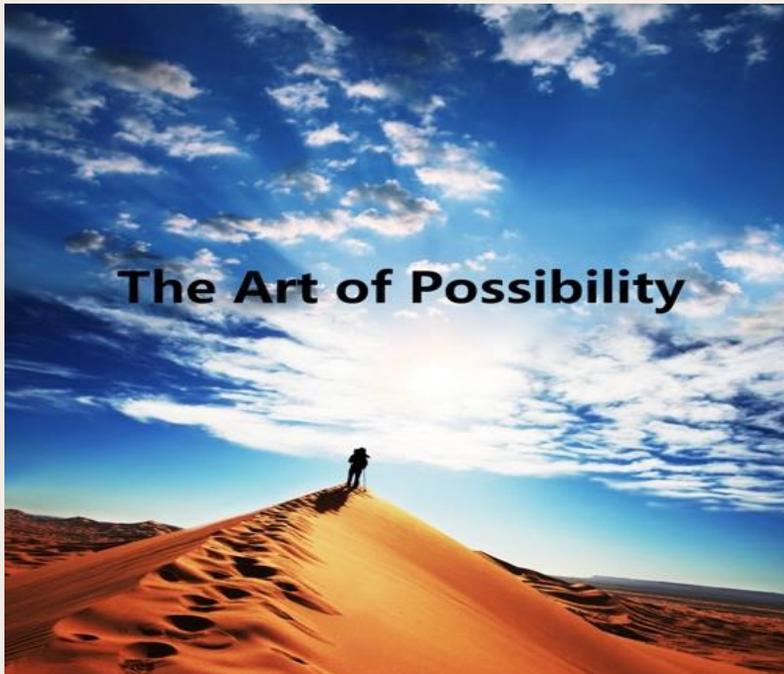
Record:

Review:

Reframe:

Revise:

Reorient:



Believe in the Possibility:

There's an old saying, "History doesn't repeat itself, but it rhymes." That's especially true when we're thinking of our personal histories. Why? The circumstances of our lives change week by week, year by year. But we're still us. And our habits of thinking tend to produce consistent results no matter what's going on in our work, our relationships or the world around us. If our habits of thinking are beneficial, we tend to experience positive results, such as happiness, personal satisfaction, even material success. If our habits of thinking are counterproductive, however, we often experience the opposite: unhappiness, dissatisfaction and the nagging feeling that the deck is somehow stacked against us. The good news is that you can change the rhyme scheme. Even if your habits of thinking are already serving you well, you can experience transformative personal improvement in all areas of your life by upgrading your beliefs. When we focus on belief improvement, often our circumstances follow suit.

Your Beliefs Shape Your Reality:

Our beliefs play a massive part in how we approach life.

We tend to experience what we expect.

Because our expectations shape what we believe is possible, they shape our perceptions and actions. That means they also shape the outcomes.

And that means they shape our reality.

Some Beliefs Hold You Back To accomplish anything, we have to believe we're up to the challenge.

That doesn't mean it will be easy or that we even know how we're going to accomplish it. Usually we don't know.

It just means we believe we're capable; we have what it takes to prevail.

**Compared to What?
According to Who?**

When you question your beliefs I have found these two questions to be very beneficial.



You Can Upgrade Your Beliefs:

You don't have to be hemmed in by limiting beliefs. You can exchange them for liberating truths. Here is a simple six-step process to help you do that.

First, recognize the limiting belief. Whatever the content of the belief, no matter how true it seems, it's important to recognize that it's just an opinion about reality — and there's a good shot it's wrong.

Second, record the belief. It might be something like, "I don't have enough experience," or "I don't have the right experience." It could be anything. By writing it down, you externalize it. Now you're free to evaluate it.

Third, review the belief. Start by evaluating whether the belief is empowering. Try to look at it objectively. Is it enabling you to accomplish the outcomes you want, or is it preventing you from doing so? Be honest.

Fourth, reject or reframe the belief. If a limiting belief is false, you can simply reject it. Reframing is a bit more involved. Many limiting beliefs have a kernel of truth in them. That's what makes them so convincing. But they're not the whole truth. If a limiting belief is true or partly true, you don't have to settle for it. You can always recast the story.

Fifth, revise the belief. This is where it gets interesting. These are not simple affirmations, though those can be helpful and have their place, but reorienting your thinking around a new and liberating truth. If, for instance, you think, "I'm too old to be considered for that job opportunity," you might say, "I have more experience than other candidates."

Sixth and finally, reorient yourself to the new belief. Start living from the perspective of this new, liberating truth. You might not fully buy into it. That's fine. Try it on. It may feel awkward at first, like putting on a coat that's too big. But if you keep telling yourself the truth, it will eventually fit, and you'll get more comfortable with it. Every time the old belief crops up, reject or reframe it and restate the liberating truth. The trick is to start living as if it's true.

Be the person you wish to BECOME!

Question: Who are you being, what are you doing to have the result you are having?

Believe in YOU:

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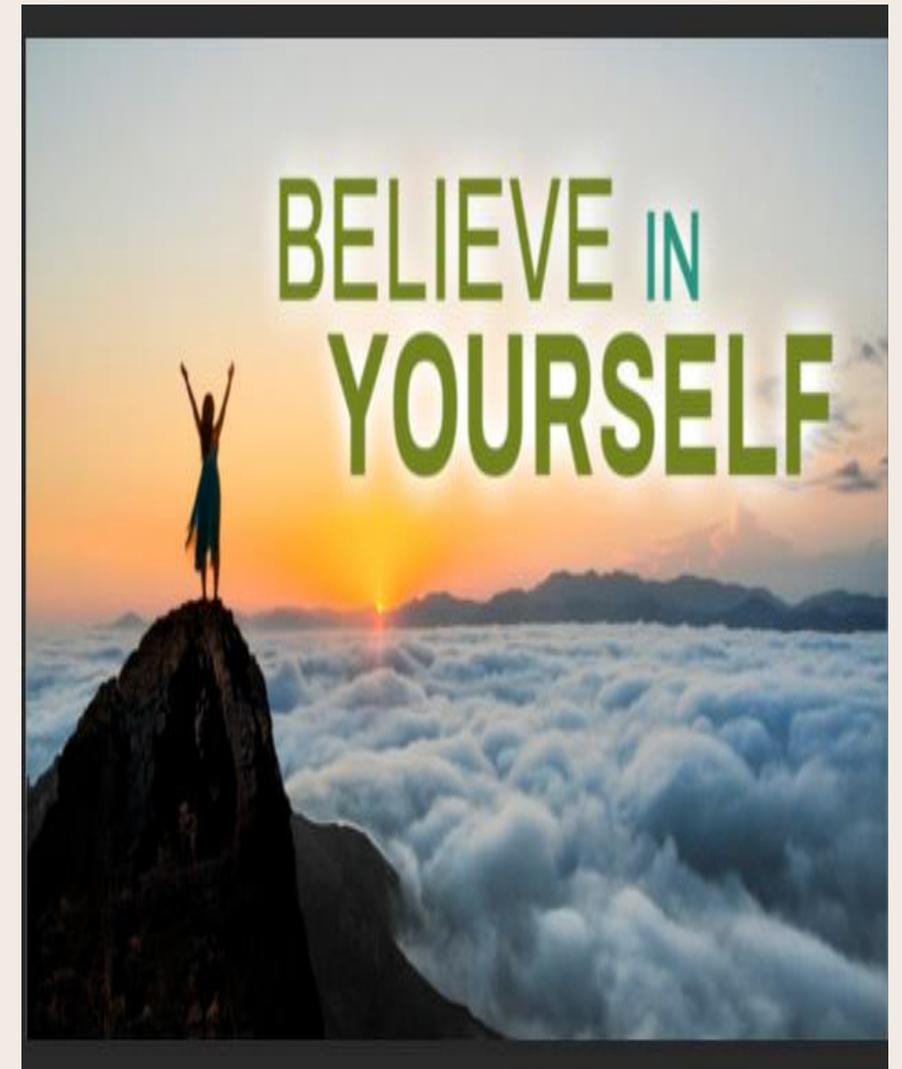
The Principle Centre Approach:

Security: Guidance: Wisdom: Power:

By centering your life on correct principles, you create a solid foundation for development of the four life-support factors:

- **Security** comes from knowing that, unlike other centres based on people or things subject to change, correct principles do not change.
- **Wisdom** and **guidance** come from correct maps, from the way things really are, have been and will be.
- **Power** is that of a self-aware, knowledgeable, proactive individual, unrestricted by attitudes, behaviours and actions of others. As a principle-centered person, you try to stand apart from the emotion of the situation and other factors that would act on you, and evaluate your options. Looking at the balanced whole — the work needs, family needs and other needs that may be involved and all possible implications of the various alternative decisions — you try to come up with the best solution, taking all factors into account.

- **Security:** Your sense of worth, identity, emotional anchor, self-esteem, basic personal strength or lack of it.
- **Guidance:** Your source of direction in life, an internal frame of reference that includes standards or principles or implicit criteria that govern moment-by-moment decision-making and doing.
- **Wisdom:** Your perspective on life, sense of balance, judgment, discernment, comprehension.
- **Power:** The faculty or capacity to act, the strength and potency to accomplish something.



The Principal Centre Approach:

- **Guidance:** Your source of direction in life, an internal frame of reference that includes standards or principles or implicit criteria that govern moment-by-moment decision-making and doing.
- **Wisdom:** Your perspective on life, sense of balance, judgment, discernment, comprehension.

A mission statement takes deep introspection, careful analysis, thoughtful expression and often many rewrites. It may take several weeks or months before you feel it is a concise expression of your innermost values and directions. Writing or reviewing a mission statement changes you because it forces you to think through your priorities deeply and carefully, and to align your behaviour with your beliefs.

Alternative Centres:

Briefly examine these centres or core paradigms people typically have for a better understanding of how they affect the four fundamental dimensions, and ultimately, the sum of life that flows from them.

1. Spouse Centeredness: Your life perspective surrounds things that may positively or negatively influence your spouse or relationship.
2. Family Centeredness: Your decision-making criteria are what is good for the family, or what family members want.
3. Money Centeredness: Moneymaking is the lens through which life is seen and understood, creating imbalanced judgment.
4. Work Centeredness: You see your life as your work.
5. Possession Centeredness: You make decisions based on what will protect, increase or better display your possessions.
6. Pleasure Centeredness: You see the world in terms of what's in it for you.
7. Friend Centeredness: You see the world through a social lens.
8. Enemy Centeredness: You are counter-dependently guided by your enemy's actions and base decisions on what will thwart your enemy.
9. Church Centeredness: You see the world in terms of "believers" and "non-believers," and "belongers" and "non-belongers."
10. Self-Centeredness: You view the world by how decisions, events or circumstances will affect you.

Home work: Evaluate your Centre:

Complete The Past.

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Complete The Past.

The past is the past!

Regrets, I've had a few, but then again to few to mention.
(Frank Sinatra).

If you're an architect, as a student you present your best plan/design, once your done that you are required to go back and revisit the design.

Yes, hindsight has 20/20 vision, but it is hindsight. Decisions and actions were based on the circumstances at the time, and with incomplete mind management.

Begin with the **End in Mind** and take baby steps.



Complete the Past:

After limiting beliefs, the next most common barrier we encounter is the past. We tow it around like a trailer full of broken furniture. We can't fully consider the future because we're too tied up in what's already happened. If this happens to you, it'll prevent you from experiencing your best year ever. Step 2 explains how to get the resolution you need.

Thinking Backward Is a Must:

Sometimes we live inside unhelpful stories we tell ourselves.(story v data). Other times we nurse grievances to justify our current actions or feel unvalued because we were slighted or disregarded in some way. If we don't get resolution, we'll drag all our unfinished business into the future, and it will sabotage everything we're trying to build going forward. The U.S. Army has a helpful backward-thinking method. It's called the After-Action Review. America's armed forces have been using it since 1981 to improve performance and get better at what they do. After an event, the goal is to understand what happened, why it happened and how they can improve.

Stage 1: State what you wanted to happen. This could be your list of goals from the prior year. Start by asking yourself how you saw the year going. What were your plans, your dreams, your concrete goals if you had any?

Stage2 : Acknowledge what actually happened. Some of your goals, perhaps many of them, remain unfulfilled. So ask yourself, "What disappointments or regrets did I experience this past year?" Because these memories can be painful, it's tempting to dismiss or ignore them. But as journalist Carina Chocano says,

"The point of regret is not to try to change the past but to shed light on the present." What were two or three specific themes that kept recurring? These could be single words, phrases or even complete sentences.

Stage 3: Learn from the experience. What were the major life lessons you learned this past year? Distill the lessons from your experiences so you don't lose them and so they can serve as tools moving forward.

Stage 4: Adjust your behaviour. If something in your beliefs and behaviours contributed to the gap between what you wanted to happen and what actually happened, something has to change. It's not enough to acknowledge the gap. It's not even enough to learn from the experience. If you don't change your beliefs and how you act on them, you're actually worse than when you started.

Regrets:

Regret Reveals Opportunity:

If you're still breathing, you're probably aware of at least one way you haven't measured up. After a little "backward thinking," that number can easily balloon to dozens, even hundreds. It can be a downer.

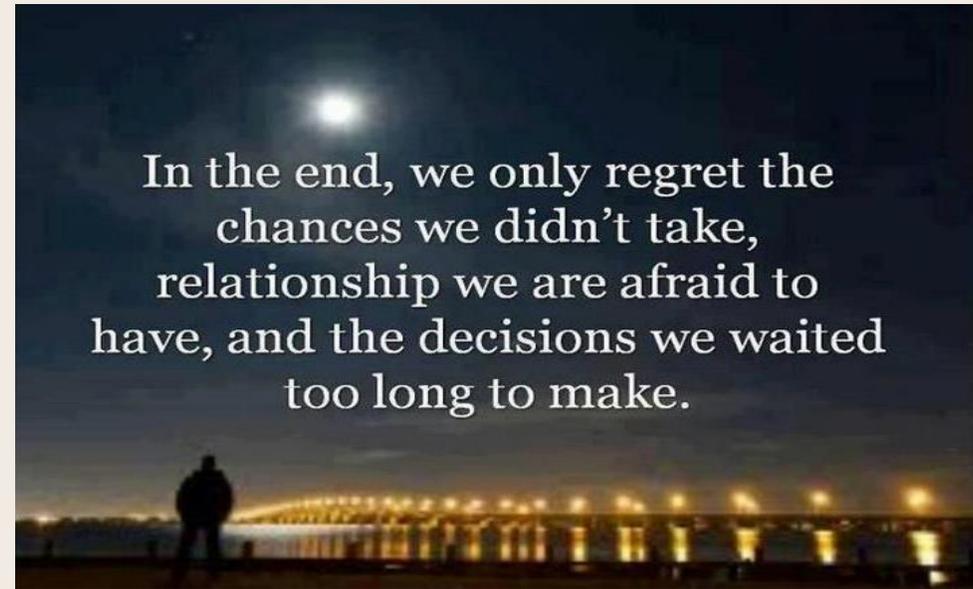
But this is no tragedy. Some people are a little stunned to think regret has any value at all. Our culture tends to miss it. The pain can be real and intense. University of Michigan psychologist Janet Landman identifies several benefits of regret.

First, there's instruction. Regret is a form of information, and reflecting on our missteps is critical to avoiding those missteps in the future.

Next there's the motivation to change. As Landman says, "Regret may not only tell us that something is wrong, but it can also move us to do something about it."

Finally, there's integrity. Regret can work in us like a moral compass, signalling us when we've veered off the path. Instead of seeing our regrets as working against the chance to grow and improve, we can see them as actually pointing the way toward that growth and improvement we most desire.

Gratitude Makes the Difference.



Gratitude is a game of contrasts. Our circumstances look a certain way; then something happens to improve them.

Gratitude happens when we take notice of the distance between the two. Suddenly, we have something to be thankful for. That process teaches us something critical about life. While our circumstances might be bad, they can also be better. Gratitude also reminds us we have agency. Because gratitude involves giving thanks for what others have done for us, this might seem counterintuitive. But that's an illusion. You know what they say about unopened gifts. If we didn't use our agency to receive and act on what others have done for us, we wouldn't have benefited.

Finally, gratitude expands our possible responses.

Homework: What are you grateful for: Make a list.

Your Story: We all have a story.

Your story v the data:

Integrity:

Integrity is the practice of being honest and showing a consistent and uncompromising adherence to strong moral and ethical principles and values.

In ethics, integrity is regarded as the honesty and truthfulness or accuracy of one's actions. Integrity can stand in opposition to hypocrisy, in that judging with the standards of integrity involves regarding internal consistency as a virtue, and suggests that parties holding within themselves apparently conflicting values should account for the discrepancy or alter their beliefs.

The word integrity evolved from the Latin adjective integer, meaning whole or complete. In this context, integrity is the inner sense of "wholeness" deriving from qualities such as honesty and consistency of character. As such, one may judge that others "have integrity" to the extent that they act according to the values, beliefs and principles they claim to hold.



Homework:

Does your story of life reflect the actual data?
Be proactive, take some time and draw your life's journey in the sand (at high tide it will disappear and no-one but you will know)

Do the life story in three part:

Birth till end of school:

Work till now:

Now till the end:

Examine the ups and downs, the good the bad in a non judgemental way.

Could you have done things differently?

What role did you play in each circumstance of your life?

Does your story reflect the Data.

Ponder for a while and than let the tide wash away the past, because all we have is now!

**Personal Victory:
The first three habits.**



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Habit 1

- **Habit 1: Be Proactive.**

- **Being proactive means more than taking initiative.**
- **It means we are responsible for our own lives.**
- Our behavior is a function of our decisions, not our conditions. “Response-ability” is the ability to choose your response. Highly proactive people do not blame circumstances, conditions or conditioning for their behavior. Their behavior is a product of their own conscious choice, based on values, rather than a product of those conditions, based on feeling. Reactive people are often affected by their physical environment. If the weather is good, they feel good. If it isn’t, it affects their attitude and performance.
- Proactive people carry their own weather with them. They are still influenced by external stimuli, but their response, conscious or unconscious, is a value-based response or choice. Taking the Initiative Taking initiative does not mean being pushy, obnoxious or aggressive, but recognizing your responsibility to make things happen. People who end up with good jobs are the proactive ones; they are solutions to problems, not problems themselves. They seize the initiative to do whatever is necessary, to be consistent with correct principles and to get the job done.
- Act or Be Acted Upon If you wait to be acted upon, you will be acted upon. Language, for example, is a real indicator of the degree to which you see yourself as a proactive person. The language of reactive people absolves them of responsibility. A serious problem with reactive language is that it becomes a self-fulfilling prophecy. Examples of reactive language are: There’s nothing I can do; That’s just the way I am; I must do that; and I can’t.
- **On the other hand, proactive language takes responsibility.**
- Examples are: Let’s look at our alternatives; I can choose a different approach; I control my own feelings; and I will.

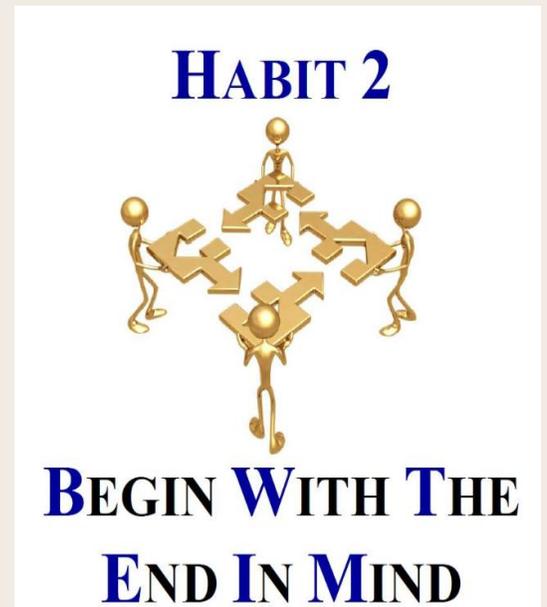


Habit 2:

- **Habit 2: Begin With the End in Mind:**

- To begin with the end in mind means to start with a **clear understanding of your destination**.
- You need to know where you are going in order to better understand where you are now so that the steps you take are always in the right direction. It's easy to get caught up in an activity trap, in the busyness of life, to work harder and harder at climbing the ladder of success only to discover it's leaning against the wrong wall.
- **"Begin with the end in mind"** is based on the principle that all things are created twice. There is a mental or first creation, and a physical or second creation. Look at a business: If you want to have a successful enterprise, you must clearly define what you're trying to accomplish. The extent to which you begin with the end in mind often determines whether you can create a successful enterprise.
- **Leadership and Management** — Two Creations. Habit 2 is based on principles of **personal leadership**, which means leadership is the first creation. Leadership is not management.
- Management is the second creation. Management is a bottom-line focus: How can I best accomplish certain things? Leadership deals with the top line: What are the things I want to accomplish?

- **Vision prior to action:**



Habit 3

- **Habit 3: Put First Things First:**

- Take a few minutes and write down a short answer to each of these two questions:
 - **What one thing could you do** (that you aren't doing now) that if you did on a regular basis would make a tremendous positive difference in your personal life?
 - **2. What one thing in your business** or professional life would bring similar results? Habit 3 is the practical fulfillment of Habits 1 and 2.
- Habit 1 says, **"You are the creator. You are in charge."**
- Habit 2 is the **first mental creation**, based on imagination, the ability to envision what you can become.
- Habit 3 is the second creation, **the physical creation**. It's the exercise of independent will toward becoming principle-centered.
- The Power of Independent Will. Independent will makes effective self-management possible.
- Effective management is putting first things first.

- **Be : Do : Have**



Influence not Manage People.

Circle of Concern and Circle of Influence:

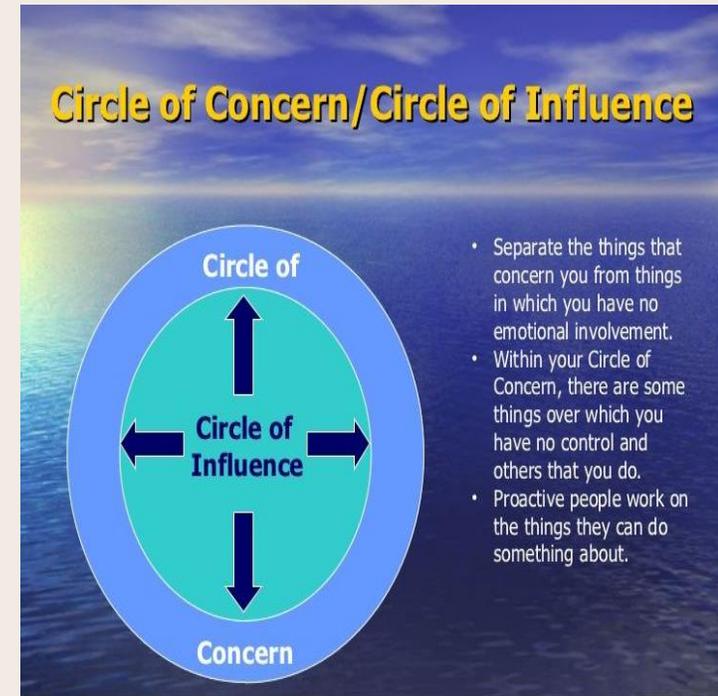
We each have a wide range of concerns — health, children, problems at work, the national debt, climate change, war, pandemics etc.

We could separate those from things in which we have no mental or emotional involvement by creating a

“**Circle of Concern.**” Within our Circle of Concern are some things over which we have no control and some we can do something about.

We could identify those in the latter group as within our “**Circle of Influence.**”

Proactive people focus their efforts in the Circle of Influence. The nature of their energy is positive, enlarging and magnifying, causing their Circle of Influence to increase. Reactive people focus their efforts on the Circle of Concern, which results in blaming, accusing attitudes and increasing feelings of victimization, causing their Circle of Influence to shrink.



Personal Mission Statement:

- **A Personal Mission Statement.**

- The most effective way to begin with the end in mind is to develop a personal mission statement.
- It focuses on what you want to be (character) and to do (contributions and achievements) and on the values or principles upon which being and doing are based. To write a personal mission statement, you must begin at the very center of your Circle of Influence. Whatever is at the center of your life will be the source of these four factors, which are interdependent: • Security: Your sense of worth, identity, emotional anchor, self-esteem, basic personal strength or lack of it. • Guidance: Your source of direction in life, an internal frame of reference that includes standards or principles or implicit criteria that govern moment-by-moment decision-making and doing. • Wisdom: Your perspective on life, sense of balance, judgment, discernment, comprehension. • Power: The faculty or capacity to act, the strength and potency to accomplish something. A mission statement takes deep introspection, careful analysis, thoughtful expression and often many rewrites. It may take several weeks or months before you feel it is a concise expression of your innermost values and directions.
- Writing or reviewing a mission statement changes you because it forces you to think through your priorities deeply and carefully, and to align your behavior with your beliefs.

MY PERSONAL MISSION

My mission in life is to leave the world a better place as a result of me having been here.

I WILL ACHIEVE THIS MISSION BY:

- helping others
- seeking to know and understand
- teaching others to know and understand
- developing and maintaining strong personal and professional relationships
- enjoying and celebrating the differences in people
- treading lightly in my purchasing and consumption habits
- having fun and sharing it with others

PERSONAL RESPONSIBILITY STATEMENT

- I am responsible for my life and how I live it. Although my parents, spouse, family, friends, employers, coworkers, and rest of the world have shaped me into what I am, ultimately, I choose my future path. I will make no excuses.

The Public Habits.

Break The Shackles

The steps to understand WHY you are not as effective as you desire to be AND how to create your BEST year...ever.

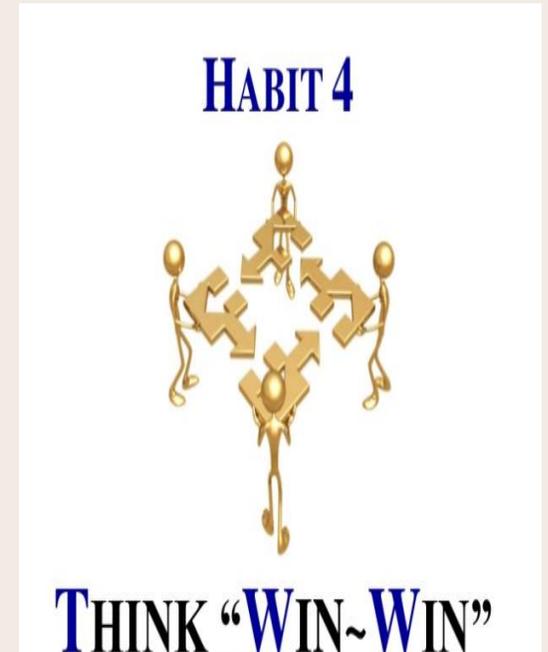
Habit 4.

Habit 4:

Think Win/Win Win/Win is not a technique;

It's a total philosophy and one of the six paradigms of human interaction. The other paradigms are: Win/Lose, Lose/Win, Lose/Lose, Win, and Win/Win or No Deal.

- Win/Win. — This is a frame of mind and heart that constantly seeks mutual benefit in all human interactions. It's not your way or my way; it's a better way, a higher way.
- Win/Lose. In leadership style, it is the authoritarian approach: "I get my way, you don't get yours."
- Lose/Win. This is worse than Win/Lose because it has no standards, no demands, no vision. In leadership, it's permissiveness or indulgence, being a nice guy, even if "nice guys finish last."
- Lose/Lose. When two Win/Lose people get together, the result is Lose/Lose. Both will become vindictive and want to get back at each other.
- Win. People with this mentality don't necessarily want someone else to lose. What matters most is that they get what they want.
- Win/Win or No Deal. If we can't find a solution that benefits us both, we agree to disagree agreeably. Which Option Is Best? Most situations are part of an interdependent reality, and then Win/Win is the only viable alternative of the five. Think of Win/Win as the bait of interpersonal leadership. Character is the foundation of Win/Win. There are three character traits essential to the Win/Win paradigm:
 - **Integrity** — the value you place on yourself.
 - **Maturity** — the balance between courage and consideration.
 - **Abundance mentality** — there is plenty out there for everyone.



Habit 5.

Habit 5:

Seek First to Understand, Then to Be Understood:

“**Seek first to understand**” involves a deep shift in paradigm.

We typically seek first to be understood. Instead, most people listen to the reply. They’re either speaking or preparing to speak. Empathetic listening is listening with the intent to understand. Empathetic listening is powerful because it gives you accurate data to work with.

It takes time, but nowhere near the time that it takes to back up and correct misunderstandings when you’re already miles down the road. As you learn to listen deeply to other people, you will discover tremendous differences in perception. You will also begin to appreciate the impact these differences can have as people try to work together in interdependent situations. Knowing how to be understood is the second half of Habit 5 and equally critical to reaching Win/Win solutions.

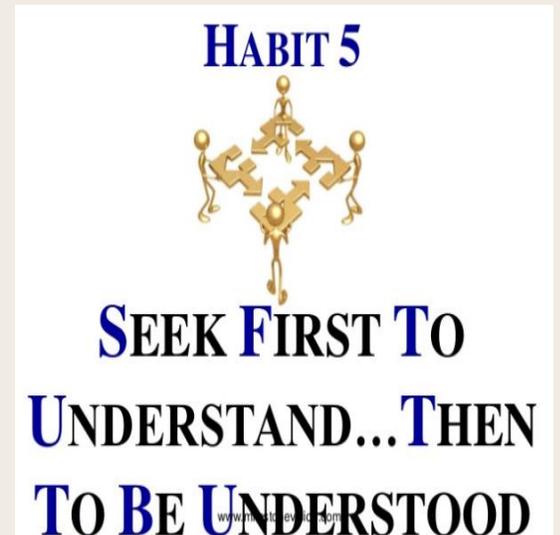
Seeking to understand requires consideration; seeking to be understood takes courage. Win/Win requires a high degree of both. So it becomes important in interdependent situations for us to be understood. There are three words that contain the essence of seeking first to understand and making effective presentations:

- Ethos — your personal credibility, the trust you inspire.
- Pathos — your empathetic side, showing you are in alignment with the emotional thrust of another person’s communication.
- Logos — the reasoning part of the presentation.

Habit 5 is powerful because it is right in the middle of your Circle of Influence. You can always seek first to understand.

That’s something within your control. And as you do it, your Circle of Influence begins to expand.

Habit 5 is also something you can practice right now!



Habit 6.

Habit 6:

Synergize.

Exercising all the other habits prepares us for the habit of synergy. When properly understood, synergy is the highest activity in all life — the true test and manifestation of all the other habits put together. The highest forms of synergy focus the four unique human endowments, the motive of Win/Win and the skills of empathetic communication on the toughest challenges we face in life. What results is almost miraculous. We create new alternatives.

Synergy is the essence of principle-centered leadership.

It catalyses, unifies and unleashes the greatest powers within people. Simply defined, synergy means the whole is greater than the sum of its parts. It means that the relationship the parts have to one another is a part in and of itself.

And it is not only a part, but the most catalytic and most empowering.

Synergy and Communication:

Synergy is exciting. Creativity is exciting. It's phenomenal what openness and communication can produce. The possibilities of significant gain and improvement are so real that it's worth the risk such openness entails. Trust is closely related to different levels of communication: defensive, respectful and synergistic.



Design your La Dolce Vita:

Your good life.

Break The Shackles

The steps to understand WHY you are not as effective as you desire to be AND how to create your BEST year...ever.

Design Your Future: Your La Dolce Vita: (the good life).

Results don't just happen!

You don't usually drift to a destination you would have chosen. Instead, you have to be intentional, force yourself to get clear on what you want and why it's important, and then pursue a plan of action that accomplishes your objective.

This Stage is designed to help you find the clarity you need so you can create the life you want. And this is where it gets fun.

Great Goals Check Seven Boxes:

We can transform our resolutions, aspirations and dreams into powerful, compelling, written goals that check seven key boxes.

Let's dive into the seven attributes of the SMARTER system:

Specific: The first attribute of SMARTER goals is that they're specific. Focus is power. Specific goals create a channel for our problem-solving skills, effort and more.

Measurable: When the goal is measurable, we know the criteria for success.

Actionable: Goals are fundamentally about what you're going to do. It's essential to get clear on the primary action when formulating your goals.

Risky: By focusing on what's supposedly realistic, we can inadvertently trigger our natural impulse to avoid loss and end up accomplishing less than we otherwise might have. We should set goals that stretch and challenge us.

Time-keyed: This could be a deadline, frequency or a time trigger.

Exciting: Only an exciting goal can access the internal motivation you need to stay the course and achieve your goal.

Relevant: Limit yourself to seven to 10 goals that align with your life, your values and your ambitions.



**Homework: go somewhere where you can be alone.
Have your favourite tippie with you and day dream
about the "if only in your life":
Splurge out, if only I could?
This is what I will be come!**

Achievements and Habits Work Together:

Both achievement and habit goals:

Both work to help us design the future we want.

Achievement goals: are focused on one-time accomplishments. They might target paying off your credit cards, hitting a financial benchmark or finishing writing a novel. It's essential that achievement goals include deadlines.

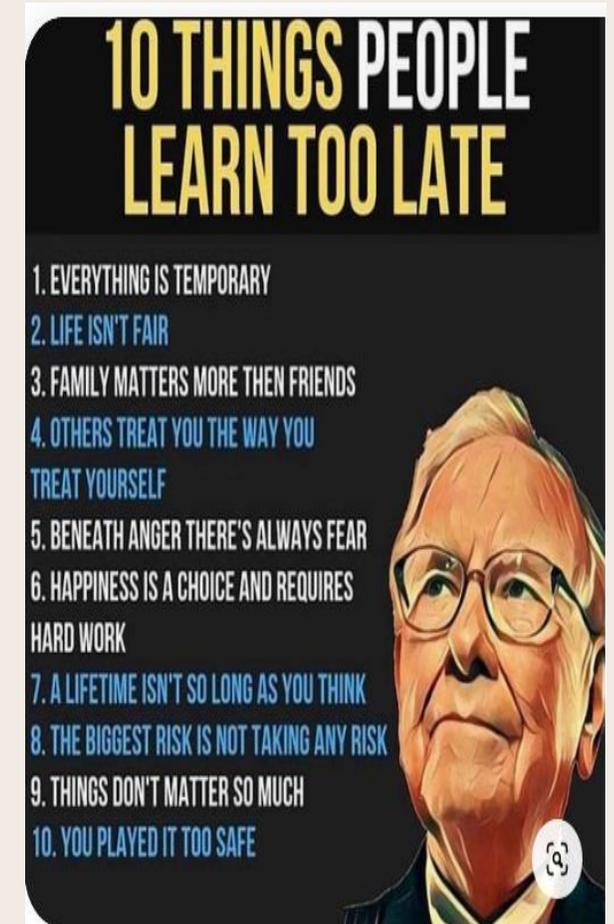
Habit goals: on the other hand, involve regular, ongoing activity, such as a daily meditation practice, a monthly coffee date with a friend, or walking each day after lunch. There's no deadline because you're not trying to accomplish just one thing. You're trying to maintain a practice. If you're looking to create seven to 10 goals, you should probably have a mix of both achievement and habit goals.

The trick is to know when and how to use them. An achievement goal works for any project with a definable scope or limited time frame. Let's say you want to increase your income. You could set an achievement goal like this: "Increase sales commissions by 20 percent by the end of the fiscal year." A habit goal works for desires without a definable scope or limited time frame. You can also use habit goals as a means to completing an achievement goal. Let's say you want to increase your revenue by 30 percent before year end. You could identify several next steps, or you could focus on simply installing a habit. To reach your achievement goal, you could set the following habit goal: "Make five sales calls each week to qualified leads, beginning January 1, and do it for 52 weeks."

Seriously, Risk Is Your Friend: Goal researchers have documented a strong, direct relationship between the difficulty of our goals and the likelihood we'll achieve them — not to mention greater motivation, creativity and satisfaction. For a goal to matter, it has to stretch us. That means it has to stand somewhere outside our Comfort Zone. If you know exactly how to attain the goal, it's probably not far enough. Let's say you're the sales manager of a small manufacturing plant. You've been growing at 5 percent a year, and this year you're going to set your growth goal at 6 percent. Is that going to heighten performance, engage your creativity or up your enthusiasm? No way. Small goals just aren't very compelling.

If we want to win, we need to get beyond our natural urge to play it safe, jump outside our comfort zones and set some risky goals. Now imagine if that growth goal was more like 20 percent.

Delivering that result will require more from you than you currently know how to manage. That's when growth happens. **Your best year ever lives somewhere beyond your Comfort Zone.** How can you prepare for the negative emotions that are sure to hit you during the journey?



Your best year ever lives somewhere beyond your Comfort Zone:

How can you prepare for the negative emotions that are sure to hit you during the journey?

First, acknowledge the value. We move toward what we esteem.

The first step is simply to confess that getting out of your Comfort Zone is a good thing.

Second, lean into the experience. Embrace the discomfort. You have to go through the realm of discomfort to get what you want in life.

Third, notice your fear. If you feel anxiety, trepidation or uncertainty, that's normal. But you don't have to be controlled by it. Yes, fear can signal danger. But it can also indicate you're on your way to a breakthrough. Fourth, don't overthink it. All you really need is clarity for the next step. When you get it, take the next step in faith, believing you will be given the light you need to take the next one.

Always take the next best step.

Homework:

Question: How comfortable is your Comfort zone??



Step 4: Find Your Why:

Step 4 is about the importance of identifying and connecting with the motivations for each of your goals. This is important because inevitably you're going to find yourself in the messy middle. It's part of every big dream, every goal, every attempt to improve. Sometimes we think if we just plan better, we can avoid the pain and breeze through to the finish. But it almost never happens that way. The answer is leveraging your motivations. It will give you the drive and stamina to finish when the going gets tough and you want to quit.

Always remember your La Dolce Vita.

Your What (your La Dolce Vita) Needs a Why:

When we begin a project, there's all kinds of enthusiasm.

We're energized by that surge of excitement that comes from novelty and our own creativity. But that surge is like starter fluid; it's not the fuel that will see us through the journey. If you want to go the distance, you've got to find a reason that speaks powerfully and personally to you. So what are the whys attached to your goals?

Record and prioritize your key motivations. Write key motivations as a series of bullets. List each one until you run out. Then, identify your top three. Go through the list and rank them. You want to identify your most compelling motivations so you have several convincing reasons readily available to keep pressing and accomplish your goal.

Next, connect with your key motivations. First of all, intellectually. It's important to have intellectual buy-in to the motivation. Maybe it's some research you've done, remarkable data or an argument you find intellectually compelling. Second, you need to buy in emotionally. It's not only important to understand it. It's important to feel what's at stake. Anticipate what it would feel like to achieve that goal. Or, conversely, what it would feel like if you missed that goal.

Ask yourself, "What's at stake both positively and negatively?"



You Can Master Your Own Motivation: Two words : motive / action.

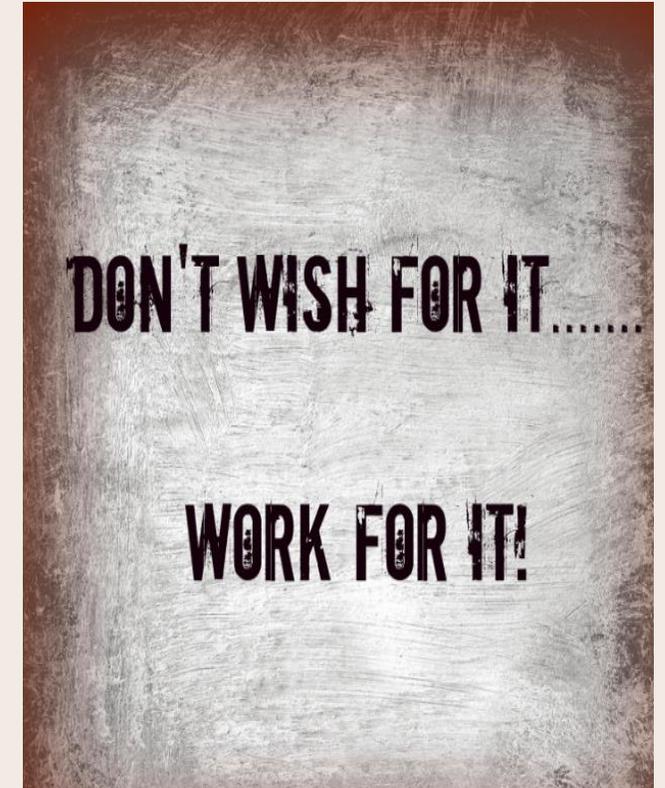
Next to finding your why, mastering your motivation is key for developing the necessary persistence to make it through the messy middle. Here are several ways to do so.

Internalize the reward: External motivators can work, but they're usually less effective in the long run, especially if we lose interest in the reward, get demotivated and slack off before we're even aware. Intrinsic rewards help us avoid that danger because we connect personally and emotionally with them. Think about challenging activities like exercising, writing or practicing a musical instrument. The joy comes from doing them.

Be realistic about the commitment: Researchers at University College London tracked people attempting to form different types of new habits. Instead of three or four weeks, they found it took an average of 66 days for new habits to become automatic — more than three times the popular duration. And some activities, they said, would be more like 250 days! Think of habits not as ends unto themselves but as serving larger achievements.

The habit essentially serves as the next step in reaching your achievement goal. It's easier to maintain the effort over time because your eye is on the bigger prize.

Measure the gain: Take a minute and look at the gain. See how far you've already come, and let your progress inspire your perseverance. This is another reason setting milestones is helpful. Not only do they help break up the big goal into manageable chunks, they give us something to measure — forward or backward. By measuring the gains we'll not only cultivate persistence, we'll also get a sense of our momentum.



We have a very powerful myth in our culture, the myth of the self-made man or woman.

But let's be honest: There's no such thing.

Success requires help — and usually lots of it. It's impossible to discount the influence of our social circle. Choose your circle wisely. The right peers serve as a support structure for our liberating truths. They help us retain our belief and commitment when we hit the messy middle.

The main issue is the composition of the community and the beliefs it holds in common. Remember the Dream of the Society (The 4 Agreements preface.)

If you surround yourself with scarcity thinkers, you'll struggle to stay motivated in pursuit of your goals. If, on the other hand, you surround yourself with abundance thinkers, you'll gain access to encouragement, emotional and material support, solutions, insights and more.

Some examples of different groups that might work for you are online communities, running and exercise groups, masterminds (peer-to-peer coaching groups), coaching or mentoring circles, reading or study groups, accountability groups and close friendships.

Intentional relationships make us more productive, creative and useful than we can ever be on our own.



To succeed in your mission, you must have single-minded devotion to your goal.

ESTABLISHING ROLES

High Quality Conversations

As the coach, you will guide your client with the simple flow of your conversations. Big results come from a high-quality exchange of perceptions and points-of-view. To keep the quality high, you must understand your respective roles. Each person must have the space to share what's coming up for them and also the space to be sure that they understand and acknowledge what the other person is saying.

Every good leader instinctively knows that quality is vastly more important than quantity. Allow time to be your ally. Alchemy Coaching is about having your client transform the way they see themselves and the world, one very important distinction at a time. So make clear what each of your roles are in your coaching conversations.

Making Each Role Clear

- » Your client's role is to tell you what is going on.
- » Your coaching role is to give your client a perception tool and have them take another look.
- » Your coaching role includes taking a second look and sharing any new distinctions you now see.
- » Your client's role is to understand and acknowledge what you have shared and decide whether to move on or to have them take another look.

Make it Happen for You.

Break The Shackles

The steps to understand WHY you are not as effective as you desire to be AND how to create your BEST year...ever.

Make It Happen:

We're going to talk about making it happen.

It's not enough to plan. It takes **action** to fully realize our goals. One Journey Is Many Steps Setting the goal is only half the job.

The other half is taking definitive action. Any goal is manageable one action at a time. But when we let the task grow and become daunting in our minds, it can leave us feeling indecisive, discouraged and even paralysed with panic.

What's the alternative? Do the easiest task first. While we should set goals in the discomfort zone, the way to tackle a goal is to start with a task in the comfort zone.

The first step on any project is usually the toughest. But when you start with the easy steps, you lower the threshold for taking action. This is how you trick your brain into starting.

Second, getting some quick wins boosts your mood.

Third, getting started and feeling good about your progress means it's easy to build momentum.

Seek outside help.

For almost every goal we want to accomplish, someone else knows how to get there — or at least has a better hunch than you. It may be a friend, an accountability partner or a professional.

You don't have to start from scratch.

Commit to act. You next need to schedule it and commit to act.

What gets scheduled gets done! If it doesn't get on your calendar or task list, it's probably not going to happen.

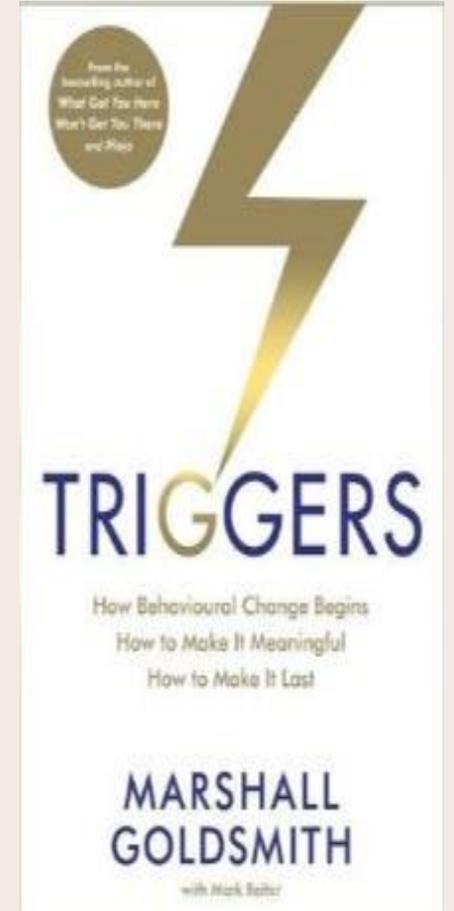
You're never going to find time in the leftover hours of the day to accomplish your goals. You have to make it a priority and keep it like an appointment you would keep with anyone else.

You Can Trigger Success Activation Triggers:

TM are simple statements or actions that streamline the process of reaching our goals. By anticipating whatever contingencies or obstacles we might face, we can cue a desired response. Instead of relying on our decision making in the moment (when our mental and emotional resources might be at their lowest),

Activation Triggers lock in our decisions in advance.

You can use Activation Triggers to reach your goals by following the four phases.



Phase 1: Brainstorm the best triggers.

So you've got a goal that meets the SMARTER standard. Now you want to identify the triggers that will work best for reaching the goal.

Make sure your Activation Triggers are easier to achieve than your actual goals. That's the whole point. For example, you could program the lights in your office to turn off automatically at 6:00 p.m. so you follow through on your goal of quitting work by 6:00 p.m.

Phase 2: Optimize your activation triggers. A major part of the Activation Trigger process is thinking when you're at your strongest, rather than relying on your willpower when you're not. With that in mind, you can optimize your triggers to further promote success. As in the example above (programming the lights in the office), take the trigger out of your control as much as possible using elimination, automation and delegation. (The power of Habits.)

Phase 3: Anticipate obstacles and determine your response. If you have a habit goal of leaving the office promptly at 6:00 p.m., the goal can easily be undermined by a phone call or someone dropping by at the last minute. The key is to decide in advance how you will handle each of these contingencies. For example, if you get a phone call after 5:45 p.m., then you can let it go to voicemail.

Phase 4: Experiment until you nail it. This is the key to success. You're going to experience setbacks — especially if you're normal. Don't give up on your goal, just change your approach. That means modifying your Activation Triggers until they're working right for you. Whatever your goal, the trick is to simply think through the contingencies and obstacles that will prevent you from achieving it.

Cue, Routine and Reward.



Visibility Is Essential:

When it comes to experiencing our best year ever, we need the right mix of instruments. You already have two:

- (1) a simple procedure for breaking down goals into next actions and
- (2) a set of Activation Triggers.

Now we need to add another:

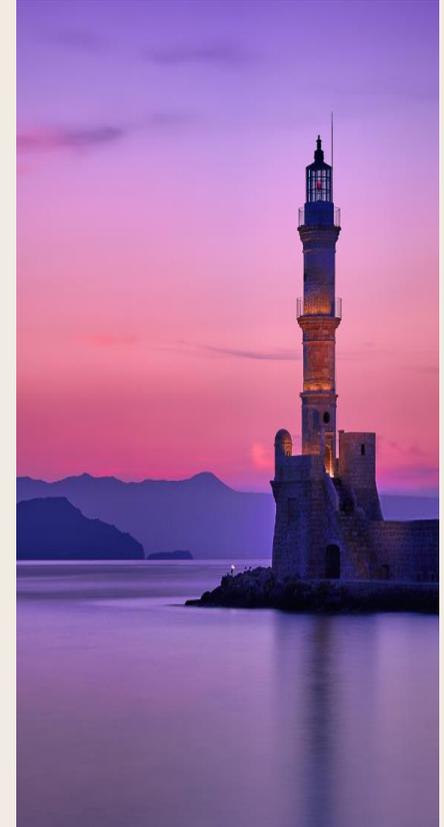
Regular goal review process.

You can't just write goals and motivations. You have to review them and keep them top of mind. Break goal review into three separate reviews: daily, weekly and quarterly.

The daily review starts with a simple list of your goals, a goal summary. To gain the full benefit of the review, you should scan this list each day and look for relevant next actions. Limit your tasks to the Daily Big 3, so you never have more than three significant tasks to complete in any one day. Those three tasks are chosen specifically to help you achieve your goals. The daily review starts with a simple list of your goals, a goal summary. To gain the full benefit of the review, you should scan this list each day and look for relevant next actions. Limit your tasks to the Daily Big 3, so you never have more than three significant tasks to complete in any one day. Those three tasks are chosen specifically to help you achieve your goals.

The weekly review goes a bit deeper and takes a bit longer, about 20 minutes. There's a triple focus of the weekly review. The first part is to stay intellectually and emotionally connected to your motivations. The second part is a mini After-Action Review. Recap the past week. Review your progress. List your wins and your misses. Next, list the lessons you learned and what you would do differently or better. How will you adjust your behaviour? Write that down, too. The third and final part of the weekly review is to get a sense of what needs to be accomplished for the upcoming week.

Quarterly goal-setting naturally leads to a deeper quarterly review every three months. You can treat it like a scaled-down version of the Best Year Ever process and walk the 5 Steps again. The main purpose of the quarterly review is to analyse your goals and decide if they're still relevant to your life, and then make any adjustments if not. Now it's your turn. Your best year ever isn't a movie you can sit back and watch. It's a vision that needs to be built, starting now, or it won't come true. This is your year; this is your moment. Don't defer your dreams. Once you've determined your next step, take it.



You best year Now has a foundation.

The Seventh Habit:

Break The Shackles

The steps to understand WHY you are not as effective as you desire to be AND how to create your BEST year...ever.

Habit 7.

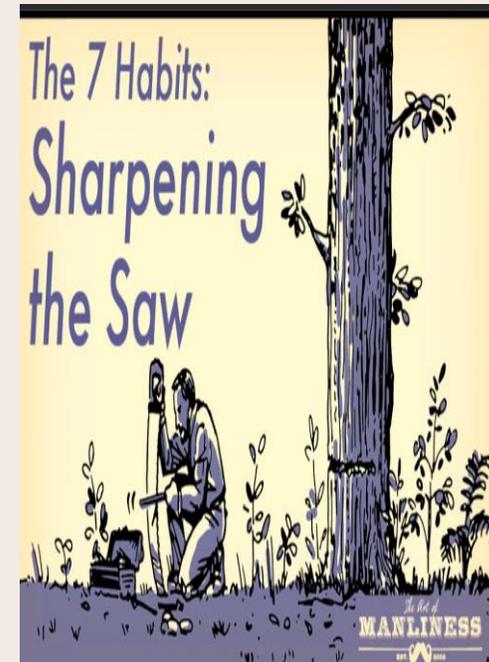
Habit 7: Sharpen the Saw:

Suppose you were to come upon someone in the woods working feverishly to saw down a tree. “What are you doing?” you ask. “Can’t you see?” comes the impatient reply. “I’m sawing down this tree.” “You look exhausted!” you exclaim. “How long have you been at it?” “Over five hours,” he returns, “and I’m beat! This is hard work.

“Well, why don’t you take a break for a few minutes and sharpen that saw?” you inquire. “I’m sure it would go a lot faster.” “I don’t have time to sharpen the saw,” the man says emphatically. “I’m too busy sawing!”

Habit 7 is about taking time to sharpen the saw. It surrounds the other habits on the Seven Habits paradigm because it is the habit that makes all the others possible.

**Four Dimensions to renewal:
Physical: Spiritual: Mental: Social:**



Time Management.

Making your time matter.

The Four Quadrants of Time Management:

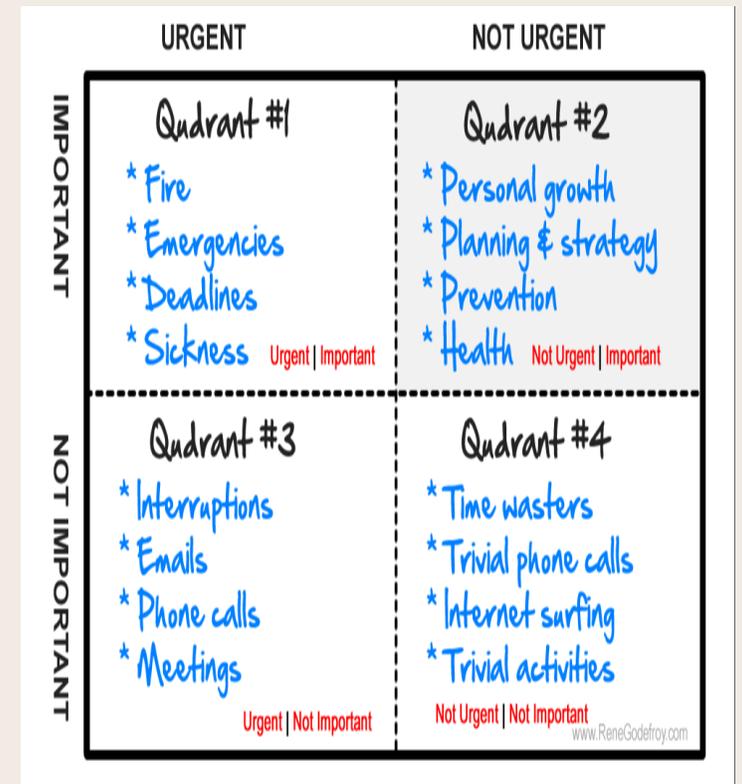
We spend time in one of four ways, depending on the two factors that define an activity:

Urgent and important:

Urgent means it requires immediate attention. Urgent things act on us and are usually visible. A ringing phone is urgent.

Importance, on the other hand, has to do with results. It contributes to our mission, values and high-priority goals. We react to urgent matters. Important matters that are not urgent require more initiative, more proactivity.

Consider the Time Management Matrix. As long as you focus on Quadrant I, it keeps getting bigger and bigger until it dominates you. Some people are beaten up by problems all day, every day. The only relief they have is to escape to the not important, not urgent activities. Ninety percent of their time is spent in Quadrant I, and most of the remaining 10 percent is in Quadrant IV. That's how people who manage their lives by crisis live. Quadrant II is the heart of effective personal management. It deals with things that are not urgent but are important — things we know we need to do but somehow seldom get around to doing because they aren't urgent. Look again at your answers to the two questions posed at the beginning of this section. They probably fit into Quadrant II. The only place to get time for Quadrant II in the beginning is from Quadrants III and IV. You can't ignore the urgent and important activities of Quadrant I, although it will shrink in size as you spend more time with prevention and preparation in Quadrant II. Nonetheless, you have to be proactive to work on Quadrant II because I and III work on you. To say "yes" to important II priorities you have to learn to say "no" to other activities, sometimes apparently urgent things.



You have all that is needed!

I promise you that should you be one of the few who actually take this information, work on it daily, review and be grateful for where you are, you will change your Life: How you look at life changes how you look at life.

The concepts, literature movies and books have been available. They have sold millions. So many people have purchased this kind of material. Yet, if you do the maths, very few of those individuals actually do something with the information. I have spent 20 years of my other life working with corporations and individuals to understand this. We learn how to fish, but so few go fishing.

Work with us to ensure you go Fishing.

You have all the tools and
resources you need. What you
do with them is up to you.

The story goes that you can give a person a fish, and feed him for a day. Teach him to fish and they can feed themselves for ever. Provided they go Fishing!



Want to be able to instal the Habit of going fishing??

Why you dont go Fishing! The challenge for self is to understand first the mindset of non action, than we can work thru the issue and start to enjoy fishing. This usually requires assistance, based on my experiences. Once that is accomplished, going fishing becomes a must do Habit.

Financial Peace of Mind.



Imagine a life:

Without fear of being judged by others:

With nothing to control, and nobody controls you either

Without being afraid to take a risk.

With no fear of death, but loving everything around you .. Because you can.

**Business with Bruce:
How to monetise your story
with our business.**

Break The Shackles

The steps to understand WHY you are not as effective as you desire to be AND how to create your BEST year...ever.

Business with Bruce:

As a Leadership Business focusing on Development and Coaching, we help people who have a story to tell.

S: Story

A: Article/art/skill

M: Money.

How we connect your story with our products to create income for you.

Questions to Consider:

The preceding information is the foundation of our product range.

The 8th Habit of renewal of mind and connection with like minded people is what we promote.

We have a range of products and services that build upon this base.

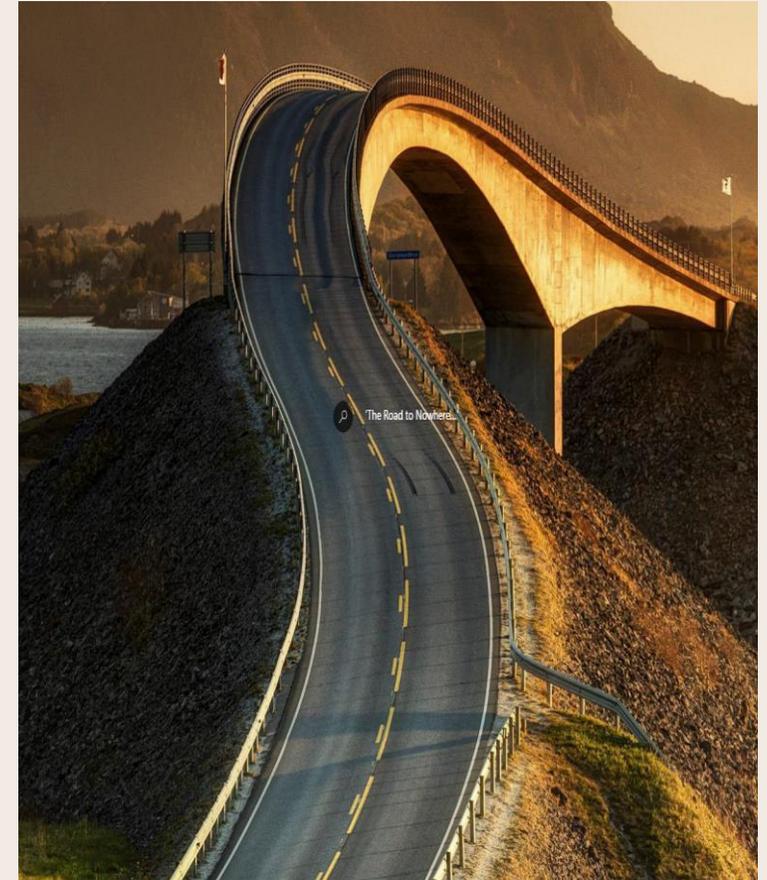
We are a premium solution, because personally, and if you do the maths, an information product (book, movie etc) does not create any permanent change.

You won't build a successful business with a \$20 product.

Real change happens with leadership and coaching.

Ready to get off the road to nowhere?

Ready to utilise and be accountable to yourself?



1-Sentence-Summary: *The 8th Habit is about finding your voice and helping others discover their own, in order to thrive at work or business in the Information Age, where interdependence is more important than independence.*

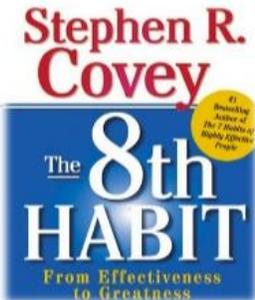
Summary

A. Find your voice

1. Discover your own voice
2. Express your voice

B. Inspire others to find their voices

▶ FOCUS	▶ EXECUTION
1. Expand your influence	1. Align goals and systems
2. Be trustworthy	2. Empower others
3. Build trust	
4. Blend other's voice	
5. Create a common vision	



Helping others is the
way we help ourselves.

Where are you? Knowledge is not power; Application of knowledge is the source.

There's an old English adage dating back to the 16th century that says:

“Nothing ventured, nothing gained.”

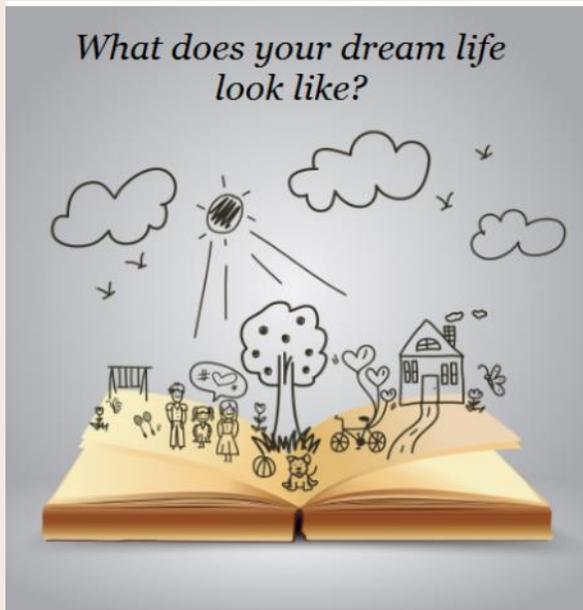
It essentially means that if we don't engage in new experiences, we don't gain new perspectives. And this still holds true today.

If you have a problem, and looking for a solution, be willing to explore how to get out of your comfort zone and step into your growth zone.

View the Business with Bruce article in the members area.



To achieve financial peace of mind, visit our information panel in the membership area.



Business with Bruce: Have your Attention?

Outcome Based Culture.

The most important process of this business is to ensure outcomes for others. There is no value to me if you do not achieve your stated outcomes you are expecting. Results matter for all.

Discovering the real job to be done allows us to make sure people achieve the solution or outcome they are really seeking.

Discover the Real Job to Be Done:

We assume responsibility for the other person's goal or problem by discovering the real job to be done. We may be doing a great job at taking responsibility for the client in the moment, but if we rush to deliver the client's request, it's not entirely clear our solution is aligned to what that person truly needs. Discovering the real job to be done is the functional application that allows us, as responsible people, to make sure people achieve the solution or outcome they are really seeking. We will ascertain your WHY !