

RESULTS *Faster!*

7 Proven Principles to
Personal & Professional
MASTERY

TONY
JEARY
THE RESULTS GUY™



*Strategic Acceleration comes from
Clarity, Focus, and Execution,
giving you the right RESULTS Faster.*

Tony Jeary
The RESULTS Guy™

RESULTS Faster!

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Introduction

Welcome to RESULTS Faster! This passport and its coordinating online course are a compilation of the best of my life's work. You are now embarking on an exciting journey to discover not only how to get better results, but how to get them at a strategically accelerated rate.

When you're considering taking advice from someone, you should know who they are and whether their track record is strong, to ensure you're getting sound insights. So let me open here with a little about myself and then go right to the seven principles. (See the bull's-eye on the back cover.)

You may have noticed my moniker, The RESULTS Guy™, so let me tell you a little about my background, my commitment to encouraging others to produce and be their best, and how that moniker came about.

I grew up in an entrepreneurial family and parlayed that information and knowledge into a

ton of very profitable entrepreneurial ventures. Then the market changed and it all went away. That was when I stepped back and asked, “*What do I truly want to do with my life?*” After exploring various possibilities and continuing to challenge my own thinking (like I will yours), I knew what I had just been through was going to shape me for the rest of my life. Realizing my desire to impact people with my experiences and the lessons I had learned, I started on my life’s journey of studying, accumulating, and learning best practices in order to be in a position to super-charge others’ results.

In 1995 I set out to impact the world with outstanding presentation strategies, and I ended up coaching high profile clients, such as the president of the world’s largest company, Walmart, and writing over 25 books on the subject of presentation strategy. Then in 2006, I recognized that my true dream was about to become a reality. That’s the year that Jim Norman, who had been my coach for over a decade, finally agreed to come on board as my company president.

Jim was a special man. He was the former president of Zig Ziglar's corporation, and when he left that position I asked him to be my president. He wanted to run his own consulting company. He did agree to be my coach; and after ten years of coaching me, shaping my thinking, and seeing my work impact others, and through my continual persistence and persuasion, he finally relented and became my president. That was a major blessing. It was during his tenure with me that we launched my signature book, *Strategic Acceleration*.

At that point Jim said, "Tony, you now have enough track of a record that you truly can live up to the moniker, 'The RESULTS Guy™.'" Since that time I've doubled down on pulling together all of my best practices, knowledge, and insights and putting them into a format I can share, both in person and in my writings, and now in the RESULTS Faster! online video course, to help people get more of the results they want faster.

Throughout my 30+ year career I've been honored and blessed to have people seek me out to be their coach—top achievers, such as the

president of Walmart I mentioned earlier, along with the presidents of Samsung, Shell, Ford, Firestone, TGI Fridays, and even people from the Forbes Richest 400, as well as the Sargent at Arms of the U.S. Senate. When you work with people with this type of profile year after year, you're going to pick up distinctions they have proven out that allow you to be even sharper. It's been an interesting journey, and one I'm excited to condense into this work for you.

I've been intentionally focused on organizing and categorizing all of this powerfully effective information, experience, and research into a simple formula that dramatically impacts the ability of a person, a small team, a large group, or even a whole organization, to get more results in an accelerated format.

The content has been carefully shaped in a way that will help you digest it one bite at a time. It is based around these seven major principles:

1. Have a strategic mindset
2. Clarity pulls you to accomplishment

3. Focus on your HLAs instead of your LLAs
4. Execute consistently
5. Leverage or force-multiply efforts
6. Be the best leader you can be
7. Mastery is the goal of the journey

By the time you complete the online course, you will have my best thinking from my entire life's study. What you have in this book are the highlights.

If you're not ready for improvement, then please don't turn another page, put this little book down, and wait for another time. You see, when you do read it for the first time I want it to strike a chord right in the middle of your being that creates a desire to have nothing less than the best results for your life (personally and professionally).

*If you're not ready for
improvement, then please don't
turn another page.*

Know this: We've teamed up with SUCCESS Partners (SUCCESS Magazine and SUCCESS

Academy) and put together a life-changing course. If you would like to sign up right now, then go to the link on the back cover. Or you may prefer to read this work first. I hope you enjoy and find great value in the content of this passport, and that it makes a powerful impact on your results.

So, if you like what you read, sign up and go through the course or invest time with me personally in my private *Strategic Acceleration Studio* (contact my team at info@tonyjeary.com).

Either way, “Cheers to RESULTS Faster!” Now, let's get underway.

A handwritten signature in black ink, appearing to read "Tony". The signature is stylized with a large, sweeping initial stroke.

1. Have a Strategic Mindset

The best way to achieve extraordinary results is to become intentional about being strategic in all areas of your life.

You must adopt a strategic mindset. It's that simple. My system for developing a strategic mindset is grounded in what is called the *Strategic Acceleration* Formula. It is composed of three principles:

1. **Clarity:** understanding your vision and knowing exactly what you want (and where you want to go)
2. **Focus:** concentrating on what really matters and filtering out what doesn't (virtually eliminating distractions)
3. **Execution:** accelerating results with powerful accountability

Before you explore this core formula (Principles 2, 3 and 4), let's dig deeper into important elements for developing a *Strategic Mindset* (Principle No. 1).

Thinking

Every problem is a thinking problem. If you're not getting the results that you want, need, or desire, or if you're not moving fast enough, it probably has to do with your thinking. *To change your results, you need to be willing to change your thinking.* This is true both individually and organizationally.

You can get results faster by thinking more effectively; it's that simple. There are three kinds of thinking I'd like for you to adopt: 1) no-excuses thinking, 2) solution-oriented thinking, and 3) long-term thinking.

Expand your (and your organization's) thinking by asking four questions:

How can I/we?

Who else is doing it? (Can I/we benchmark and/or model it?)

What resources might I/we bring in or add to help?

What roadblocks might I/we need to bust or eliminate before they even exist?

Beliefs

You conduct your life (and an organization conducts its culture, hence its decisions) based upon beliefs. Few people and organizations have deeply studied their principles and mental rules and know what their filtering beliefs are. In fact, few ever question their beliefs and thus don't realize that many of them are potentially based on inaccurate or outdated assumptions, faulty principles, and even biased filters that hinder their results.

The sum of your beliefs forms your *Belief Window*—the way in which you view the world, your role in that world, and the relationships you have with everybody in it. Your *Belief Window* frames your perceptions and feelings; allows information to enter your mind or not; and influences all of your choices, decisions, and eventually your actions (or non-action). What is

true for an individual described here is also true for a group of people, a team, or a whole company.

You need to evaluate your beliefs regularly for outdated or misguided information, and let go of false beliefs that limit you and what you do.

Often the biggest challenges with your *Belief Window* are the beliefs you don't even know you have—your *Blind Spots*. To deal with *Blind Spots* (1) consciously search for them by having others help you see, (2) ask, *What is holding me/us back? Causing me/us stress? Slowing me/us down? Stopping me/us from creating the results I/we want?* (3) check to see if you are evaluating based on current, accurate information or using misperceptions or illusions, and (4) get strong advice and input from others, like a mentor, a coach, a trusted advisor, or even a resource like this little book or the online course.

Strategic IQ

Every person, company, team, and organization needs to think more! They need to be intentional about thinking; and of course they need to ensure

the principles on their windows, by which this mindset is made up, are accurate and constantly updated in this fast world. I coined the phrase *Strategic IQ*, which is managing the right balance between tactical and strategic.

You need to lift up like a helicopter and take a top-down view often. Be careful about being buried in tactical and failing to see the big picture; link the dots; ensure everyone is winning; think down the road; and constantly bring in the best advice, ideas, and tools.

Thinking strategically needs to be intentional to get the results you want. Ensure you balance between strategic and tactical. Again, most people need to be more strategic, which requires a shift from focusing on the tactical to focusing on the strategic.

To intentionally think more strategically, ask yourself this question often: *What's the best use of my time right now?* Sometimes it's strategic (planning/thinking), and sometimes it's tactical.

2. Clarity Pulls You to Accomplishment

Clarity is about creating a vision of where you're going, personally and/or professionally.

Clarity is a strategic condition that empowers you to clearly see where you want to go. It is having an unfettered view of your vision of what you want and why you want it, fed by an understanding of its purpose and value.

Lack of clarity has a huge impact as you go about attempting to reach your vision. You will miss its "pulling power," which is an advantage many people and companies have. The clearer the vision, the stronger the pulling power.

To gain the kind of clarity required for major success, you need to know three important things:

1. Wealth (what is it to you?)
2. Values (what are your drivers?)
3. Goals (what's your vision?)

Wealth

Wealth, of course, is more than financial abundance. Wealth includes not only what you want to have, but also what you want to experience, share, give, and for sure become—again, both personally and as an organization.

True wealth arises from three things:

Being on purpose – the "why" that drives your life and/or your organization; the things that excite, inspire, and motivate action.

Doing things that bring happiness – this can help momentum; ensure you have defined them, and then decide to include more of those things in your future.

Living your passions – these are the things nobody has to push you to do. You have to know what those are.

A wealthy person, just like a wealthy business, operates stronger with clarity in the above three areas.

Values

In order to get the results that are important to you, first clearly understand what you value most. Your values should be the drivers of your action.

A giant mistake many make is to jump straight to their vision statement or right into goal setting without ever getting clear on what their values are. Goals and visions that don't match your values create incongruency.

Organizationally, what's often valued are things like ownership, value, profits, trajectory, and predictable growth; and what's often valued personally are things like health, relationships, joy, and even helping others.

You need to get really clear now on what you value, and then make sure you align where you're going accordingly. Incongruency here can cause stress, waste, or internal conflict, all of which compromise your results and can keep you from actually achieving your goals.

When you clarify what wealth is, match that with what you really value, and then set a vision and

goals that align, you will propel toward the right results faster!

Goal Setting

Between where you are today and where you want to be, there is a gap that must be bridged by actions (your focus).



Why do goals work? Because goals that you see often activate your RAS.

To really activate your goals, you must trigger the Reticular Activating System (RAS), which is the set of nerves at the bottom of your brain that filters what comes into your brain. (Google RAS to learn more.)

You do so best by:

- Obviously, putting your goals in writing
- Visualizing your goals consistently by creating visual tools all around you (like a "results/vision board")

- Using positive self-talk that is congruent with your goals and vision

Remember this: "Whether you think you can or think you can't—you're right." (Henry Ford).

The right goals aren't just about what you want to have; they should include what you want to become, and that applies to you as a person as well as to any team or entire organization.

3. Focus on your HLAs instead of your LLAs

Real focus ensures that you constantly zero in on what matters most.

For many, every week is full of distractions. The more time you spend on distractions, the less time you spend on HLAs. Prioritization is a must in today's world. You must identify and concentrate on what really matters for the success of your vision, and you must filter out the distractions that hinder its progress.

Focus is a strategic skill that you must learn in order to stay on track, produce, and accomplish well.

Most people start their days with "to-dos" fixed in their minds, but then they get sidetracked and mired in daily activities, and they lose focus on what matters most. Focus is not something that

comes naturally for most people. It's a thinking skill that must be learned, polished, and practiced.

The difference between someone who is successful and someone who isn't is often extreme focus. You must learn to cut through the clutter and focus on what I've coined as *High Leverage Activities*.

My three best practices to improve focus are:

1. MOLO
2. *High Leverage Activities* (HLAs)
3. Saying "No" Smartly

MOLO

MOLO stands for "More Of, Less Of."

Evaluating everything with MOLO allows for better investment of your time and ongoing focus.

Determine what you need more of to achieve the goals that build your vision, and what you need to do less of in order to maximize your efforts.

Remember, as my mom says, "Be a river, not a reservoir" as you evaluate your life, your health, your business, everything. Let things you need less of flow through your life and move them on. Eliminate to accelerate.

HLAs

High Leverage Activities (HLAs) are activities that you do hourly, daily, weekly, or monthly that directly impact the results you need and want. The ability to identify and focus on your most significant HLAs is a major factor in improving and accelerating your results.

In your life you have both HLAs and *Low Leverage Activities* (LLAs). HLAs produce results faster with less expenditure of time, money, energy, and talent. LLAs consume resources and drive results slowly (if at all). By reducing or eliminating LLAs, you can produce better results with the same or less time and energy.

Saying “No” Smartly

I say the most important single thing you can do to increase your focus and productivity is being

able to own the word “no.” Saying “no” is a huge step to living in focus.

Saying “no” will help you reduce LLAs and invest more time and energy in the HLAs that are key to achieving the right results faster. You must learn to say “no” to the things that don’t matter so you can say “yes” to the things that do.

Handled incorrectly, a “no” can cause disastrous consequences. Handled properly, saying “no” can become a powerful strategic habit.

Ask yourself, “Am I saying ‘no’ enough?”

4. Execute Consistently

Success requires the right execution for the right results faster.

Execution is action. Get clear, determine your *High Leverage Activities*, and do what needs to be done to ultimately realize your vision.

There are three levels of execution: Good, Great, and Mastery. When you master execution, you are getting the right things done, fast, on purpose, and with multiple objectives accomplished with the same effort.

My big three important areas related to execution are:

1. Time Management
2. *Presentation Mastery*TM
3. *Strategic Selling*

Time Management

Your time is perhaps the most valuable asset you have. Here is an important pointer about time management: Be proactive, not reactive, and develop the discipline, systems, and habits to help make the most of the resource of time.

And here are three suggestions for using your time effectively:

- Manage procrastination carefully.
- Avoid people and distractions that waste your time and energy.
- Focus on creating *Elegant Solutions* (doing one thing that accomplishes multiple objectives) to really maximize your time.

One of the biggest issues related to time is procrastination.

Positive procrastination is when you legitimately need some “mental percolation” time to gather your thoughts and get clear on what you need to do.

Negative procrastination is based on an excuse (self-talk) to avoid doing something now.

Negative procrastination usually comes from negative self-talk—saying things like *I can do it tomorrow, I don't have time right now, I can't do it perfectly so I'll wait, or I just don't feel like it*. You must counter negative self-talk to effectively utilize your time.

One of the most important ways to overcome procrastination is to focus on *Production Before Perfection* (PBP)—start doing things immediately, regardless of what you think you need to make them perfect. Act first; get it perfect later!

Presentation Mastery™

Life Is a Series of Presentations, my 31st book, was endorsed by Shark Tank's Daymond John, who said it's one of the top six must-read books. The book points out that with every encounter, whether it's with colleagues, friends, customers, or your spouse, you're presenting yourself and representing yourself and/or your business. Presentation and communication are more than skill sets... they are strategic assets.

You probably give hundreds of presentations a week—speaking to your kids, your spouse, or

your neighbors, and through emails, phone calls, voicemails, etc. Also, there are ten basic types of presentations within most every organization: sales, meetings, trainings, facilitation, branding, speeches, seminars, media, one-on-one, and e-presentations. The question is, how effective are your presentations?

Strategic Selling

The most successful people can effectively convince or sell others to take action on their behalf. We are all in some type of sales position, whether we realize it or not.

To sell strategically, determine who your stakeholders are, what they want, how you get to them, how you get them to buy, and how you get them to take action where everyone wins.

5. Leverage or Force Multiply Efforts

*It's not about the grades you make as much as
it is about the hands you shake. Cherish
existing relationships and build new ones.*

Force multipliers are factors that dramatically increase, hence “multiply” or leverage, the effectiveness of an item or effort.

Force multipliers speed up your results and give you leverage related to my simple yet powerful three-step formula:

CLARITY – FOCUS – EXECUTION

I propose three primary components for creating force multiplication:

1. Preparation
2. Connections/Relationships
3. Tools (Tool Chest).

Force Multipliers can strategically accelerate the results you want.

Preparation

Preparation is a competitive advantage (a force multiplier). Decide that you will be the most prepared person in any situation.

We all make phone calls, hold meetings, meet people, impact others, and the list goes on and on. All these and more are opportunities. I say those who are most prepared to take advantage of opportunities—planned or impromptu, small or large, personal or professional—increase their chances of success, period. It's hard to argue with this. Right?

So why do so many fall short here? Maybe it's lack of time, awareness, or commitment. Maybe it's all three; but for sure it's lack of discipline. What's your reason?? Preparation pays big dividends!

Connections/Relationships

Connections/Relationships are powerful force multipliers. If you want to be happier, more powerful, and more influential; if you want to

grow your career, expand wins, leave a noticeable legacy for your family, become more successful, and/or grow your leadership effectiveness, then be more intentionally strategic about your relationships.

It's often about who you know when you want to make things happen. Do you do *Favors In Advance* (FIA) for people around you? Are you ensuring that all stakeholders win? Do you have a true partnership mentality?

Use wisdom and discernment about who you spend time with. You become who you're around. Make relationships a lifetime focus.

Tools (Tool Chest)

Tools can speak for you (i.e., a video). Tools can save you time (i.e., software or an app). Tools can keep your mind freed up (i.e., the notes area of your phone). Tools can help you do so many things, and you know that. The question becomes, then, "How intentional are you about acquiring, developing, and learning tools, as well as building a tool box of best practices, resources, templates, book summaries, and the list goes on?"

When you leverage tools, they can become huge force multipliers, both personally and professionally.

Here are some of my favorite examples:

1. **Phone.** Make lists of: your goals, HLAs, to-do list, daily performance standards, and the goals of others close to you.
2. **Marketing Tools.** Great marketing tools give you reach. Get them into people's hands.
3. **Self-Awareness Tools.** Understand yourself better by using tools such as:
SWOT: Assess: What are your
Strengths?
Weaknesses?
Opportunities?
Threats?
4. **Your Brand:** List who you want to become.
5. **MOLO:** Know what you want more of and what you want less of.

6. Be the Best Leader You Can Be

*Strong leaders look for, prepare for,
and execute on ways to make champions of
their people.*

A leader is one who sets a clear vision and shares that vision with others so they can focus their efforts willingly, ensuring execution through the right information, resources, and methods to realize that vision. There are three critical characteristics that make you a strategically effective leader:

1. Personal and professional brand (one that people want to follow)
2. Persuasion (ability to get people to take action)
3. Team Building (facilitator of a *High Performing Team*)

After all, leadership is a results contest!

Your Personal and Professional Brand

Build a brand based on what you truly want to become. Everyone has a brand or reputation. Most are not strategic about building a leadership brand. However, the very top leaders are strategic about theirs; they think about it, they write it down, and they determine who they want to become. People follow those they respect.

Develop a memorable persona. Are you memorable? What specifically do you want people to remember about you?

Think about how you're perceived and your persona in all the different leadership areas of your life.

Persuasion

Persuasion is about getting others to take action. Strong leaders get others to make things happen. Life is not only a series of presentations; it's also a series of persuasions.

Team Building

As a leader, build a *High Performance Team* that focuses on being as effective as possible while continually reevaluating to work toward quality processes; each team member must have high levels of investment in the outcome and be individually motivated.

There are three primary components for building a *High Performing Team*:

1. **Accountability**
 - People do what they say they will do, on time or before, and communicate it well.
 - When time commitments can't be met, they are re-negotiated.
 - Measurable results are a consistent output.
2. **Communication**
 - Vision and mission are understood and shared.
 - The right tools are being used.
 - Meetings are clear, maximized, and inspiring.

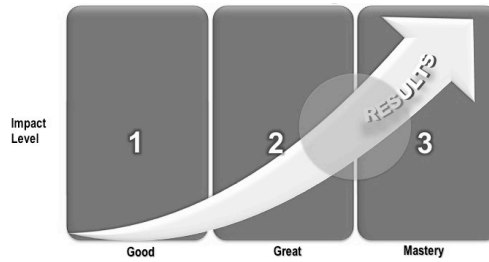
3. Trust

- People follow through.
- Individual expertise is valued and respected.
- Support is given to innovation and new, solid ideas.
- Team members are empowered to execute.
- Expectations are managed carefully.

7. Mastery is the Goal of the Journey

The enemy of mastery is greatness.

Some live in the Good level, some in the Great level, and top achievers live in the Mastery level, where there is the strongest amount of momentum and impact.



You have an opportunity to move to another level by being intentionally strategic about these three areas of your life:

1. Standards (yours and those who follow you)
2. Life Team (those who help advise you and make life happen)
3. Habits (what you should do every day)

Standards

Masters have standards for themselves as well as standards for others who either deploy on their behalf, join their team, or both. Strategically set standards, both personally and professionally.

Personal standards set the stage for minimal distractions, guide your decisions, and help you to say “no” more often to *Low Leverage Activities*.

Professional standards help you get clear so you can be a high performer. These standards could be for your team, your department, or your whole organization.

Document a simple list of standards to ensure actions and behaviors are directly targeted at the outcomes you desire.

Life Team

A distinction of living in Mastery is having an effective *Life Team*. A *Life Team* is a handpicked group of smart, talented individuals who have specific areas of expertise that can be leveraged on your behalf (either by advising you, performing for you, and/or helping you take action). Intentionally place people into your *Life Team* by seeking them out, testing them, and of course appreciating them.

Assemble your *Life Team* by pulling from your phone, computer, and other resources. Organize your *Life Team* in segments; for example:

Home (i.e., landscaper, electrician, plumber)

Personal (i.e., stylists, jewelers)

Health (i.e., trainers, doctors, nutritionists)

Spiritual (i.e., pastors, mentors)

Business (i.e., mentors, coaches, attorneys, CPAs)

Habits

To live in Mastery, be strategic about making things "automatic," and that includes habits.

Developing positive habits is essential to getting the results you want. If you're intentional about developing and living strong habits, they will eventually replace any bad ones.

Some of my best examples of powerful habits for success are:

1. **Strategic List-Making.** Work lists for everything to ensure: prioritization, you're not missing something, and completion
2. **Strategic Goal-Setting.** Create a system to habitually set and reset your goals, ambitions, and vision for the future
3. **Strategic Health.** Develop the right exercise and eating habits.
4. **Strategic Learning.** Constantly put new thinking into your brain.

Conclusion

When you personally put these powerful principles into practice, you will have mastered my system for achieving the right results faster. When you incorporate these principles into your culture (organization) you will experience accelerated success.

Let me conclude with a reinforcement of my magic *Strategic Acceleration* formula: Get extreme clarity. Know what you want (personally and professionally). Without focus, time is wasted, period. With both clarity and focus you are well positioned to execute.



The Formula = Clarity •
Focus • Execution

All three legs of the stool are a MUST. Cheers to your getting more of the **Right RESULTS FASTER!**

What We Can Do For You

Results Coaching

Advice Matters, if it's the right advice. Having coached the world's top CEOs, published 40+ 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 *Strategic Acceleration 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 5 questions and answers every executive wants to know.

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

About the RESULTS Faster! Course

Order Tony Jeary's RESULTS Faster! video course today, and here's what you get:

- Direct and instant access to The RESULTS Faster! 7-module online training course (see next page)
- The "Decision-Making," "Email System: Tackling Technology," and "How to Run and Participate in Effective Meetings" BONUS training program
- A generous 30-day money back guarantee
- Superior customer support from The SUCCESS Academy

Free webinar online at:

www.TonyJeary.com/resultsfasterwebinar

Again, the RESULTS Faster! course modules include:

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.	

About the Author

Tony is a strategist, thought leader, and prolific author of over 40 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 from: 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 *Strategic Acceleration* Studio is located.