



aha!

33 life changing epiphanies

TONY JEARY– The RESULTS Guy™

AHA

Epiphanies to Success

Proven Concepts You Must Know and Use

By Tony Jeary

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AHA
Epiphanies to Success:
Proven Concepts You Must Know and Use

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Introduction

Change your thinking; change your results.

I've invested decades of my life helping high achievers get the right RESULTS faster. One of the most effective ways you can be impacted to get better results is by "aha" moments, or epiphanies. The right epiphanies can even transform your life. They help you think and do things better, period.

I've authored over fifty books, produced hundreds of videos, and published hundreds of courses, each with the goal of positively impacting lives. Impacting lives is a gift, and I get to do it every day of my life, both in person and through my works. I invest a significant amount of time studying, shaping, organizing, and formulating these works around concepts to help people think. The real wins are when I produce epiphanies in the people I touch.

I want to share with you some of my best hand-selected epiphanies, from forty years of my life. These epiphanies have impacted my clients and people around the world, and they have had a most profound influence on my own life as well.

Serving the best,



Tony

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Strategy

1. Strategic Acceleration

Strategic Acceleration is my core methodology, as well as the title of my thirty-seventh book—a best seller. The methodology of clarity, focus, and execution is my signature message to the world and is the magic formula for getting the right RESULTS Faster!

In today's global business climate, growth and success are determined by two organizational needs: speed and results. The three enemies to speed and results are absence of clarity, lack of focus, and poor execution. The absence of clarity drains organizational energy. Lack of focus creates a culture of indecisiveness and excessive preparation. Poor execution degrades effectiveness, limits results, and restricts growth. The enemies of speed and results are overcome by using my *Strategic Acceleration* methodology.

The formula of clarity, focus, and execution is founded on a system that will show you how to think differently,

because changing your thinking is going to change your results.

Clarity: Understanding your vision and knowing exactly what you want. There's a pulling power that comes from clarity.

Focus: The opposite of distraction. If you want to win, you must concentrate on what really matters—*High Leverage Activities, or HLAs*.

Execution: We all have to take action (ideally, in strategic alignment with our vision) to get accelerated results with powerful accountability.

2. Intentionally Strategic

Don't be too causal; instead, be intentional and strategic. You're being *Intentionally Strategic* when you're directing deliberate and calculated thinking toward your purpose, your objectives, and/or your goals. Remember, changing your thinking changes your results. Right thinking enables you to be *Intentionally Strategic* about everything you do, and that leads to incredible results.

Most people think of “strategy” as a business word, and yet many go through life not being *Intentionally Strategic* in either their business or their personal lives. The very best top achievers, those who have extraordinary results in their lives, are *Intentionally Strategic* in all areas—whether that involves seeking advice from the best coaches or strong mentors, managing their time, nourishing their relationships, living a healthy lifestyle, being a great parent, or any other area.

3.Strategic IQ

Most people don't think enough. *Strategic IQ* is achieved with the intentional balance between strategic and tactical activities. It's a whole new level of thinking that focuses on solutions rather than problems. We're often inclined to develop a tactical response to a perceived problem, when we need to be strategic. Tactical involves activities like tasks, calls, and paperwork. Strategic involves activities like planning, thinking, and studying.

I've found that most people need to be more strategic. (Don't make the mistake, though, of being *too* strategic, where you plan and plan, and then plan some more, which results in procrastinating and not getting things done.) As I teach around the world, I find that about 90 percent of the people are so tactical that they're busy doing and not strategically looking at all the pieces of the puzzle. *Strategic IQ* is about balancing that out.

Ask yourself this question often: *What's the best use of my time right now?* Sometimes the answer should be tactical, and sometimes it should be strategic. For example, if you have an extra few minutes before or after a meeting, you may want to look at your to-do list on your phone to see what you have going on and ask yourself, *Do I need to be doing something tactical, like sending an email or following up on a call? Or do I need to lift up and look at my week or my month and see how things are going?* Make sure you have an effective *Strategic IQ*.

4. The Strangest Secret

Earl Nightingale, an American radio personality and author during the 1950s, wrote a book called *The Strangest Secret*, which has been called one of the greatest motivational books of all time. He followed the book with a thirty-two-minute radio presentation that was called by the same name. The secret? We become what we think about. (That's why I preach and teach thinking and author so many works on the subject. Thinking matters much more than people believe it does. Many just keep working away at their to-do list, versus really thinking about the right things they should be doing.)

In his book, Nightingale claimed that only 5 percent of the people in the world achieve success (which he defined as the progressive realization of a worthy ideal), simply because of the way they think. People who set goals succeed because they know where they are going. They have planted their goals in their mind.

Nightingale believed, as I do, that everyone is the sum total of their own thoughts. We are all where we are in life because of our thoughts. All results are preceded

by actions, and all actions are preceded by thoughts. We live in the future off the fruit of our thoughts today, because what we think molds our lives and determines our future.

Similarly, my tag line is “Change your thinking, change your results.” Decide now what you want and plant that goal in your mind. Then be *Intentionally Strategic* (direct, deliberate, and calculated thinking toward your purpose, your objectives, and/or your goals) about everything you do, to get the results you’re looking for.

5. Presentation Mastery™

Presentation Mastery™ is my methodology that changes the way people think about presentation. Most think of it as a skill, and yet it’s way more than that. It’s a strategic asset, to both individuals and organizations alike.

I teach (really, preach) that you can and should be strategic about your presentations. Rather than just polish your skill, you should step back and master the whole opportunity—define your presentation objectives

and then look for ways to strategically accomplish them. That could include, for example, crafting a powerful invitation; using tools such as videos; leveraging your reservoir of testimonials; and even pulling diagrams, models, or pictures from your presentation arsenal. There are numerous other ways to be more strategic in reaching your presentation goals and objectives, as well.

The mistake many make is thinking presentation is just a skill set they can improve. It's much more than that, and that's why I've authored twenty-six books on the topic in which I explain and validate my point. When you reach the level of *Presentation Mastery*[™], you're being strategic at all three stages of presentation—preparation, delivery, and follow-up—not just when you're presenting.

Time

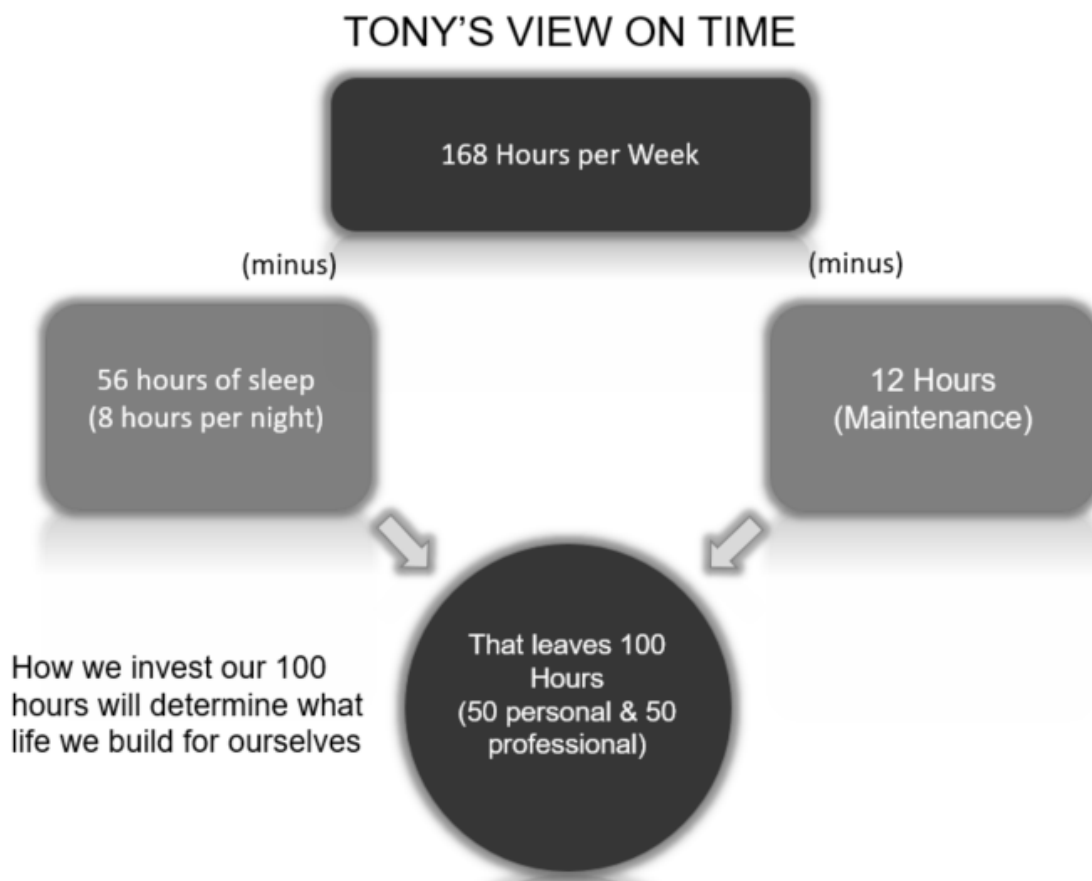
6. Time (Our Most Precious Asset)

Time is an equalizer; we all have the same amount. No one has enough, yet everyone has all there is. Poor time management—not being clear and focusing on your *High Leverage Activities*—will put you in a position where you're not optimizing, period.

Time is extremely valuable. Think about the 168 hours we have in a week, with 100 left to invest after deducting hours for sleep and maintenance. (See my model below.) Most of us invest about 50 hours in our professional lives and 50 in our personal lives, and how we use those hours in both areas (how well we focus on our HLAs) determines our success.

If working is a pleasure for you like it is for me and you're doing what you love, then your work is your hobby and you truly have a vocation instead of a career or just a job. In that case, you are able to overlap the business and personal areas. (For example, I'd rather write a book, give a speech, or

coach a high achiever than play golf—and I have truly enjoyed playing golf since I was nine.) That’s a big win, because you end up investing time in a life of pleasure rather than work! Be careful not to go to the extreme and create a vacuum on the personal side in the things that are important.



7. High Leverage Activities (HLAs)/Low Leverage Activities (LLAs)

No single skill or habit has a more powerful impact on results than the ability to eliminate distractions and focus on your *High Leverage Activities* (HLAs)—those efficient actions that result in the most valuable outcomes. It makes sense, then, that you should think about and identify the HLAs that will have the most impact on your results, both personally and professionally, and then invest at least 70 percent of your time focusing on those HLAs.

Remember, we all have 168 hours in a week. If we take out 56 for sleep and 12 for maintenance, that leaves us with 100 hours to invest. Most people invest 50 into their personal lives and 50 into their professional lives. That means we should invest roughly 35 hours of our professional time and about 35 hours of our personal time on the pre-determined activities (HLAs) that will get us the best results in both areas.

Low Leverage Activities are those that have the least impact on our results. Most people spend over twenty

hours a week in LLAs, which kills their effectiveness and efficiency. You get the right RESULTS faster when you understand prioritization and do the things that matter most.

8.Capacity Cap

We all have a limit to our capacity, and we get the best results when we recognize that cap and operate within it. If you don't want to experience burnout, it's important to strategically manage your time, mental space, and energy, as well as the types of things you take on—not only for yourself, but for others on your team, as well. In fact, you'll get the best results when you leave room under that cap for margin time (See Epiphany No. 11.)

When I'm explaining this concept, I like to draw out a picture of a cup. If there's foam coming out over the top of that cup, it's overfull. But if the cup is only 80 to 90 percent full, then there's room to put more in it.

And here's another reason you need to manage your capacity cap. If someone comes into your life who needs a favor or support, you'll have the capacity to do

that if you choose. If your cup is already overflowing, then you're not really ready to be a true server; you don't set yourself up to have the flexibility to help someone in need.

So many people (including myself, if I'm not careful) run such a tight schedule that there's little flexibility. You have to be *Intentionally Strategic* about being ready to meet the needs of others. That may involve making some purposeful changes in your daily schedule so you're not always working at that level of overwhelm. Remember to build in some flexibility for those divine interruptions.

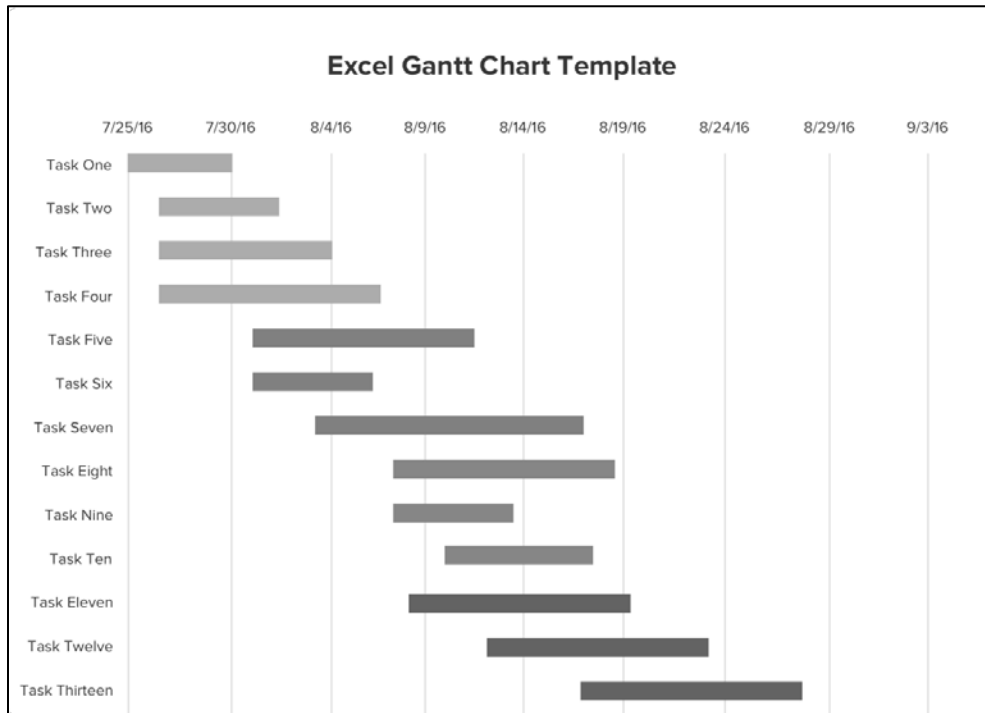
So first understand the concept and then make sure you leverage it in two ways—primarily for yourself, by not over committing, saying no, and even delegating more so you always have room. Second, make sure you don't delegate to someone beyond their capacity cap and cause them to fail. If they have too many things on their plate, or if they don't have the education, experience or tools to get it done, they will fail. The bottom line is, you don't want to fail; nor do you want others to fail, so make sure you manage your capacity cap.

9.Parallel Progress

Most people operate in linear thinking—that is, their process of thought follows step-by-step progression in a sequential manner. For the linear thinker, a straight line between two points is the most efficient way to get from one place to another. One task in a project must be completed before work on the next task can begin. This is actually a form of procrastination. Conversely, I invented a term called *Parallel Progress*, which refers to the concept of doing multiple things at the same time (i.e., having multiple people doing multiple tasks toward the completion of a project, not one after another, but at the same time).

Parallel Progress can be best understood by looking at the concept of the Gantt chart. The Gantt chart tracks the progress of work being done simultaneously by different people/departments on multiple tasks within a project. So *Parallel Progress* is similar to the Gantt chart concept in that it's managing multiple projects (or tasks), where you start them and make progress little by little each hour, each day, or even each week or month, instead of working on one to completion and then starting on another, one right after the other.

Operating with a *Parallel-Progressing* mindset helps you produce much more effectively in the fast-paced world we live in today. You get more things done *now*, versus tomorrow or even next week.



10. Elegant Solutions

Elegant Solutions are created when you have such extreme clarity (similar to a helicopter view) on what you want to accomplish that you can intentionally achieve multiple objectives with a single action or effort. *Elegant Solutions* leverage your time and efforts.

They can occur accidentally; however, they are usually more effective when you plan them on purpose.

One example of an *Elegant Solution* would be exercising and reading at the same time. Another example would be going on vacation with your family and taking along other people you enjoy. Or perhaps maximizing your vacation experience with your family by taking along educational activities you can use to learn together, talking about family goals, or doing fun things that will bring you closer together as a family.

11. Margin Time

Margin time is another big win that comes from great time management. When we have margin time, we own our calendar and our resources to such a level that we can enjoy virtually any opportunity we desire, at will.

Many people don't recognize that they don't own their own schedule. They're going around and around on a hamster wheel, and they don't have the margin time to travel where they want to go, spend time with the

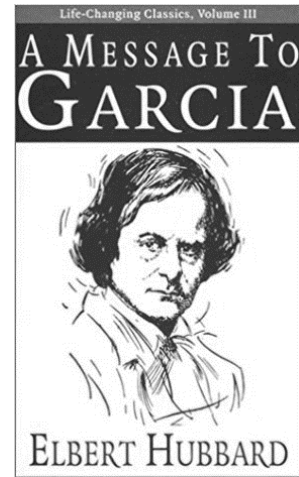
people they want to be with, or do some of the things they want to do because their calendars are so full.

Margin time allows you to put your energies and efforts where you want them. Having margin time access every day of your life, without worry, may be the truest definition of wealth you can achieve.

Excellence

12. A Message to Garcia

You can create the greatest plan in the world and establish the most focused goals imaginable; yet if you fail to execute you're not going to achieve it. It's that simple.



The book entitled *A Message to Garcia* is powerful. Many people fail on the book's core principle—don't delay or hinder speed by procrastinating, wasting time, making excuses, or asking too many questions. Rather, go get things done. The world rewards people who get it done! Let me illustrate with the true story told in the book, which took place over one hundred years ago:

During the war between Spain and the United States in the late 1890s, President McKinley needed to get an urgent message to a General Garcia, who was somewhere in the mountains of Cuba, and no one knew where. Someone suggested to the president that

a guy by the name of Rowan could find Garcia if anyone could.

President McKinley summoned Rowan and asked him, "Can you get this message to General Garcia?" Rowan didn't ask why, he didn't ask how, nor did he ask any other questions. He just said "I will get it done, sir!" He took the message, put it in a pouch, put the pouch on a strap around his neck, and took off. He went to Cuba by boat, landed at night, and took off on foot through the hostile jungles. When he came out on the other side of the island three weeks later, he had delivered the message to Garcia.

That true story was printed in an article by Elbert Hubbard in 1899. Since that time, over 40 million copies have been printed, and it has been translated into 37 languages! Why has it been so popular? Because the real message of this story is that people love those who execute without asking a flood of questions and who don't get into the whys and why nots. They just take the assignment and go out and execute. The world flocks to people who get it done.

13. Planned Spontaneity

Memorizing is not the solution for giving a perfect presentation. In fact, working to be perfect is not even the right goal and is seldom the best way to reach your presentation objective(s). *Planned Spontaneity*—the state in which you are so prepared that you can respond to an audience in an impromptu fashion—is what works best. The better prepared you are, the more spontaneity you can easily bring to your meetings and presentations with confidence, and the more you can actually relax, flow, and move naturally in the moment. *Planned Spontaneity* is the quality that separates the master presenters from those who are merely good, because it allows you to spontaneously react to your attendees in a way that matters most to them. Get this: People prefer realism over perfectionism!

I believe *Planned Spontaneity* means preparing to the extreme, even to the point of making sure you get the right amount of rest, putting yourself in the right mental state, and doing everything you possibly can to be super ready. I've found that most people prepare for major events and opportunities, and yet few people

prepare as strategically as they should, which includes the powerful mind shift we're suggesting here.

14. Positive and Negative Procrastination

We all procrastinate, and that's not always bad. Some procrastination is actually good. Procrastination, at its core, is based on self-talk about whether to do something now or later.

If you say to yourself, when it's true, *I need to take a little bit of time to gain more valuable insights before I make that decision*, that's positive procrastination resulting from strategic thinking. Or positive procrastination may be saying, *I need to sleep on it tonight*, because you know you'll make a better decision if you let your intuition work throughout the evening and night.

Negative procrastination, though, happens when you say things like, *It doesn't really matter. I'll do that later. No one cares*. Or sometimes you may say, *You know, I just don't feel like doing that right now*. Generally speaking, negative procrastination is putting things off

when you shouldn't. It's only when you start taking charge of your time and your life and doing what you need to do that you can begin to produce results. (Google my YouTube video called "Positive and Negative Procrastination" or the CBS Special, "Tony Jeary – TXA Channel 21 News on Procrastination.")

15. Production Before Perfection (PBP)

Production Before Perfection helps you burst through procrastination. For some people, this can be the most important of all my time-management concepts. Many people allow perfectionism (the fear of lack of perfection) to stop them from starting on a project. It's often best to jump in and make things happen first, and then you can perfect as you go.

Of course, there are some exceptions. If you're building a helicopter, you don't want to send someone into the air unless it's pretty perfect. Or if you're a scientist or a doctor performing surgery, you want everything to be as perfect as it can be. For most people, though, whatever they're doing doesn't have to be perfect. Get going and make it better as you go.

16. Values Tournament

A big part of clarity is having clearly defined values so you can make sure your values align with your goals as well as your activities. What we all actually want is not just RESULTS faster—we want the *right* RESULTS faster.

Here's the epiphany: A giant mistake many people make is jumping right into setting their goals and skipping over clarifying their values. You need to be clear on your action plan; and yet your action plan should include your values-based strategy if you want it to endure for the long haul.

Are you clear on what your values are? When people book time with me in my studio, I often have them do what I call a “values tournament” to really clarify what's most important to them, using a special deck of cards I've developed that contains sixty different values. (See my online bookstore if you want to order a set.) I've listed those sixty values below. I invite you to go through them and select your top twenty values by numbering them in the spaces to the side. Then select your top ten out of those twenty. That doesn't mean

you don't value the other things; you're just choosing the ten that mean the most to you. Once you've identified what you value most, then it's time to set your goals and drive your life into alignment with those values.

- | | | |
|---|---------------------------------------|---|
| <input type="checkbox"/> Affection | <input type="checkbox"/> Friendship | <input type="checkbox"/> Personal Brand |
| <input type="checkbox"/> Alignment | <input type="checkbox"/> Fun | <input type="checkbox"/> Personal Improvement |
| <input type="checkbox"/> Altruism | <input type="checkbox"/> Generosity | <input type="checkbox"/> Personal Salvation |
| <input type="checkbox"/> Appearance | <input type="checkbox"/> Genuineness | <input type="checkbox"/> Philanthropy |
| <input type="checkbox"/> Appreciated | <input type="checkbox"/> Happiness | <input type="checkbox"/> Power |
| <input type="checkbox"/> Attitude | <input type="checkbox"/> Harmony | <input type="checkbox"/> Productivity |
| <input type="checkbox"/> Cleanliness | <input type="checkbox"/> Health | <input type="checkbox"/> Recognition |
| <input type="checkbox"/> Congruence | <input type="checkbox"/> Honesty | <input type="checkbox"/> Respect |
| <input type="checkbox"/> Contentment | <input type="checkbox"/> Humility | <input type="checkbox"/> Results |
| <input type="checkbox"/> Cooperation | <input type="checkbox"/> Inner Peace | <input type="checkbox"/> Romance |
| <input type="checkbox"/> Creativity | <input type="checkbox"/> Inspiration | <input type="checkbox"/> Routine |
| <input type="checkbox"/> Education | <input type="checkbox"/> Intimacy | <input type="checkbox"/> Security |
| <input type="checkbox"/> Effectiveness | <input type="checkbox"/> Joy | <input type="checkbox"/> See the World |
| <input type="checkbox"/> Efficiency | <input type="checkbox"/> Knowledge | <input type="checkbox"/> Simplicity |
| <input type="checkbox"/> Fairness | <input type="checkbox"/> Lifestyle | <input type="checkbox"/> Solitude |
| <input type="checkbox"/> Faith | <input type="checkbox"/> Loved | <input type="checkbox"/> Spiritual Maturity |
| <input type="checkbox"/> Fame | <input type="checkbox"/> Loyalty | <input type="checkbox"/> Status |
| <input type="checkbox"/> Family | <input type="checkbox"/> Motivation | <input type="checkbox"/> Wealth |
| <input type="checkbox"/> Financial Security | <input type="checkbox"/> Openness | <input type="checkbox"/> Winning |
| <input type="checkbox"/> Freedom | <input type="checkbox"/> Organization | <input type="checkbox"/> Wisdom |

17. The 110 Percent Rule

My dad taught me the mantra I live my life by: Give value; do more than is expected. That mantra is at the very foundation of all of my standards, both personal and professional. It overarches everything I do and all that my team does. I want to give and be of value to every person I touch. If you exceed expectations with the people you come into contact with, you will create a powerful reputation or brand. And constantly giving value is a reputation we all want to have.

The epiphany I teach here is to live by the 110 Percent Rule—do enough to exceed expectations, and yet be very careful about not over-investing energy. Doing more, say 140 percent, takes energy and effort from other things you could be doing, and it may cause you to be late, miss opportunities, and even cause stress for yourself and others because you haven't done the other things on your to-do list.

Tools

18. 3-D Outline™

When most people develop an agenda or outline, they concentrate only on one of three dimensions—the What. The first What may be the opening, for example, and the second may be the history, and so on until the last What—the close.

I invented the *3-D Outline™* (and then coined and trademarked the name), a tool that will fundamentally shift your presentation effectiveness forever. It is a powerful outline format that helps you formulate all three dimensions of a presentation or meeting—the What, the Why, and the How—versus the single dimension—the What, or topics—included in a normal outline or agenda.

My process helps you organize your thoughts and actions by giving you space to document your objectives, information about your audience, key points of your agenda, timing, and more. It's important to notice that it starts with the objectives, because the

objectives always trump the agenda (i.e., the agenda is a tool to help you achieve the objectives).

The 3-D Outline™

Presentation Title		Delivery Date			
Audience		Start Time			
Objectives		End Time			
Final Preparation Checklist					
#	Time	What	Why	How	Who
1.					
2.					
3.					
4.					
5.					
Total Time					

Our *3-D Outline*™ process (and software) is used for shortening the planning process, and it insures every minute of your presentation is maximized. Whether you're presenting to one person or a large group, in a meeting or from a stage, the *3-D Outline*™ enables you to better clarify and see three-dimensionally in your mind *what* you're going to say on each of the

topics, *why* you're presenting that topic (your objectives), and *how* you're going to delivery. (I've identified a total of thirty ways to deliver, which includes quizzes, trivia, video support, guest speaker, flip chart, white board, PowerPoint, discussion, demonstration, facilitation, and many more. Email us at info@tonyjeary.com if you want us to send you the entire list.)

19. Strategic Cascading

To achieve the right RESULTS faster, leaders must continually and strategically cascade their vision down through others in their organization so every team member understands and supports it.

When you can persuade others to do the things you need them to do, you can make things happen and move the results needle. The most successful people can effectively convince other people to take action on their behalf; therefore, they're able to execute at a high level.

Using the right tools when you need to cascade things down to your team can be very powerful. Let me give

you an example: When a coaching client, the president of TGI Friday's, connected with me several years ago, he had six points he wanted to cascade down through his organization (about 900 stores at the time). I shared with him a tool I've used with several top clients, called a challenge coin. It's a coin that is commonly used in the military with the organization's insignia on it, and it was originally used to prove membership when challenged (thus the name "challenge coin") or to improve morale. These customized coins have now become popular for businesses to use to reward outstanding performance or mark years of service, or as a way to promote new products, services, or brands. My personal coin is called a RESULTS Coin, and I hand them out to my team members, selected clients, and even to selected audience members when I do a keynote.

We designed a coin for my client with the TGI Friday's logo, and we put three of the points he wanted to cascade on one side of the coin and three on the other. He had the coin produced and then passed them down to his managers. That one tool was really instrumental in driving clarity to his whole organization to a higher level.

The options are endless when choosing which tool to use for cascading; just be sure to think through at the beginning how to get consistent messaging to everyone on your team.

20. Results Boarding

Results boarding is a very powerful tool. You may have never heard of it, or you may not understand the impact it has. A results board is either a physical board or an electronic board on which you post pictures that represent your goals, pulling from magazines, your personal or family picture albums, or items you see on the computer. These pictures could represent your goals in five areas: what you want have, what you want to share, what you want to experience, what you want to give, and, most importantly, what you want to become.

Build your results board out and look at it over and over and over again in order to give your reticular activating system (explained in No. 29 below) an opportunity to bring things into your brain that will help you accomplish your goals. If you have a family, I

encourage you to get your family involved in building your results board so you're all seeing it all the time.



21. Roadblock Busting

We all experience roadblocks to reaching our goals, and yet most people don't think ahead, identify potential roadblocks, and create a plan of action—using leverages—for preventing or circumventing the roadblocks. Leverages can be tools, people, processes, and/or even technology that will help you bust through roadblocks.

TJI has developed a tool called an *Accelerator Matrix*, which supercharges clarity about your HLAs, the accelerators that will help you execute them, and any roadblocks you will need to bust to get there. (We've included a sample Accelerator Matrix on the next page.)

HLAs enact a commanding "pulling power" toward achieving your vision. Once you identify your five to seven HLAs and the lead person on your team who will help you execute each one (and the lead could be yourself), then you identify the force multipliers (accelerators) that will increase your effectiveness in executing those HLAs. And finally (the *biggest* takeaway here), you will want to note any potential roadblocks that need to be headed off or busted before they sabotage your speed or your entire accomplishment.

Name/Dept: _____

Date: _____

Roadblock/Accelerator Matrix

Overall Objectives:				
#	HLAs / Focus Areas	Lead	Accelerators	Roadblocks to Bust
1.				
2.				
3.				
4.				
5.				
6.				
7.				

Awareness

22. Belief Window

A *Belief Window* is an imaginary lens we all have that contains principles and truisms that filter how we see the world. We begin forming those truisms and principles on our *Believe Window* right after birth, and we add to them those we accept and build our lives around as we get older. The principles on our *Belief Window* affect everything we see, hear, and experience, and consequently they affect the choices we make. Unless you're operating your life with flawless principles, you're probably not achieving the level of success you could. Faulty principles = faulty results, and accurate principles = better results.

As an example, I often tell the story of having breakfast a few years ago with a friend who had lost quite a bit of weight. My breakfast that morning included three glasses of orange juice. As we talked, our conversation turned to his weight loss and health in general, and I was shocked to discover that orange juice had a very

high glycemic index and was also high in calories. Up to that time, I had always believed what my parents had taught me—that orange juice was good for me! That was a faulty principle on my *Belief Window*. That conversation convinced me that I needed to understand much more than I did about my health, and it was the turning point that led to my eventually reversing my physical age.

23. Blind Spots

Blind Spots are inaccurate principles, missed distinctions, and overlooked perspectives that hinder your results. The medical name for a *Blind Spot* is “scotoma” (defined by Google Dictionary as “a partial loss of vision or a blind spot in an otherwise normal visual field”). In the story I just told, I certainly had a *Blind Spot* about orange juice being healthy for you. In reality it’s loaded with sugar and high calories and has a high GI number that results in insulin spike.

Blind Spots are often things you can’t see about yourself. Maybe there’s something you’re doing that’s causing you not to reach your objectives (like drinking

orange juice) or something you're not doing that you should. They're basically flaws in your thinking that cause you to miss opportunities, or worse. They may take the form of bad decisions that slow down your accomplishment or even kill the completion of your vision.

If there's an area in your life where you're not getting the results you want, it's very likely you have a *Blind Spot* that's getting in your way. I suggest that you actively look for any beliefs that might be sabotaging you, and also find someone you trust (a mentor or an experienced coach) to help you identify any *Blind Spots* you have.

24. Sensory Acuity

This is a Neuro-Linguistic Programming (NLP) term, and it refers to the ability to use your senses to make accurate observations about yourself or other people. For example, sometimes you can look at things like a person's eye movement, changes in their facial color and breathing, and their posture to be better able to determine what the person is feeling or experiencing.

In a broader sense, sensory acuity is being acutely aware of leveraging all your senses to pick up on things that others can't, hence putting yourself in a better position to make the right decision.

25. Reframing

Reframing is another psychological or NLP technique you should be using daily (even hourly) to insure you're processing things in the best way.

Sometimes you may get stuck in a certain frame of reference and you fail to see the bigger picture. That may be due to a limited understanding, or it may be simply by focused choice, which is often based on a past negative experience. When you can step back and look at the issue from a different angle, you can often move (reframe) your thinking off dead center and to a different perspective in order to move to the best solution.

26. Chemical Management.

You can reverse your age! I did it personally, to prove it can be done. I believe there are three types of ages—chronological, physical, and mental. As of this writing, you can't stop chronological aging; however, you can control the other two.

Your physical age is what I'm talking about here. It can be managed chemically, and it can be measured scientifically by the length of your telomeres (caps at each strand of DNA that protect our chromosomes). I dropped my cellular (physical) age by twenty-seven years, mostly by chemical management (studying my blood labs four times a year and adjusting my food intake and supplements accordingly).

How old do you want to be when you die? More importantly, how healthy, active, and fulfilled do you want to be until that time comes? A substantial part of healthy living is managing your body chemically, which has a significant impact on how old you will be when you die and the quality of life you will lead until then.

Look around you. How many adults are in great shape and mentally happy? Very few people retain those

youthful qualities into adulthood. To do so starts with a shift in thinking (an epiphany), and then doing what we've talked about here. Choose to live healthy for all the days you have to live.

27. Habit Management

We all know that developing good habits allows you to master the things in life that are important to you and helps you win. The bottom line is, good habits make you more productive and set you up to better succeed.

Let me share some information with you that you probably don't know and that validates my passion for creating habits to accelerate your success: At the center of your brain is a walnut-sized piece of "neural tissue" called the basal ganglia, which basically offloads from the cerebral cortex (the "thinking" part of the brain) any sequences or patterns you've turned into habits. Since this function serves to free up the cerebral cortex, the brain basically craves habits so it doesn't have to work so hard! The more habits you create (good or bad) and the more automatic you become, the less you have to use the cerebral cortex

part of your brain for mental tasks and the more you can use it to think about and do other important things.

I believe the results we get in our lives can be directly attributed to the habits we form. If you want more of the right RESULTS faster—taking your vision to reality in compressed time frames—then you must manage what you do so you can form the right habits. (See lesson 21 in both my course and book entitled RESULTS Faster!)

28. Decisions

Decisions rule our success. Most people have never seen the formula I'm about to give you to help you make better decisions.

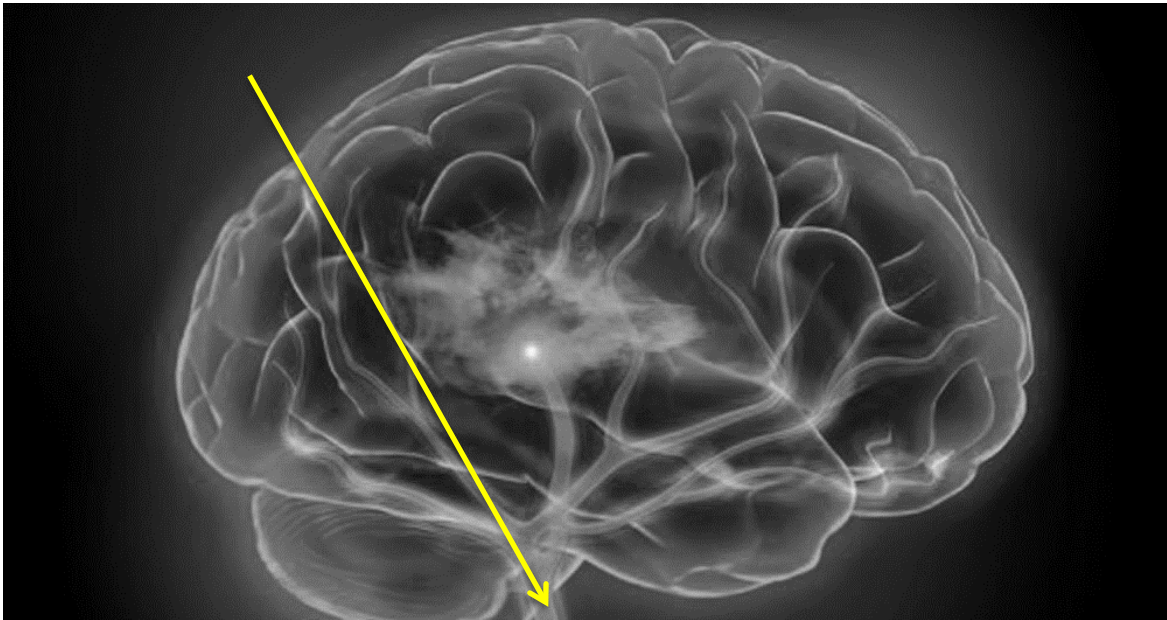
Here's my formula: When you're making decisions, be extremely intentional about combining logic (reasoning and information you can gather) and intuition (which is based on your experiences and learning). With the right combination of the two, your accuracy is right on target in both small and large decisions, and you avoid what my good friend "Rich Dad" Keith Cunningham

calls “dumb tax” (the price we pay when we do dumb things based on bad decisions).

Keith says in his book *The Road Less Stupid* that smart people do dumb things, especially when we make emotionally impulsive decisions rather than more thoughtful ones (we don't find the right mix of logic and intuition). We gravitate toward impulsive, glandular decisions instead of thoughtful, rational ones. His conclusion is that the key to getting rich (and staying that way) is to avoid doing stupid things. In other words, we need to think!

29. Reticular Activating System (RAS)

At the stem of your brain is a unique set of nerves—called the reticular activating system—that allows you to bring things into your brain that you need, want, or desire. In other words, your RAS acts as a gatekeeper to tell your brain what to pay attention to or what to ignore.



Have you ever bought a new vehicle and all of a sudden you see that vehicle everywhere you go? The week before you bought it, all those same vehicles were everywhere around you, and yet your brain wasn't aware that you were interested in them; consequently, your RAS didn't allow them into your conscious thinking.

Writing down your goals allows them to become part of the law of attraction that allows what you care about to come in through your RAS, which has a huge impact on helping you achieve those goals. You not only see the goals in your mind; you also begin to see things around you that will help you achieve your goals. If you

don't write them down, your brain is not as clear about their importance and your RAS filters out things you might need to help you achieve your goals.

Writing down your goals is one of the keys, then, to leveraging the RAS. Two other keys are visualizing your goals and employing positive self-talk that is congruent with your goals. In essence, having all three of those actions working for you really triggers your RAS to let things in that allow you to put more mental energy on the things you want.

30. Life Is a Series of Presentations (LIASOP)

I authored a best seller with Simon & Schuster a few years ago called *Life Is a Series of Presentations*. (The book was even endorsed by Shark Tank's Daymond John as one of the top six "must reads," right up there with *Think and Grow Rich*.)

I ask audiences around the globe this question quite often: "How many presentations do you make in an average week?" And they almost always respond with "Three or five, or maybe ten." Then I explain that

emails and texts are really presentations, and that when you first meet someone, you're presenting yourself. When you make phone calls, you're often presenting information or ideas, and even a voicemail is a delayed presentation. As I begin to explain all this, people are often wowed because they realize I'm right and they think, *Life truly is a series of presentations.*

People

31. People of Influence (POI)

All people are not equal in your life. Your *People of Influence* are those who have the ability to impact your success and happiness the most. They may be customers or clients, key team members, a coach or a mentor, close friends, or of course even family members.

Identifying the top ten, fifteen, or twenty people who have the most alignment with your values and influence over your success, and then taking the time to understand what their priorities and objectives are puts you in a position to make sure those people are winning. When you nurture your POIs and make wins for them, it will inevitably create wins for you—now or later.

Being clearer on who your *People of Influence* are gives you a remarkable advantage. I encourage you to list your POIs in your phone, along with their top goals and ambitions and how they want you to support them.

This is being strategic, and it takes some effort. I teach my high achievers to do this often, because it is such a huge piece of getting results faster.

32. Life Team

Attract and nourish special people in your life who help you get things done and/or give you insights and advice. Creating a *Life Team* is an intentional and strategic approach to doing just that, which creates a force multiplier for your effectiveness. A *Life Team* is a hand-selected group of people who have gifts and talents that complement your own so they can help you uncover *Blind Spots*, extend your ability to get things done, help you make better decisions, and enable you to do more of what you love. In short, they help you do life well.

One of the absolute best ways to get things done and really execute is through other people. And having people in your life whom you know and trust, and who know and trust you, can create a winning situation. Some of your *Life Team* members will give you insight you wouldn't have gained otherwise. Others will do

things for you so you can execute better or faster. Sometimes you have them do something because you don't like doing it or because you don't have their level of expertise.

Life Team members all have specific areas of expertise that can be leveraged on your behalf. They can range from coaches and mentors or CPAs and attorneys to your air-conditioner person. They can include your dentist, your doctor, and even your jeweler. The right team members will be those you have sought out and tested. And once you find them, they need to be loved on and appreciated.

33. Results Coach

Few people are intentional about attracting and learning from one or more mentors. *Advice Matters* to our success—so much so, in fact, that I co-authored a book by that name a couple of years ago.

One of the most valuable concepts I teach and live my life by is gaining clarity—doing whatever it takes to get really clear on what you want and on the best way to

go about getting superior results. A great way to pinpoint the right things to do and stay on track is to seek the advice of people who can help you see life better and get more of the results you want.

If you want to win more, you should seek out and engage a paid coach or mentor who has a track record you want to model, an extensive arsenal of tools (tool box) to help you learn and leverage your time, and contacts who can support you (i.e., open doors for you). A coach or mentor of that caliber will often make it possible for you to compress time frames of accomplishment that most can't even believe is possible.

Conclusion

If you want the right RESULTS faster, I encourage you to intentionally put as many of these epiphanies to work as you can, in both your personal life and your professional life. If you would like more information on these topics, or if you would like me to impact you or your group even further so we can help you get the RESULTS you want faster, please go to our website, tonyjeary.com, or contact us at info@tonyjeary.com.

About the Author

Tony Jeary, The RESULTS Guy™

Tony is a strategist, thought leader, and prolific author of over 50 titles.

For more than two decades, Tony has advised CEOs and other high achievers on how to discover new clarity for their vision, develop focus on their direction, and create powerful execution strategies that impact achievement and results.

Tony has personally coached the most accomplished people in the world, including presidents of Walmart, SAM's Club, Ford, American Airlines, HP, Firestone, Samsung, and New York Life.

Tony practices the business mantra his father taught him growing up, *"Give Value... Do More Than is Expected."*

Tony lives and works on his estate in the Dallas/Fort Worth area where his private RESULTS Studio is located.

What We Can Do For You

Results Coaching

Advice Matters, if it's the right advice. Having coached the world's top CEOs, published 50+ books, and advised over 1,000 clients, Tony has positioned himself with a unique track record to take serious high achievers to a whole new level of results.

Interactive Keynotes

Tony not only energizes, entertains, and educates; he also has his team work strategically and smartly with the event team to make his part as well as the entire experience a super win. An hour with Tony often changes people's lives forever and impacts an organization's results immediately. He delivers value, fun factor, and best practices people can really use.

Strategic Acceleration Facilitation Planning

Tony can do in a single day what takes many others days and even weeks to accomplish. He has refined a process so powerful the world travels to his private think tank (called the RESULTS Studio) to

experience clarity, focus, and the ability to synergistically execute. He provides at your fingertips two decades of best practices, processes, and tools for accelerating dramatic, sustained results in any organization.

Collaborative Relationships

We selectively partner with organizations in an annual collaborative engagement where we pour into an entire organization and help build a super-charging, motivated, and engaged high performing team. We align with the C-level management vision and become an extension of them.

See www.TonyJearyTheResultsGuy.com for answers to the five questions every executive wants to ask.

Bottom-line, we help: **CLARIFY** Vision, **FOCUS** on What Matters Most—High Leverage Activities (HLAs)—so people **EXECUTE** and get the Right Results Faster!

www.tonyjeary.com

Tony "The RESULTS Guy™" Jeary and SUCCESS Academy Are Proud to Present:

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This course is the culmination of his over 50+ books authored on productivity and driving results, Tony's global reach of thousands of satisfied students, and hundreds of CEO level clients who keep returning to Tony and his methods over and over again for getting results.



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I STRATEGIC MINDSET The foundation for achieving extraordinary results, personally and professionally.	II CLARITY Superior results always begin with a clear vision.	III FOCUS The high-leverage activities that produce the most significant results.	VII MASTERY Mastery is about taking your results to the ultimate level of success.
IV EXECUTION Accelerated results through the power of Communication Mastery.	V FORCE MULTIPLIERS Tools to increase your effectiveness and multiply your results.	VI LEADERSHIP The secret to lasting success is to have a positive impact on those around you.	

The course also includes these 3 bonus trainings:

- Email Effectiveness • Meeting Mastery • Decision Making
-

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