

WORDS of WISDOM



Tony Jeary — The RESULTS Guy™

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PUBLISHING

Words of Wisdom

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INTRODUCTION

Helping highly successful people become even more successful and achieve their goals faster is what my professional life is all about. I love to help others improve, grow, and get better and faster results.

I'm often asked, "What are the things that have made the most impact?" And one answer I often share is, "Words—words that come from the very best advisors, be it a coach, a mentor, an author, and so forth." Words matter.

Words have fascinated me all my life. Have they you? If so, you probably know words can inspire you, change you, and even quantum-leap your thinking, which often results in advanced achievement.

Over the years, I've discovered that quotes, one-liners, powerful statements, and proven principles are worth collecting because they can add to your presentation effectiveness, enhance your brand, and, most importantly, supercharge and guide your thinking. And occasionally a set of words can even be an aha or an epiphany that can be life-changing in the way you make decisions, do life, parent, lead, and create faster results.

I've published over sixty books and 300-plus courses and written thousands of articles, blogs, and presentations. My books are read around the globe in over a dozen languages. And for thirty-plus years, our firm has researched, studied, and consumed thousands of writings and worked with and learned from over 1,000 clients. We publish the most fascinating authors, coach the biggest CEOs and influencers on the planet, and selectively partner with the best. We want you to learn from all this and really be into words. Words are a powerful tool.

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Words really do matter. I use words in my sleep! I'm relentless in helping winners win more. Before we dig into the words we've carefully prepared from my life's work, let me share a few examples of quotes from others that have dramatically impacted my own life and the lives of the people I've coached, mentored, and advised. In fact, I request that almost any person I partner with buy into these three:

The only thing worse than not reading a book in the last ninety days is not reading a book in the last ninety days and thinking it doesn't matter—Jim Rohn

You will get everything in life you want if you help enough other people get what they want.—Zig Ziglar

You become what you think about.—Earl Nightingale,
The Strangest Secret

When I published my first few books, certain one-liners, quotes, principles, and terms I coined stood out and had a great impact on many people. I published a small quotes book prior to this one—called *Thinking Pays*—highlighting a few selected quotes specifically about thinking. What you have in this book, though, is so much more; it's a collection of my best-coined phrases, quotes, one-liners, and even concepts gathered from my entire career. We've pulled them together strategically and organized them within twenty-three categories, with the hope that we will exceed your expectations by giving you new perspectives, angles, aha's, and even the life-changing epiphanies we mentioned earlier.

As we're warming up here, let me give you a few examples. One of the concepts we introduced in my book *Life Is a Series of Presentations*, which became an instant bestseller endorsed by Shark Tank's Daymond John, is a phrase I coined called *Planned Spontaneity*—being so prepared that you're able to be spontaneous. Many people are really impacted by that thought—being so prepared that you can easily and confidently be spontaneous and reach your communication objectives.

The top one-liner that came out of my second best seller, *Strategic Acceleration*, was related to a concept called *High Leverage Activities* (HLAs). Basically, the idea is to invest your time in less *Low Leverage*

Activities (LLAs) and more in *High Leverage Activities* if you want to get the best results. That truth alone has been a game changer for many people. In fact, from all the books I've written, that one concept has stood out above all others. It's powerful. Grasp it. Do less LLAs and more HLAs.

A third example of one of my most impactful concepts is the *3-D Outline™*. By filling in three columns in the outline that define the what, why, and how of your presentation, it becomes three-dimensional, which allows you to see it more clearly and present it much more effectively. We have included a template for the 3-D Outline™ in the Appendix.

You'll find in this book many words of wisdom, so get out your highlighter (electronic or a marker) and be ready to mark those you'll want to remember, reflect on, and then potentially utilize for the rest of your life. My bet is there will be many you'll even want to share with your team, family, and colleagues as well.

Ready? Let's go!

The nickname of the **Words Of Wisdom** is **WOW** and we invite you as you are reading and reflecting on each idea to use a pen and put an X in the box (☐) on the left of the ones that most stand out to you, that you want to remember, and that you perhaps want to share with others.

1.

ADVICE MATTERS

If you want different results, you need new thinking—it's that simple. Learning strategically from the wisdom and insight of others helps you to be more successful faster. No matter your age or where you are in life, outstanding advice can propel your company, your career, and your life forward. Change your thinking, change your results!



- ☐ Coaching is not a cost; it is an investment.
- ☐ The right coach is priceless.
- ☐ Advice Matters. Seeking advice from others who have achieved the kind of results you're looking for is one of the wisest—and quickest—ways to achieve more success.
- ☐ Seeking the right advice is often the crucial piece of the success puzzle that catapults your results into an arena that you could never have been achieved alone.

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- ☐ **If you never receive fresh new ideas, you will basically keep doing what you've always done and keep getting what you've always gotten.**
- ☐ Mastery advice comes from someone who's been down the road you want to travel, experienced it, created it, lived it, has a track record of exceptional results, and clearly knows the mistakes to avoid.
- ☐ Seek input from people with the right history and expertise, who will shine a light on options and courses of action you may not have thought of or the possible consequences of the various choices that are before you.
- ☐ **Your chances of success increase exponentially when you seek and deploy the advice of others who have already been there and done that.**
- ☐ The right advice matters. Your life and career are far too valuable to trust them to someone who is not qualified (has not built a proven track record) to give you exceptional advice.
- ☐ Advice flattens out the learning curve.
- ☐ The right coach can take you to the next level, where you see a significant increase in your results, often with the same effort.
- ☐ **He with the fewest *Blind Spots* wins!**
- ☐ It's all about the correct principles being on your *Belief Window*.

- ☐ Take strategic notes in all learning environments.
- ☐ Follow-up is one of the most important aspects of getting the best results from an advisor. A good follow-up email will document the VIPs (Very Important Points) of a session, listing learnings and next actions.
- ☐ Remember this: you want to show your advisors how much you appreciate them, and you can do that by reporting back and reinforcing the value of their input.
- ☐ Advisors enjoy working with people who take action, which stimulates even more insights.
- ☐ One of the most impactful ways advisors can bring value to their advisees is by sharing both their tools and their connections.
- ☐ Ask questions, be open, be curious, and seek distinctions of wisdom every day of your life.

2.

CLARITY

Appreciate the power of what clarity can do for your success. Having a clear view of your values, goals, priorities, and of course vision—and understanding the why of each—will propel your success. There is absolute pulling power that comes with extreme clarity. Let's face it, most people aren't as clear as they could be or should be.



- ☐ **We believe the more clarity you have for yourself and your team members, and even your family, the more success you'll have.**
- ☐ *Strategic Clarity* is achieved when you have a clear view of your vision and understand what you really want, why you want it, and the real value of achieving it.
- ☐ Know what you believe. Your *Belief Window* is a filter through which you view the world and make decisions accordingly. It includes everything you believe to be true, false, correct, incorrect, appropriate, inappropriate, possible, and impossible.

- ☐ *Blind Spots* are those things we miss and can't even see in terms of how things are, how they work, or what's available.
- ☐ **We all have *Blind Spots* that obscure what we could and should see past, and these can really hinder results. Constantly uncover *Blind Spots*, distinctions, and perspectives to ensure your principles are accurate and up to date.**
- ☐ An authentic vision motivates.
- ☐ You become what you envision.
- ☐ Strive to exceed expectations; this is much easier when operating with absolute clarity.
- ☐ If there is not clarity of vision, the best that can be hoped for is far less than what is possible.
- ☐ True clarity of vision provides a North Star to guide an organization's actions and propels individual team members' performance.
- ☐ **Life punishes lack of clarity and rewards detailed visions.**
- ☐ Imagine what you want your future to be, then grow it into what you envision.
- ☐ Writing down your goals is a powerful concept. There's a pulling power that happens, and you're really preparing yourself to receive it, enjoy it, and make it a part of who you are.

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- ☐ The most successful people design their own lives.
- ☐ **Go through life with well-thought-out and documented values that you can live your life by, and then align your goals accordingly.**
- ☐ Your goals should be absolutely congruent with your values.
- ☐ **Goals should be in five areas: what you want to have, share, experience, give, and of course become.**
- ☐ Goals can give us a blueprint or map for creating the life we envision.
- ☐ There is an awesome power in committing your goals to writing.
- ☐ Very few people can actually show you their written goals. Be one of them.
- ☐ Have your goals visualized all around you (on your closet doors, phones, computers, walls, etc.).
- ☐ Show me a person who doesn't set goals, and I'll show you a person who doesn't have a very rich life.
- ☐ Create and clearly document a well-thought-out set of daily performance standards.
- ☐ Measure progress with extreme clarity.

- ☐ Always be clear on the answer to the question, “What do I want people to think about me and my organization?”
- ☐ Clarity enables you to better communicate, period!
- ☐ Strategic planning is where clarity really shines. Most organizations just keep doing and fail to regularly plan.

3.

CUSTOMER SERVICE

Every individual and every employee/team member in a business, regardless of status, should continually ask him- or herself, How do I exceed customer expectations? When this type of thinking becomes a mind-set, a leader excels and an organization truly prospers.



- ☐ Give your customers a membership experience. Whether they are actual members or not, treat them as such—special!
- ☐ Our organization’s mantra, “Give value and do more than is expected,” is the cornerstone of exceptional customer service. Living up to this mantra requires that you constantly think about the customer while simultaneously asking yourself how you can improve your value.
- ☐ Brand loyalty is developed when employees establish a positive emotional connection with the customer.

- ☐ Create a brand promise so compelling and effective that it makes your client regard you as a partner rather than a vendor.
- ☐ An enthusiastic and positive work environment (vibe) can be perceived by the customer; therefore, it's critical to create positive employee experiences.
- ☐ **Your employees are a powerful tool when it comes to guaranteeing exceptional customer experiences. Honor and treasure them.**
- ☐ Delivering great customer experiences generates an environment where employees win and are proud of their work.
- ☐ The world today expects and demands speed. Whatever industry you're in or no matter what clientele your business caters to, continually find ways to create faster, more efficient experiences for your customers.
- ☐ Send thank-you notes and other forms of appreciation. Expressing gratitude gives you the opportunity to truly wow your customers and your employees.
- ☐ You get more of what you appreciate. Thank your customers often.

4.

EXECUTION

Execution is the third leg of the stool of our strategic acceleration core methodology (clarity, focus, and execution) that we launched in 2007. Everyone knows you have to take action; let's face it, though—most people are not as accountable for their action as they should be. Therefore, we encourage, coach, and teach virtually every day that to get exceptional results, you have to put the X in the box and measure your results.



- ☐ The world rewards people who execute!
- ☐ No execution, no results!
- ☐ You can create the greatest plan in the world and establish the most focused goals imaginable; yet if you fail to execute the plan, you've failed.

- ☐ **People love those who execute without asking a flood of questions and who don't get into the whys and why nots. The world flocks to people who get it done.**
- ☐ As a leader, one of the best ways to make an excellent first impression is to demonstrate your ability to execute.
- ☐ **Good execution is getting things done, great execution is getting things done fast and on purpose, and mastery execution is getting the right things done and getting them done fast and on purpose, using *Elegant Solutions*.** (See the "Time" section for a definition of *Elegant Solutions*.)
- ☐ What you have real clarity about and focus on is what you will execute.
- ☐ Smart and fast is the best combination for future success.
- ☐ A shared appreciation for speed is what causes a culture to have it.
- ☐ **People who make lists are the people who execute the best, period!**
- ☐ Checklists ensure routine tasks are performed properly every time.
- ☐ A vision is a plumb line or measuring stick that helps you keep everything together as you execute your plans.

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- ☐ Keeping momentum going is a huge best practice that can often make or break a deal.
- ☐ Have a solution-oriented attitude and a “How do we?” versus a “Why we can’t” attitude.
- ☐ When you really have the “want-to” factor, you will find a way to do whatever it takes to make your vision a reality.
- ☐ If you want to be at your peak performance and get things done right, you must manage your high energy times.
- ☐ Correction of errors (COE) is a philosophy. Continue to correct, define, and improve.
- ☐ Budget for strategy first; strategy matters the most!
- ☐ The world is drawn to people who constantly bring value, and that’s what A players do; they are always on their toes, bringing value proactively to whomever they touch.
- ☐ Set up the A-player mentality right up front by showing new team members your organization’s standards and asking them to commit to your way of doing business.
- ☐ Excellence adds value. Perfection just adds time. Many people strive for perfection to such a degree that they either stop because they can never seem to reach their desired state, or they put in significantly more time than there is value to receive.

- ❑ Influence is the one thing that matters in business. Above all else, influencers have the ability to change people's decisions, get people to buy-in, and convince others to take action.
- ❑ **Go as far as you can see, and then you'll see farther.**
- ❑ Creating an authentic, positive strategic presence is critical in the execution of your vision.
- ❑ You can have virtually everything you want; you just can't have everything at once.
- ❑ We all have a brand (a reputation). The stronger your brand, the more people will follow you and help you execute your vision.

5.

FAMILY

One of the greatest joys in life is being able to nurture and nourish the members of your family. Prioritizing them and their world and really understanding what's important to them is something we all need to be intentionally and strategically thinking about. I consistently encourage those we impact to really prioritize their family.



- ☐ Great communication begins with trusting and loving family relationships that meet them where they are in life.
- ☐ **Become the president of your kids' fan club.**
- ☐ Own the fact that your kids observe and mimic your thinking, behavior, decision-making, and, of course, your actions.
- ☐ You can always have a great relationship with your kids. It's your choice.

- ☐ **You can be always right, or you can have a great marriage.**
- ☐ Love your kids with openness, respect, and trust; pray with them daily; share with them; and model what you want them to become.
- ☐ **Keep the lines of communication with your kids intentional, open, and honest. Let them see, hear, and feel your love for them.**
- ☐ Teach your kids early to *think* things through—including the consequences for making the wrong decisions—so they will make more of the right choices.
- ☐ **Compliment your kids often, both in private and in front of others.**
- ☐ Nurture your kids' dreams by cultivating their gifts and talents.
- ☐ A nurturing, refreshing, inspiring, and supportive home is one everyone wants to be part of.
- ☐ It takes real commitment to make the right decisions that will show your spouse or your kids that they mean more to you than anything else.
- ☐ Kids thrive when their parents relate to them on a real level and talk *with* them, not *at* them.

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- ☐ Commit to having a Christ-centered home and not a kid-centered home—one where the kids rule.
- ☐ Set your kids up to win.
- ☐ What you label your kids can have an impact on what they become. Be very strategic and intentional about the embedded messages you're sending to them through labeling (giving them their nicknames).
- ☐ **When your kids turn twelve, become their mentor versus their yes-or-no-parent.**
- ☐ **Model love for your kids; love trumps just about everything.**
- ☐ Coach your kids from a young age to look for values in their friends that mirror the values that are important to your family, such as honesty, integrity, great work ethic, forgiveness, and sharing.
- ☐ **Help your kids become the right kind of person to attract the right kind of spouse.**
- ☐ Humility is taught by actions, not words. Being able to admit fault is a great strength!
- ☐ Let your kids see you apologize.
- ☐ Be your kids' champion. Very few things are more powerful than your kids knowing you have their back.

- ❑ Teach your kids to take responsibility for creating their own brand (*strategic presence*). Help them make joy a part of that brand.
- ❑ When you're passing on a strong legacy to your family, you're essentially passing on all of the advantages, all of the hard work, all of the shortcuts, and all of the wisdom that have helped you live a meaningful and successful life.
- ❑ It's not just about teaching your children and future heirs what transformation does and how we got there in our own lives; it's also about modeling to them how to grow and transform throughout life so they may intuitively know how to do so themselves.
- ❑ Success comes from being specific, intentional, and proactive; failure often comes from being vague, indecisive, and reactive. That bit of wisdom applies to all your pursuits of success, of course, and it's especially true when you're building a family legacy.
- ❑ **One excellent way to combat outside influences from infringing on your legacy is to involve your entire family early on in creating a family mission statement, and then strategically and intentionally communicate it and live it out over the years so that it becomes a part of who you are as a family.**
- ❑ Create fun and exciting life experiences with your family members that allow you to communicate at a higher level.
- ❑ The impact you make on your family (your legacy footprint) is so affected by people—the friends you hang with, the people on your team, and the relationships and contacts you choose to pass along.

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- ☐ **Who you spend time with, you become. If you truly desire to go to another level in being strategic about your family legacy, it's important that you understand this, that your kids understand it, and that you model it and guide them accordingly.**
- ☐ Be extremely intentional about transferring your connections and relationships to your heirs.
- ☐ Talk about and model to your family members how you look for ways to help others win so your contacts are more than just a list; they are reciprocal relationships that can and will be a great asset to your heirs.
- ☐ **The values we instill in our children play a substantial role in teaching them to be successful in life and in passing down family legacy.**
- ☐ Encourage each family member to develop standards that reflect the way they want to live each day, and pass that concept on as part of the wealth you transfer to your family.
- ☐ Powerful and meaningful truisms that we latch onto and pattern our behavior around are a rich part of the legacy we can pass down to our families.
- ☐ Teach your kids to speak DISC (so thoroughly understand the components of the DISC personality profile system that they can readily determine the personality of the people they are speaking with, thus being able to communicate with them in the best way possible.)

- ☐ Strategically allow your kids to follow their own path to happiness by pursuing the talents of their own choosing, rather than the talents and/or career paths you choose for them.

- ☐ Model for your children that any of us can achieve mastery in any area of our lives if we're truly willing to commit our habits to it entirely.

6.

FOCUS

Focus is the option of distraction. Most people spend way too many hours in distractions. One of the absolute best ways to stay on task is to identify your High Leverage Activities (HLAs), then pour your time and energy there. Prioritizing on a weekly, daily, and hourly basis is the difference that will get you to mastery.



- ☐ Focus is a thinking skill acquired as a result of mental discipline.
- ☐ *High Leverage Activities* (HLAs): Efficient actions that result in the most valuable outcomes.
- ☐ *Low Leverage Activities* (LLAs): Things that consume your time that have a low amount of return; they can become distractions to your focus.
- ☐ You really do get more of what you focus on.

- ☐ The gap between current conditions and your future desires (vision) should be your focus.
- ☐ Success pivots on having the ability to concentrate on doing the things that really matter and filtering out what doesn't.
- ☐ MOLO (More Of/Less Of): A simple exercise of defining what you want or don't want.
- ☐ Be a river, not a reservoir.
- ☐ **The gap between where you want to be and where you are contains the *High Leverage Activities* you need to focus on to realize your vision.**
- ☐ **No single skill or habit has a more powerful impact on results than the ability to eliminate distractions and focus on *High Leverage Activities*.**
- ☐ **Success truly hinges on the ability to cut through the clutter, drown out the noise, and focus on the *High Leverage Activities* that are the backbone of reaching your vision.**
- ☐ “No” is the key to focus, and focus is the key to tackling *High Leverage Activities* successfully; and regularly completed HLAs are the key to achieving the right results faster.

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- ☐ *High Leverage Activities* are driven by organization-wide vision and goals, but it is the individual at every level who has to embrace the organizing principles of the HLA and implement it.
- ☐ HLAs are a powerful way to break bad habits. They identify the change required to meet goals and achieve a vision, and they become motivational for behavioral change.
- ☐ **If you are successful at facilitating, leading, and inspiring your organization in creating a true HLA-focused culture, then you will win faster, period!**
- ☐ Once HLAs become a part of the culture, working in HLAs should just be second nature.
- ☐ When people are on their game, in their sweet spot, doing the things they're really good at, and in alignment with their job responsibilities, they're living in their *High Leverage Activities*.
- ☐ Leverage is an organizing principle for prioritizing your actions and budgeting your resources. Sometimes leverage is found in the right person, sometimes in the right moment, and sometimes in the right idea that allows you to do more with less.
- ☐ Train your mind to envision the best possible outcome rather than the worst possible scenario.
- ☐ You get more of what you focus on.

- ❑ If you've ever wondered why the Indian rain dance always works, it is because they dance until it rains! Simply put, it's focus until completion.
- ❑ Team huddles synchronize focus and clarify priorities.

7.

GIFTING

Gifting is an often-overlooked strategy. By gifting strategically, you can unlock active loyalty from clients, customers, employees, and/or centers of influence.



- ☐ **Radical generosity is a strategic weapon that will allow you to boost referrals, retention rates, access, and growth like few other strategies.**
- ☐ **If your clients and relationships are not actively advocating on your behalf—sending you referrals—then strategic gifting is something you should consider deploying as soon as possible.**
- ☐ **People aren't necessarily excited about becoming better gift givers, yet almost everyone is excited about having better relationships, more access, and more retention.**

- ☐ Gifting is a strategy, not just a tactic. You need to be asking yourself, “What’s the most I can do?” versus “What’s the least I can get away with?”
- ☐ Part of the effort of strategic gifting is choosing wisely so you can tap into the recipient’s deep, emotional memory bank; then your gift will make a lasting impression rather than being just a flash in the pan.
- ☐ Gifting takes both thinking and effort, a challenge that can easily be solved with technology, processes, and people.
- ☐ **Gifting is a delivery vehicle for love, for appreciation, and for gratitude.**
- ☐ If you want your dollars to go further, love on the inner circle (spouse, executive assistants, team, kids, and even pets). It makes an impact.
- ☐ Knowing specifically who your *People of Influence* are and strategically gifting to them gives you a remarkable advantage.
- ☐ Who you gift to is more important than what is given.
- ☐ Be unique when possible. If you give someone a gift they can buy themselves, it doesn’t make them feel as special.
- ☐ **It’s not the thought that counts. It’s the thoughtful thought that counts.**

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- ☐ When giving gifts, don't go cheap. Be smart, be strategic, be unique, be special, and be impactful.
- ☐ When you surprise and delight someone with your gift, you tie into their emotions.

8.

HABITS

We should be intentionally strategic about our habits; the results we get in life are directly attributed to the habits we form.



- ☐ **Any of us can achieve mastery in any area of our lives if we're truly willing to commit our habits to it entirely.**
- ☐ Habits are the behaviors that define your personality, your relationships, and your effectiveness.
- ☐ **Wealthy, successful people have specific, daily habits in common. And so do poor people who are unsuccessful.**
- ☐ **To move toward mastery, go from awareness to habits and from habits to culture.**
- ☐ Turn the right perspectives into habits.

9.

HEALTH

The most successful people are strategic about everything in their lives, and that includes their health. First, you must really value making your health a priority (most people don't), then you have to determine what you want to do about it. If you want to improve your health, you have to realize the importance of studying to gain knowledge—in particular, uncovering your Blind Spots—so you can understand how the body really works. Then you must develop the decision-making, the thinking, and the habits you need in order to build your health goals into reality.



- ☐ *Strategic Health* is getting clear on who you want to become and then building your health goals and actions around that vision.
- ☐ **Your lifestyle determines your longevity.**
- ☐ There are three types of aging: chronological, mental, and physical. The first one cannot be stopped. The last two can be altered.
- ☐ You are as healthy as you want to be.

- ☐ Your health is an investment, not an expense.
- ☐ People want relationships, health, and wealth (or cashflow). Real wealth includes being healthy.
- ☐ Exceptional health is being disease free, illness free, and having tons of energy (vibe). True health often comes from a thirst and a hunger to live life to its fullest.
- ☐ Having physical health markers less than your chronological age is a signal of exceptional health.
- ☐ You don't know what you don't know, especially when it comes to health. Admit it.
- ☐ There are 168 hours in a week. How you decide to focus your hours directly impacts the results and quality of life you will experience. Determine your *High Leverage Activities* and ensure that investing in your health is on the list.
- ☐ **Let's face it—life is a discipline game. If you want to win, the right habits make executing automatic.**
- ☐ Manage your environment everywhere: your pantry, your fridge, stressful people, drugs, and alcohol. You will make better decisions in relation to your environment. Set yourself up for success.
- ☐ If you're not as healthy as you should be, you need to ask yourself if you should be changing something.

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- ☐ Adopting a daily supplementation system is a smart choice to help you put your body at an ideal state.
- ☐ Managing health and energy will help you operate at peak performance. Whether you do so or not is your choice.
- ☐ Health is a super structure upon which success and quality of life rest. That super structure is held up by six foundational pillars: food, exercise, stress management, supplements, sleep, and support.
- ☐ Eat to live; don't live to eat.
- ☐ **A substantial part of healthy living is your diet, which has a significant impact on how old you will be when you die and the quality of life you will lead until that day.**
- ☐ Remember, you truly are what you eat. Ask yourself if the way you're eating now will prepare you for the future you want.
- ☐ If weight loss is your goal, simply burn off more calories than you put into your body.
- ☐ Timing is everything. *When* you eat can be almost as important as *what* you eat. Front-load your day and slow down at night. It is said that the best way to live is to eat breakfast like a king, lunch like a prince, and dinner like a pauper.
- ☐ Water consumption is imperative for maintaining hydration. Drink water.

- ☐ Not all calories are created equal.
- ☐ Food is medicine.
- ☐ You can't out-exercise a bad diet.
- ☐ **The risk for all causes of mortality and serious disease, including heart disease, cancer, and diabetes, is lowered by being physically fit. The science is there. Exercise heals.**
- ☐ Physical exercise—regular, frequent, and ongoing—matters and is one of the best ways to boost your immune system. Strength resistance, cardiovascular exercise (aerobics), balance, and stretching all promote a better-operating body. All four types of exercise should be in your routine.
- ☐ Eliminate stress; your true wealth is determined by the number of things you do not have to worry about.
- ☐ Consistently detox your life from negative people, places, and things.
- ☐ When issues arise, ask yourself often, “Does it really matter?”
- ☐ **Your diet is not only what you eat. It's what you watch, listen to, and read, as well as the people you hang around.**
- ☐ Few things have a greater consistent impact on your daily performance and well-being than a good night's sleep.

WORDS of WISDOM

- ☐ Commit to “margin time” in your calendar for thinking, flexibility, and health-related activities.
- ☐ **The differences between healthcare and sick care are proactive testing, prevention, holistic mind-set, and healthy habits.**
- ☐ Living a healthy life is about more than just what you eat and how often you exercise. It also includes what you think about, let go of, and refuse to believe.
- ☐ It is easier and less expensive to prevent sickness and disease than it is to treat them.
- ☐ Living healthy creates a better lifestyle, and it comes from aligning the value of health with your daily activities.

10.

HIGH-PERFORMING TEAM

There's a difference between a group, a team, and a High-Performing Team. Level one is a group where the people work with no common goals or tasks, and each person executes his/her tasks independently. The second level, a team, is a group of people working together interdependently toward a common goal. A team is one level above a group, and yet it is still not the top level. Level three is a High-Performing Team, where people are focused and synergized on a vision and on being as effective as possible and getting the best results. That's where you really want your team to be.



- ❑ A *High-Performing Team* is a force multiplier for achieving extraordinary results.
- ❑ There are three magic keys to building a *High-Performing Team*: **accountability, communication, and trust (ACT).**

WORDS of WISDOM

- ❑ **A *High-Performing Team* utilizes collective intelligence and expertise. Team members bring a diverse array of knowledge and strengths to the table. Some likely offer more than others, and that's okay. Team participation isn't a contest.**
- ❑ A *High-Performing Team* shares common beliefs about where they are, where they're going, and what they need to do to make it happen.
- ❑ Play to your team members' strengths. Know who's good at what and let them excel by delegating accordingly.
- ❑ Team players look out for their people, show them they care, and know what's important to them.
- ❑ An effective culture is composed of team synergy, continued improvement, trust, accountability, and open communication.
- ❑ **With a culture of trust, individual expertise is valued and respected, support is given, innovation happens, and team members are empowered.**

11.

LEADERSHIP

There is a balance between leading and managing that many people don't get. We all have to manage ourselves and others in some way. The ultimate leaders understand how to achieve the balance between leadership and management, putting the emphasis on leading, so their people willingly focus their efforts to ensure execution of the vision because they've been given the right information, resources, and methods. Leadership is about creating followers who want to follow you, not because of your position, but because of your brand—who you are, what you do, and how you care.



- ☐ Leadership is simply a results contest.
- ☐ Success for an organization begins with vision, is powered by speed, and ends in results. Leadership must enable it all.
- ☐ An essential function of leadership is to persuade and motivate others to pursue results.

WORDS of WISDOM

- ☐ Your *strategic presence*, or your brand, has a unique impact on how people will follow your lead. Make it strong.
- ☐ Your ability to communicate and cascade the authenticity of your vision directly affects your ability to persuade others to assist you.
- ☐ Your ability to persuade others requires an authentic persona that is based on your own values and behavior.
- ☐ Learning when and how to say “no” is one of the most valuable lessons of leadership.

Three “Must Do’s” for every leader:

1. Think more strategically.
2. Learn to identify your own *High Leverage Activities* (HLAs) and those of your people.
3. Say “no” more often.

- ☐ High achievers set up systems, people, and processes to help them discover and see distinctions and achieve greater results.
- ☐ A winning attitude shows. It’s an absolute requirement for success and well-being.
- ☐ Strong leaders look for, prepare for, and execute ways to make champions of their people.

- ☐ **Nothing persuades more effectively than a leader who sets the right example for his or her team, children, associates, and colleagues to follow.**
- ☐ Making the power of “no” an accepted and respected part of your culture should be a high priority for anyone in leadership.
- ☐ Delegate well; expand your capacity.
- ☐ Accountability is the magic of exceptional leadership.
- ☐ Listening well is the key to excellent decision-making and can make the difference between success and failure.
- ☐ **A successful brand represents who you are. It’s your unique promise. People want to do things with people they trust and respect.**
- ☐ Build a brand based not only on who you want to be and how you want to live, but who you actually are.

Leadership 25: Twenty-five areas of focus to make you more effective as a leader:

1. **Strategic Planning:** A powerful and well-thought-out strategic plan ensures clarity, focus, and execution.
2. **Visioning:** A cascading vision model brings clarity and consistency to an organization’s ability to make a vision a reality.

3. **Self-Assessment:** Constantly taking a look at yourself (and having your leaders do the same) can dramatically accelerate a leader's growth.
4. **Benchmarking:** Benchmarking will grow your effectiveness, period!
5. **Competitive Comparison:** A competitive comparison matrix keeps effective leaders and their teams informed, sharp, and more ready to make effective decisions.
6. **Professional Branding:** Taking a strategic approach to your professional brand ensures the right strategic reputation is built.
7. **Health and Energy Management:** Managing health and energy will help you operate at peak performance for the top opportunities.
8. **Feeding Your Mind:** Feeding your mind ensures you are constantly incorporating innovation, growth, and new learning into your life.
9. **Prioritization:** Prioritizing tasks and determining the most valuable use of your time-spend helps ensure you are executing on your *High Leverage Activities*.
10. **Reality versus Numbers:** Being truthfully informed with timely and accurate information versus just viewing standard metrics can be the difference between winning and losing.
11. **Meeting Effectiveness:** Meeting effectiveness impacts your focus, culture, and results.
12. **Presentation Ready:** Being *presentation ready* (tools and message) prepares you for every potential meeting or opportunity to impact others.
13. **Personality Profiling:** Personality profile understanding is valuable during hiring, motivating, negotiating, and virtually any interaction.

14. **Information Management:** Getting the information you need quickly and reliably helps you make better decisions.
15. **Team Huddles:** Team huddles synchronize focus and clarify priorities.
16. **Performance Standards:** Performance standards help people think like the leader and shorten the learning curve for new team members.
17. **Mentoring:** Mentoring and truly supporting those you lead builds organizational morale, energy, and tremendous bench strength.
18. **People of Influence:** *People of influence* have the biggest effect on your objectives; these relationships should be intentionally nurtured.
19. **Advisors:** Trusted advisors are a must (the right mentors, the right coach, and the right trusted colleagues).
20. **Culture:** An effective culture is composed of team synergy, continual improvement, trust, accountability, and open communication.
21. **Assistant Effectiveness:** Assistant effectiveness directly affects the effectiveness of the executive he or she supports.
22. **Time-Saving Team:** A time-saving team will free up hours to allow you to better focus on tasks with the most impact.
23. **Networking Connections:** Building a system for nourishing networking/connections will keep you at the top of your game.
24. **Social Capital:** Building social capital positions you to request favors and actions from others.
25. **Stuff Management:** be a river, not a reservoir.

12.

LIFE

*Life is as good as you want it to be, and it starts with defining the life you want. For decades now, I've been professing to the world the core concept of my goal-setting book, **Designing Your Own Life**—that you can design what you want your life to be and then make it happen. It's up to you.*



- ☐ Live life smiling.
- ☐ **Design your life where every day is like a weekend.**
- ☐ Create experiences no words can describe.
- ☐ Practice gratitude daily. Gratitude impacts your happiness level and dramatically impacts the way you do life.
- ☐ Gratitude shifts your focus from what your life lacks to what your life has.

There are five key areas of life that are critical to finding and living a life of happiness, using the acronym SMILES:

Significance: Doing what is meaningful and what matters most to you

Money: Enjoying cash flow, financial freedom, and giving back to others

Inspiration: Having positive emotions and a state of mind that inspires motivation

Lifestyle: Living a happy life that includes good habits and intentional actions

Engagement: Being immersed in work and people you love and enjoying others

=

Success: Goals aligned with your values and your daily actions aligned with your goals.

- ☐ **Life is a people business. Discovering how you can bring joy to other people's lives is a great way to bring true meaning to your own.**
- ☐ The most successful people live their lives on purpose.
- ☐ Daily winning = aligning your spending, investing, giving, and doing with your values. If you want to live by what you value, you must start with knowing it.
- ☐ Never let weeds grow under your dreams.
- ☐ God created so much beauty; build a life that allows you to really enjoy it.

WORDS of WISDOM

- ☐ Build memories, not just a bank account. Enjoy the journey.
- ☐ **Love what you do and do what you love. Enjoy the journey every day!**
- ☐ **Some people are after a job and some a career; the wisest live in their vocation; they work in their sweet spot where their strengths and God-given talents are utilized every day.**
- ☐ Too often, people are busy chasing money instead of chasing a life.
- ☐ Living your best life means looking out for those exceptional moments (flow) that really inspire you.
- ☐ Define what gives you flow/happiness, and build a life full of those things.
- ☐ Cultivate an “I’m glad I did” versus an “I wish I had” lifestyle.
- ☐ **Don’t get so busy doing life that you don’t take the time to appreciate your blessings.**
- ☐ It’s not balance at all costs; it’s managed balance. It’s about intentionally taking a step back to see what areas need more time and what areas need less, based on calculated need.
- ☐ Have the self-esteem to not feel the need to always be right, win, and outdo. Choose being happy over being right.

- ☐ The more you learn, the more you earn, and the better life you have in turn.
- ☐ Money can buy you time and freedom to do more of the things you want and less of the things you don't want.
- ☐ Money management can reduce worry and stress and is often a real problem solver.
- ☐ Remember, happiness is a choice. It's not a condition.
- ☐ Enjoy your best memories (the past), have gratitude for what you have (the present), and be inspired about what is to come (the future).
- ☐ Awesomeness: positive accomplishments of what you really want (clarity) as a result of thoughtful self-reflection, strong planning, and meaningful effort (focus), as well as accountable action (execution).
- ☐ Don't just buy your dream house—create your dream home.
- ☐ **True wealth is in proportion to the decisions you don't have to make.**
- ☐ The energy (vibe) you give off is the energy (vibe) you will receive.
- ☐ Unless you're willing to change, you won't.

13.

LIVING SIMPLY

People often build too much complexity into their lives, and complexity can pull from their joy and happiness. It can drain the strength that enables them to be their best and impact others. When we fill up our calendars, our minds, our cabinets, our closets, and even our downtime to the point of overflow, we don't have the space to live out the things that are most important. We become defined by what we do and what we have instead of who we are. Living simply creates space (margin time) to do whatever is important to us.



Simple living can encompass a number of strategic, voluntary practices that will simplify your lifestyle. It can include:

- Saying “no” more often
- Being happy with less—less obligations, less clutter, less unneeded stuff
- Being more flexible
- Managed contentment
- Increasing things that are automatic
- Enjoying the journey

- ☐ Living simply doesn't mean living in poverty; it's a voluntary lifestyle—choosing to have less and need less, and still live a rich life is a winning combination.
- ☐ *Strategic Simplicity* is just what it says—be intentional about keeping things simple.
- ☐ Buy quality, not quantity; it's best to have fewer things that are of superior quality than to have a lot of things that are of second-rate quality.
- ☐ There are many wins from the margin time that can come with *Strategic Simplicity*—like being able to put on your calendar a vacation, a fun activity with your friends, or just time to sit and think or read or pray whenever you desire.
- ☐ Simple living can benefit physical and mental health on many levels.
- ☐ **Living simply means doing more of what you want and less of what you don't want.**
- ☐ When we simplify our lives, we often have more time to think. Thinking isn't easy, yet it is surely important.
- ☐ When we reduce commitments, obligations, and as many stressors as possible, there is more time to relax, think, pray, be creative, and be grateful.
- ☐ A simpler life enables us to connect more with those we love.

WORDS of WISDOM

- ☐ **When we aren't tied to stuff, engaged in drama, or overreacting, we make better decisions and are better able to live the lives we truly want.**
- ☐ **When we live a hectic lifestyle, we are in a constant battle of striving and never arriving.**
- ☐ **When we simplify our lives, we live with that inner feeling of peace and contentment with what we have and we have more capacity for loving others. Also, we have time to reflect on the satisfaction of simple human needs; and we can focus on our mental, spiritual, and physical health.**
- ☐ **Focusing on keeping things simple helps keep you on track to handle the most important tasks with the right perspective.**

14.

MEETINGS

Unproductive meetings prevent positive results in an organization, period! In fact, people often rate their organization's meeting effectiveness on an average of 5 or below on a scale of 1 to 10. Just think what that is costing your organization every day in terms of productivity, morale, and results! Meetings that are run efficiently and effectively could reduce the time spent in meetings by 20 percent or more; increase productivity by implementing a strategic, clear, focused approach to meetings; and cultivate a culture that encourages preparation, clear communications, and rigorous follow-up.



- ☐ A good notes template is an excellent tool that can literally change the dynamics of a meeting.
- ☐ Set and follow written standards. Meeting standards document core best practices for how your organization will plan, facilitate, and communicate with respect to meetings.

WORDS of WISDOM

- ☐ When you have great meetings with clear objectives, clear preparation, and an aligned agenda, you insure better results.
- ☐ **Objectives trump the agenda! The agenda should be designed to support the objectives.**
- ☐ **The most important indicator of a successful meeting is whether you reached your objectives.**
- ☐ The preparation and the follow-up are often as important as the delivery for achieving your meeting objectives.
- ☐ **Achieving winning outcomes is not just the meeting leader's responsibility—it is everyone's responsibility.**
- ☐ Publish meeting notes and action plans quickly and follow up to ensure timely execution.
- ☐ Strategically cascade meeting outcomes promptly and consistently to others in the organization.
- ☐ Most people schedule meetings for one-hour or thirty-minute slots. If you schedule meetings for twenty-five-minute and fifty-minute blocks, you give yourself back an extra ten minutes an hour. Then you have time to go to the bathroom, check your email, and transition to the next meeting, instead of having to go to back-to-back meetings.

- ☐ More than one-third of all meetings are deemed to be unnecessary or unproductive by attendees. Improve your meeting mastery and increase your results!
- ☐ Start and end meetings on time.
- ☐ Ensure each meeting you're a part of ends with clarity of actions.

15.

PREPARATION

Preparation is the secret to so many things people want—things like less stress, a better brand, and smooth execution of their vision. They want results, and preparation is a substantial step toward winning in all those areas.



- ☐ **Preparation pays big dividends!**
- ☐ I'm convinced after working with many of the world's best for decades that *preparation* stands as its own category in supporting true success.
- ☐ **In any situation, there is always someone who's the most prepared. Decide now that you're going to be that person, and make it part of your brand.**
- ☐ Your action plan should include your values-based strategy if you want to win for the long haul. You don't want to create results faster and then find out they're the wrong results!

- ❑ **The more prepared you are to live in solutions, the more naturally strategic you'll become; and this will have a dramatic impact on your results.**
- ❑ Things go out and things break, and when you have backup...well, you have insurance.
- ❑ Thinking about and taking precautions for the what-ifs in advance is a level of preparedness that everyone should aspire to have.

16.

PRESENTATIONS/ COMMUNICATION

Life is a series of presentations. Presentations are way more than a skill set—they're a strategic asset for both individuals and organizations, and everyone who wants to be truly on their game should take them to the highest level. We consider the highest level a term I've coined called Presentation Mastery™.



- ☐ Life is a series of presentations.
- ☐ When everything else is equal, the ability to effectively present and communicate your ideas is the single greatest factor in success.
- ☐ High-performance organizations make effective communication one of their top standards.

- ☐ **Presentation effectiveness, both personally and professionally, is more than a skill set; it's a strategic asset.**
- ☐ Life is not only a series of presentations; it's also a series of persuasions.
- ☐ *3-D Outline™*: A powerful outline format that includes the three dimensions of what, why, and how of a presentation or meeting; it is used for shortening the planning process and to insure every minute is maximized. (See *Life Is a Series of Presentations*, published by Simon and Schuster, 2003.)
- ☐ *Audience Champion*: A person in the audience who will openly support the presenter and reinforce his or her message.
- ☐ *Breathing Space*: An opportunity to direct the attention of the audience away from the presenter in order to create a moment for the presenter to breathe and collect his or her thoughts.
- ☐ *Business Entertainment*: Appropriate fun factor related to and inside a presentation or meeting to counter a short attention span. It includes the use of activities, games, role-playing, and even a video clip.
- ☐ *Planned Spontaneity*: A concept that says the more prepared you are, the more spontaneity you can bring to your meetings and presentations with confidence, and the more you can actually relax, flow, and move naturally in the moment.

WORDS of WISDOM

- ❑ ***Planned Spontaneity* is the quality that separates the master presenter from those who are merely good because it allows you to spontaneously react to your attendees in a way that matters most to them.**
- ❑ *Presentation Arsenal*: A battery of presentation options that includes quotes, stories, case studies, statistics, videos, cartoons, and photos that insures both variety and impact.
- ❑ ***Presentation Mastery™*: Being at the highest level of presentation effectiveness. *Presentation Mastery™* is a must for everyone who wants to be the best in their game.**
- ❑ *Targeted Polling*: Calling on specific members of the audience and asking them to share their feedback, giving the presenter the ability to tailor the remaining portion of the presentation to more successfully impact the audience; can be done before the presentation, during a break, or during an activity.
- ❑ *Verbal Surveying*: Asking questions of the audience during a presentation to obtain usable feedback, and then adjusting accordingly (i.e., speeding up or slowing down for more or less detail).
- ❑ Ask questions. The more you know, the smarter you are and the better decisions you make—hence, the better results you get.
- ❑ No matter who you're trying to persuade, prepare ahead by determining what the tough questions may be, what the best answers are, and who's best to answer them.

- ❑ Four Audience Tensions: Friction in a presentation scenario that may interfere with the presenter's ability to maximally deliver the message. They are between: audience and the presenter, audience and the environment, audience and other audience members, and the audience and material you might hand out.

If you're giving a presentation to a group of ten or more (whether virtually or in person), you will likely have all these states of mind represented in your audience:

1. The vacationers, who are really not troublemakers; they are just vacationing.
2. The prisoners, who have their arms crossed and really don't want to be there.
3. The graduates—those people who know it all.
4. The students, who are really there to learn and absorb.

Master presenters are continually moving people to the student mentality so they want to hear what the presenter has to say.

- ❑ **Objectives trump the agenda; agendas are built to accomplish the objectives.**
- ❑ People actually learn more when they're happy, laughing, and being entertained.
- ❑ **Present *with*, versus presenting *to*. Audiences would rather be talked *with* than to be talked *at*.**

WORDS of WISDOM

- ☐ One of the strongest ways to get—and keep—someone’s interest is to get them actively engaged.
- ☐ Present to people the way they want to receive it—the right amount of detail at the right speed.
- ☐ Give the whys. This is the single most powerful thing you can do to convince your audience.
- ☐ For many top executives, the need to sharpen their own communication saw and those of the people on their team is a *Blind Spot*.
- ☐ How well people communicate as they attempt to put legs on their strategy will eventually determine their success or failure.
- ☐ Features favor the presenter; benefits favor the listener.
- ☐ What people really want is not necessarily what they say they want.
- ☐ **Understand that companies do not buy; people buy. Sell/ present to the people, not to the company.**
- ☐ Be interested, not just interesting. Listen more.
- ☐ Know your objectives ahead of each call you make so you can stay on track with your time and provide energy to your call.

- ❑ Email can be both a powerful tool or a significant time, money, and productivity drain—it depends on training. Most leaders fail to train in this important area.
- ❑ All the tools in your marketing arsenal should be congruent with your branding message.

I P-R-E-S-E-N-T (my personal formula)

I = Involve your audience.

P = Prepare your audience.

R = Research your presentation arsenal.

E = Explain “why” before planning “how.”

S = State management: achieve proper mental states of yourself and your audience.

E = Eliminate “unknowns” by turning them into “knowns.”

N = kNow your audience.

T = Tailor the presentation throughout to keep your audience focused.

17.

PROCRASTINATION

There are two kinds of procrastination—positive and negative. With positive procrastination, you legitimately need “mental percolation” time to gather your thoughts and get clear on what you need to do. Negative procrastination is based on excuses to avoid doing something, which ultimately affects your results in a negative way.



- ☐ **No human characteristic restricts results and effectiveness more than procrastination.**
- ☐ ***Production Before Perfection:* The principle that says you must not allow the fear of imperfection to prevent you from starting to take effective action now. Act first, and get it perfect later!**
- ☐ Once you understand and live *Production Before Perfection* (PBP), you will be astounded by the results you experience.
- ☐ Don't waste time waiting for inspiration. Begin, and inspiration will find *you*.

PROCRASTINATION

- ☐ Don't focus on how you can stop procrastinating. Instead, focus on what you can do to get more accomplished.
- ☐ **Show me a person who consistently fails to get superior results, and I'll show you a person who procrastinates a lot.**
- ☐ If you develop the habit of list making, procrastination will lose ground in your life.
- ☐ Preparation and planning are important, but overpreparing is nothing more than procrastination.

18.

RELATIONSHIPS

Rich relationships, rich life. We all have many different types of relationships, and understanding and caring about what other people want and then taking action accordingly can be the ultimate catalyst to a happy life.



□ Rich Relationships, Rich Life

- ☐ It's not as much about the grades you make as it is about the hands you shake.
- ☐ **If you want a happier, more powerful, and more influential life; if you want to grow your career, expend your wins, and leave a legacy; then you need to be more intentionally strategic about your relationships.**
- ☐ Building, nourishing, and fostering positive relationships can make or break your happiness.

- ☐ Being genuinely interested in people is one of the most effective ways to achieve the results you want.

- ☐ **We all have a choice about the people we invest time with. And with all the billions of people on the planet, life is simply too short not to invest your valuable time with those you can learn from and who motivate you to be your best.**

- ☐ Be smart about who you hang out with because the people around you will slowly define your lifestyle.

- ☐ If you consistently surround yourself with winners, winning would become the only option in all your endeavors.

- ☐ If you're haphazard in the way you process new contacts/relationships, you're simply unwise.

- ☐ Cherish new, old, and current relationships.

- ☐ Build and nourish your contacts every day of your life.

- ☐ Identifying the stakeholders and making sure they all win is essential to building rich relationships.

- ☐ **Give value; do more than is expected.**

- ☐ It's easier to exceed someone's expectations if you first know what their expectations are.

WORDS of WISDOM

- ☐ Constantly discover and be aware of what others really want and care about.
- ☐ It's not just about what you can do for yourself; it's also about what you can do for others. Become a person who is willing to constantly give, share, and create value for others.
- ☐ Look for ways to create wins for virtually every person you come in contact with.
- ☐ One of the best ways to have rich relationships is to help others get what they want. How do you know what they want? Ask them!
- ☐ Sometimes the greatest success can be measured by the number of people you influence and encourage in their pursuit of success.
- ☐ Genuinely appreciate, recognize, and inspire all those around you—daily.
- ☐ Make people feel significant. Remember, people blossom under approval, recognition, and appreciation. Consistently affirm the best in others and watch them flourish.
- ☐ **Genuinely thank more people than anyone you know.**
- ☐ People aspire to be appreciated. Can you imagine anyone demanding you stop appreciating them so much? It will never happen.
- ☐ Do *Favors in Advance* (FIA).

- ☐ Listen well; be curious and genuinely interested in what others have to say. Remember, it's not just about you—it's about them.
- ☐ Gratitude is the quality of being thankful and the readiness to show appreciation for and return kindness. The benefits of practicing gratitude are virtually endless.
- ☐ A genuine smile smashes through barriers and opens doors because it can convey confidence, good will, and hospitality.
- ☐ Be dependent on God; pray a lot.
- ☐ Other than your relationship with God and with your parents as you grew into adulthood, there is no relationship as important as the one you have with your spouse.
- ☐ **Create and nourish a *Life Team*—a hand-picked group of smart, talented individuals who have specific areas of expertise and who can either advise you or deploy on your behalf.**
- ☐ Intentionally develop a long-term relationship with your *Life Team* members.
- ☐ Be a person of powerful results because you have built, assembled, appreciated, and nourished a powerful team of people all around you.
- ☐ ***People Of Influence (POI):* The people who can have the biggest impact in your success; these relationships should be intentionally nurtured.**

WORDS of WISDOM

- ☐ Trusted advisors and a close team can be the secret ingredient to leverage for real results.
- ☐ Building a system for nourishing networking/connections will keep you at the top of your game.
- ☐ Building social capital better positions you to request favors and actions from others.
- ☐ Create raving fans.
- ☐ In all your negotiations, ask yourself, “How do I look at all sides and truly make it a win/win for everyone?”
- ☐ People will begin to notice that you are important to them when you are intentional, and they will want to reciprocate. Let people know they have value to you.
- ☐ We’re all a part of something larger than ourselves, and we are interconnected in a way that assures our success only when we fully accept the support of others.
- ☐ The greatest men and women I know—those who have achieved the level of master in virtually every area of their lives—will all tell you that they could not have even begun the journey without the encouragement, support, and advice of the people around them.

19.

RESULTS

Perhaps one of my favorite words in the whole world, if not my very favorite, is results. And that's because I love what I do—helping top achievers all over the world take their vision to reality in less time than they thought possible and get the results they want faster. There's an interesting argument going around about whether people want success or results more; I believe you can't really have success unless you're able to produce results. That's why several years ago I put together a compilation of my life's work up to that point called RESULTS Faster, along with a corresponding video course of the same name. People today want results, and they want them faster!



- ☐ When everything is aligned within a team, execution is streamlined, and the right results happen. This ought to be at the heart of any organization because business is a results contest.
- ☐ Faulty principles = faulty results. Accurate principles = wisdom, which leads to better results.

WORDS of WISDOM

- ☐ **You can have results or excuses, but not both.**
- ☐ **The best way to achieve extraordinary results is to become intentional about everything.**
- ☐ The path to greater results begins by examining the thinking that drove the action that produced the results that were less than you expected or desired.
- ☐ Developing a focused plan for cascading vision and priorities can be one of the single most effective practices for getting an organization to the right results faster.
- ☐ Wisdom is intentionally applying the knowledge we have to make smart, strategic judgments and decisions.
- ☐ Knowing where you currently are will propel your results faster. Take time to measure your results.
- ☐ There is one thing certain about quitting: people who quit will not finish; and if they don't finish, they will not win!
- ☐ The person who can lift him/herself the highest (mentally) to clearly see the whole picture is the person who will accomplish the most important *results*.
- ☐ If you want results at the highest level, it's crucial that you make goal setting one of your strategic habits—something you do habitually every day, every week, every quarter, and every year.

- ☐ Life's major hits can sink you or make you stronger and more valuable because of those experiences.
- ☐ The most successful people don't dwell on problems; they dwell on solutions.
- ☐ **If you choose to live in solutions, the world eagerly awaits your dreams and provides every tool and opportunity you need to turn them into reality.**
- ☐ Successful businesses are built when focus, clarity, and execution converge over and over again.
- ☐ We are truly successful when we're achieving the objectives we have established in advance.
- ☐ **Become obsessed with making lists, and extraordinary *results* will follow.**
- ☐ Activities don't count! Results do!
- ☐ Reward yourself strategically so you will continue to be inspired and motivated.
- ☐ Because people really do filter their worlds through their own personality styles, understanding why they do what they do is of utmost importance. Your odds of success increase dramatically when you understand the personality style of the person(s) you are dealing with.

WORDS of WISDOM

- ☐ 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 also for others on your team.

- ☐ **Double down on *Force Multipliers*—any factor (tool/activity/focus area) that dramatically increases (multiplies) the effectiveness of something you're doing.**

- ☐ In today's world, your phone could easily be today's single biggest and most effective *force multiplier* you can have. Utilized correctly, it can no doubt be leveraged to help you to get immensely better results, faster.

- ☐ Consider the impact on your results if you use the notes feature to keep these lists on your phone: your HLAs, your to-do list, your daily performance standards, and even your *Life Team*.

- ☐ Tools give you leverage. Having the right tools at the right time can make a world of difference.

- ☐ Tools work! The stronger your tool chest (arsenal), the faster your results.

- ☐ Think of, list, and bust roadblocks before they ever happen.

20.

THINKING

The late Jim Norman, my brilliant former coach and company president, once said to me, “You know, thinking is hard. Most people don’t do enough of it.” At first I didn’t agree, but then I realized he was right. Few people are as intentionally strategic as they should be about their thinking. There is a tremendous amount of power toward getting results faster by thinking more impactfully.



- ☐ **Change your thinking, change your results.**
- ☐ Every problem is a thinking problem.
- ☐ The right thinking multiplies your impacts.

Use *Strategic Remembering* to take things from your short-term memory to your long-term memory by:

1. Choosing to be exposed to only the very best materials, concepts, and ideas.

2. Repeating new learnings multiple times and in multiple ways within the first few hours of learning.
3. Using multimedia with multisensory components.
4. Utilizing stories. The right stories become the theater of the mind.
5. Using mnemonics, acronyms, and other memory pegs.
6. When possible, relating best practices to specific, real-life application.
7. Understanding the *why*—knowing the benefits as well as the pain and losses from the lack of deployment.
8. Taking pictures of everything that matters—billboards, screens, slides, and so forth—and strategically storing them.

Google Tony Jeary on “strategic acceleration” and watch our two minute video.

- ☐ **Live the most wonderful life by thinking about your values, your purpose, and your goals, and making thinking an intentional habit.**
- ☐ Turn your thinking in a true asset.
- ☐ Think about managing your mind-set the same way you would manage a business. If you owned a company, you wouldn't leave clutter all over the front office for your clients to see. The clutter would give an appearance of disarray, distraction, and disorganization. Why, then, would you want clutter in your mind?
- ☐ **If you want to think better, then intentionally surround yourself with smart thinkers.**

21.

TIME

*Most people don't realize there are 168 hours in a week. We should sleep for about 56 of those hours, and when we take 12 hours off for maintenance, it leaves 100 hours. How we invest those 100 hours ultimately determines the life we'll have. About twenty-five years ago I wrote a little book called **How to Gain 100 Extra Minutes a Day**, and I followed it up with a more recent book called **Strategic Time**. In between the writing of those books, I conceived the most impactful concept I've ever come up with—the concept of **High Leverage Activities (HLAs)**. Simply put, the HLAs that align with your values and support your personal and professional goals are where you should invest your time.*



- ☐ Time mastery is life mastery.
- ☐ No one has enough time, yet everyone has all there is. What we do with our time determines what we accomplish with our lives.

WORDS of WISDOM

- ☐ How an organization leverages its people's time determines its success.
- ☐ **Continually ask yourself, “What’s the best use of my time right now?”**
- ☐ Most people waste about twenty hours a week in *Low Leverage Activities* (LLAs).
- ☐ Saying “no” strategically is a learned skill. You can and often should say no to people; yet you can still give them what they want, just in a different way.
- ☐ **Be willing to say “no” to good things so you can say “yes” to extraordinary things.**
- ☐ **You may be *spending* time rather than *investing* it.**
- ☐ If you have the discipline to list all the things you need to get done and mentally own them, and then prioritize, review, and recheck your list often during the day, you’re going to be much more efficient with your time—period!
- ☐ Completing the “little” things when you have open minutes will forever impact your success.
- ☐ *Elegant Solution*: Being so clear on your goals, objectives, and priorities that you can intentionally do one thing and accomplish multiple objectives at the same time.

- ☐ Assign written HLAs to each position on your team, rather than just a job description. This can save you time in management, and it will also help your team be more productive.
- ☐ Having daily huddles is a powerful process for managing your time.
- ☐ A time-saving team will free up hours to allow you to better focus on tasks with the most impact.
- ☐ The more things you can put into play that you don't have to manage, the more time you will save and the more successful your life can be. It starts with the mind-set of being strategic and intentional about putting things into the automatic zone.
- ☐ Be sure to create flexibility in your schedule to make time for any divine appointments God may send your way so you can bless someone—or so someone can bless you.
- ☐ Make planning time an HLA. Science indicates that every fifteen minutes of planning yields an extra hour of time. Set priorities and eliminate unproductive tasks or delegate where possible.
- ☐ By keeping things organized in your backpack to keep you healthy, energized, hydrated, and on track, you won't have to make last-minute stops, and you can be much more efficient.
- ☐ If you intentionally invest a few extra minutes to stay in bed and let your brain wake up slowly, it will often think of answers to challenges you've been trying to solve or things you've been trying to remember.
- ☐ If a person studies a subject for thirty minutes a day for a year, that person will become a master or at least an expert on the subject.

22.

TRAVEL

One of the things people crave and spend money on as they began having success is more and more entertainment, and a subset of that is travel. Over the past three decades of working with the highest-achieving individuals in the world, I have seen a big gap between what effective luxury travel could be and what most traveling actually is. Many top achievers have worked hard pursuing their goals and achieving financial success, and yet they're not really leveraging everything their memberships, cards, and clubs have to offer. I'm talking about game-changing, unforgettable experiences, upgrades, and options right at their fingertips—and sometimes all they have to do is ask.



- ☐ Life is to live, so taste it, experience it, and enjoy it.
- ☐ Defining the perfect trip, destination, details, and experience are critical to executing an amazing experience.
- ☐ People are attracted to the well-traveled.
- ☐ Traveling first class is really living life to its fullest.

Engaging—arranging everything to really make your travel a Black Card experience—relies heavily on communication effectiveness. Utilize these persuasion techniques when requesting a seat, suite, location, and so forth.

1. Explain the *why*, using “so that” followed by why.
2. Leverage friendly body language. Smiles matter.
3. Use people’s names.
4. Get them excited to help you get your request.
5. Demonstrate confidence. Know what you want and be able to clearly describe it. For best results, ask with confidence but not arrogance.

- ☐ It’s important to find the person who *really* wants to help you! Look and listen for one who appears friendly and engaging. The right person (agent, rep, or manager) is magic.
- ☐ The most curious will experience the best adventures.
- ☐ Leverage your support team (with written checklists) to ensure all your desired preferences are communicated when making reservations. Create a personalized, detailed travel profile that lists all your preferences (including special suites and distinctions from previous stays), award cards, hotel reward accounts, and so on, to give your team all the information necessary to ensure your preferences are communicated and the offerings are properly utilized.
- ☐ Take the time to understand all your upgrade options so you can take advantage of all possible benefits.

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- ☐ Calling and connecting upfront matters when creating an exceptional experience. You want to make each trip memorable.
- ☐ Life truly begins when you start to experience the world.
- ☐ **Use your support team, concierges, and online tools to uncover and account for every detail, big and small, that will cumulatively form your travel experience. Remember to document names all along the way.**
- ☐ Many of life's favorite moments occur when you are a tourist.
- ☐ Use three-way calls with travel agents and the actual property to ensure you get the amenities that are possible, including best views, and avoid things you learn about that may negatively affect your trip.
- ☐ Travel makes you better. Think about it.
- ☐ A concierge's committed attention to service and to your personal satisfaction is a real win. Address the concierge by name, be courteous, listen, and wait for cool things to happen.
- ☐ Travel makes you richer.
- ☐ **Who you are is really about where you've been.**
- ☐ **When someone asks where you've traveled lately, ensure it's a long list.**

- ☐ Use concierge services even before you arrive on property. They can often make miracles happen for you and save you time in planning.
- ☐ If you know you're going to be utilizing concierge services regularly during your stay, consider tipping in advance. Test the \$100 tip.
- ☐ Traveling is a treasure.
- ☐ Be strategic about your results. Reward your concierge's efforts with a smile, a polite greeting, a tip, and even a hand-written note.
- ☐ Make it a goal for the concierge staff to know you and to actually like you.
- ☐ The more you've seen, the more you know.
- ☐ **Travel opens your mind, broadens your perspectives, and truly fills your life.**
- ☐ There is no wrong way to tip, except to underdo it.
- ☐ You get more of what you appreciate, so appreciate when a staff member does you a favor. They'll be more inclined to help you again down the line.
- ☐ There are special or exclusive offerings at almost every concert, location, show, venue, and accommodation; and many times you can take advantage of them by simply asking.

WORDS of WISDOM

- ☐ Utilize a personal shopper to purchase groceries in advance when renting a villa or a house. It can save you time and often money.
- ☐ Consider buying premium or VIP passes at entertainment parks to bypass lines and get better seating.
- ☐ Book in advance at premium restaurants for a private table with service from the chef.

23.

VIBE

Your vibe attracts your tribe, so we propose that you be very strategic about creating and managing your own personal vibe as well as that of your organization. How do you create a vibe? Energy. Building your or your company's vibe is sort of like painting by numbers. There are many separate items that make up the picture. Yet what puts those items together—what makes a vibe more than just a façade—is energy. The goal, perhaps, should be to build and shine your life and your business to a high-energy vibe.



- ☐ Every brand radiates some kind of vibe—an energy at a subconscious level that's either irresistible or repulsive.
- ☐ Energy = *RESULTS* Faster squared.
- ☐ Energy matters. When people are considering working for or doing business with you, their decision often hinges—consciously or subconsciously—on your organization's vibe.

WORDS of WISDOM

- ☐ When potential clients meet you, they'll judge you and your success by the things they see within the first few seconds, as well as whether partnering with you would bring them success.
- ☐ Be strategic about your brand, reputation, and vibe.
- ☐ Your *strategic presence* invokes a certain image that causes people to see you as a particular kind of person. Your trademark expression, style, or persona makes you memorable—or not.
- ☐ Leaders with vibe have a presence about them that is evidenced by the way they carry themselves and the atmosphere they bring with them, which stems from truly believing in themselves.
- ☐ You can make every aspect of your space so intentional that people are already captivated with your energy before you even walk into the room.
- ☐ The first introduction people have to your vibe—or lack thereof—often starts with their research of all your electronic channels.
- ☐ **The right vibe attracts the right tribe, which dramatically affects your results.**
- ☐ Your LinkedIn profile can actually help you build trust with prospective clients or employees, as they can see evidence of where you have added value. Customer testimonials tell the real story.

- ☐ A picture is worth a thousand words. Choose your pictures for your social media wisely so they exude success, excitement, and vibe.
- ☐ If you don't have fresh ideas flowing in, you could be stuck in outdated practices that will cause you to lose your relevancy as well as your positive vibe.
- ☐ You have seven seconds to make a first impression; everything about you must be finely tuned because the vibe you give off at that moment is the one people will remember about you.
- ☐ A smile is a powerful thing; it affects how people respond to and are attracted to you, as well as how you feel about yourself.
- ☐ Your wardrobe not only reflects your self-image; it also reflects how you live your life.
- ☐ **Attention is currency. (When people notice you, they remember your brand and the vibe they get from it.)**
- ☐ A caring servant leader enhances an organization's vibe.
- ☐ Providing a stimulating environment should be intentional.

APPENDIX

Values

- | | | |
|------------------------|------------------|--------------------------|
| 1. Affection | 21. Friendship | 41. Personal Brand |
| 2. Alignment | 22. Fun | 42. Personal Improvement |
| 3. Altruism | 23. Generosity | 43. Personal Salvation |
| 4. Appearance | 24. Genuineness | 44. Philanthropy |
| 5. Appreciated | 25. Happiness | 45. Power |
| 6. Attitude | 26. Harmony | 46. Productivity |
| 7. Cleanliness | 27. Health | 47. Recognition |
| 8. Congruence | 28. Honesty | 48. Respect |
| 9. Contentment | 29. Humility | 49. Results |
| 10. Cooperation | 30. Inner Peace | 50. Romance |
| 11. Creativity | 31. Inspiration | 51. Routine |
| 12. Education | 32. Intimacy | 52. Security |
| 13. Effectiveness | 33. Joy | 53. See the World |
| 14. Efficiency | 34. Knowledge | 54. Simplicity |
| 15. Fairness | 35. Lifestyle | 55. Solitude |
| 16. Faith | 36. Loved | 56. Spiritual Maturity |
| 17. Fame | 37. Loyalty | 57. Status |
| 18. Family | 38. Motivation | 58. Wealth |
| 19. Financial Security | 39. Openness | 59. Winning |
| 20. Freedom | 40. Organization | 60. Wisdom |

Sample 3-D Outline™ Template

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			

Thank you for reading my book!

I hope that throughout the journey, you've gained insight that has led you to new ideas, solutions, and mindsets. If that's the case, please share your story with our team by contacting us at **info@tonyjeary.com**; or, if you'd like to place a bulk order for copies of this book to share, gift, or donate, please call **817.430. 9422**. We look forward to hearing from you!

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WORDS of WISDOM = W.O.W.

“If you are not open to fresh, new ideas; you will basically keep doing what you’ve always done, and you will keep getting what you’ve always gotten.”

Words matter, because they shape your thinking.

This powerful book is a collection of hand-selected quotes that have changed my life and I hope that they will change yours too!

I've been compiling quotes from the more than four decades that I've committed to coaching the world's top CEOs and high achievers. As a strategist, thought leader, and author of more than sixty titles, I know the value of words on both a personal and a professional level. This book has been strategically designed to be a lifelong resource that will dramatically impact your results.

These special quotes will uncover *Blind Spots* and yield *Aha's* or even a few, small epiphanies—life-changing realizations. Remember: Change your thinking; Change your results!

BIO:

Tony Jeary, The RESULTS Guy™, partners with the world's highest achievers as a strategist, thought leader, advisor, and investor. He influences leaders and their teams to dramatically increase results. He has authored more than sixty books and produced more than 300 training courses that he uses as resources at his RESULTS Center in Dallas, Texas. Executives who have been personally selected by Tony fly in with their teams from all over the world to be impacted by his unique style and lifelong best practices.

