

Defining Success

Get Your Life in Perfect Order

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Introduction

Thank you for downloading your Guiding Principals program, it's an invaluable tool for your future. This e-Book and Study Guide is designed to assist you in developing strategies for creating more flow and joy, while reducing stress and overwhelm in your personal and professional life. As a result of completing this program, you will:

- Clearly define success for your life
- Understand what drives your life
- Have less stress, worry, resentment, anger, frustration and overwhelm
- Prioritize your life exactly the way you want
- Have more time and energy
- Have clear organization around each day
- Enjoy more fulfillment and peace

This Guiding Principals program is designed to help you organize and prioritize your life, manage time and energy and enable you to make quick effective decisions, which will ultimately facilitate your being an amazing Intentional Influence, without sacrificing family or work-life balance.

Enjoy changing your life for the better!

Getting Started!

Defining Success Means...

- See It!
- Own it!
- Take it!
- Live it!

Knowledge means very little without owning it, applying it and making it yours! At Momentum Performance Development, our commitment is giving you the right tools to get what you want out of life. This Program was designed with YOU in mind!

Defining Success is a powerful program that will take you the distance. Moving forward, you'll know exactly

what success means to you and you'll have a distinct plan to achieve it. Have fun!

See It!

- See what you want
- See opportunities
- See the potential road-blocks so you can work through them

Own It!

- Own what is true for you
- Own your role in creating what you want
- Own your commitment to taking consistent action

Take It!

- Take consistent action toward what you say you want
- Take action in making necessary changes
- Take daily actions toward getting what you really want

Live It!

- Live the life you design
- Live as the person you were meant to be

Evaluate Your Current Situation

Start Where You Are

The first step in Defining Success, and living it, is to determine where you are now, versus where you want to be.

Take Action! This is your fist of many suggested "Take Action" activities. These activities will reinforce what you learn and will guide you toward a more fulfilling and rewarding life.

On the scale of 1-5 below, rate how you feel about your current level of success in each area of life.

- 5 - I always feel successful in this area
- 4 - I frequently feel successful in this area
- 3 - I feel successful about half the time in this area
- 2 - I occasionally feel successful in this area
- 1 - I rarely, if ever feel successful in this area

Consider these answers as you think about each area on a daily basis. As in, "I feel successful in my _____ area each day".

- ___ Career
- ___ Play
- ___ Finances
- ___ Friendships
- ___ Intimate relationship
- ___ Relationship with children
- ___ Self-care
- ___ Physical health
- ___ Emotional health
- ___ Community
- ___ Spirituality
- ___ Self-improvement
- ___ Education

Looking at the previous exercise, what feelings come up for you about your answers?

What would need to change in each area for you to feel successful each and every day?

Career

Play

Finances

Friendships

Intimate relationship

Relationship with children

Self-care

Physical health

Emotional health

Community

Spirituality

Self-improvement

Education

Defining Success

Easily Organize and Prioritize Your Life!

“Happiness is that state of consciousness which proceeds from the achievement of one’s values.”
Ayn Rand

Success... It’s an elusive and complex term. Everyone has an individual notion of what success is or should be. Few people take the time to consider what success needs to be for him or herself. Webster defines success as an outcome, attainment, or results. -Seems a little wimpy to me, considering the quest for success consumes most people’s entire life! For so many, the emotional weight of success is often a heavy burden to carry. This burden becomes even heavier when comparing our success to that of those around us (“Keeping up with the Joneses”, is a common barrier to success).

Defining success for yourself is extremely important, but it doesn’t need to be heavy or painful in practice or experience. Once success is defined, the illusiveness will turn concrete and attainable, allowing the burden to lift. Much of the heaviness of success is due to the fact that most never define it, rather they depend upon society to define it for them. Living by unintentional or unconscious choices in any facet of your life will lead to unhappiness or discontent.

Generally, we don’t even like others to pick out our clothes, but we will allow society to determine something as important as defining the success we strive to accomplish each day. Doesn’t this seem crazy? Additionally, we allow commercials, advertising, friends, family or co-workers to make us feel small & insignificant for not having it, whatever it may be.

Currently, Apple’s iPod devices are being purchased in astronomical quantities for double and triple the price of comparable mp3 players. Affordable or not, they have such a powerful perception as “hip and cool”, that people have begun to believe that they need one. They have become desirable to the point that someone with a different, but perfectly good, MP3 player wants to replace it with an iPod. Why? Do you have compelling reasons to make spending choices such as this? If, yes, than great,

carry on. If no, let’s make sure you do in the future!

Do you feel inadequate because your phone, PDA, car, house, business, office, or body isn’t “as good” as the one you just saw on a commercial? It’s tempting to answer no. But make sure you’re being honest with yourself. And how do you define “good enough”? Have you mapped it out? Isn’t it high time you stop trying to live someone else’s fictitious version of success and take ownership of your own? Create your own definitions of success, then purchase by them, work by them, run your business by them, and love the life you choose to live by them. Defining success will enable you to personally design your perfect life.

Take Action!

Move Toward Success

Below, I have laid out a few questions to assist you in defining career/business/life success. This way you can create ideal work-life-play solutions.

Work though the following questions to help move closer to what success means to you.

- *How do you know when you have been successful?*

- *Name a few situations that you considered to be successes.*

- *How do you feel when experiencing an event that seemed like success?*

• *Who do you share success moments with?*

• *How long did the good feelings last? An hour, day, week, year?*

• *Would it be success if you had experienced it alone?*

• *What is career success?*

• *What is family success?*

• *What is personal success?*

• *Do you feel success during the process or in the end result?*

• *Can “failure” or “disappointment” be success, why or why not?*

• *Does your success depend upon praise, fame, acknowledgement, approval, spirituality, accomplishment, money, a well-executed plan, organization, maintaining a relationship, weight-loss, family, connectedness, career, or motherhood?*

How do you feel about your answers?

High achievers and other influential people understand the importance of self-defined success rather than socially driven or culturally illusive success.

Who You Become Along The Way

The most important piece of success must encompass what you learn and who you become on the way to achieving “point in time” success experiences. Life’s journey can be exhilarating, joyful, and divine ... if you let it

and tend to it like a cherished rose garden.

Consider the following exercise. Look over the past decade and note who you have become in each major area of life (see page 4). Are you basically the same person you were five or ten years ago (or perhaps you have even moved backward)? Are your relationships with friends, family, children, co-workers, or spouse the better or worse than years past? Is your career or business the better or worse? Did you learn and grow and advance in your career, marriage, dreams and hobbies? Are you a better or worse leader or manager, and how do you know? A better or worse co-worker, team member, and how do you know?

If these questions do not bring quick, easy answers that you feel good about, you need to stay on the path to developing clearly defined success. At the end of each year, instead of useless New Year's resolutions that statistically lose all momentum by week three, assess each previous year with your newly defined success strategies to see where you align and where you want to go. By utilizing these principals throughout each year, you'll no longer come to the end of a year and be disappointed. Rather you will be filled with joy at all you have accomplished and all you have become; then you can greet each new year with energy, increased confidence, excitement, and purpose!

Success As A Way Of Life

Can success be a way of life rather than a destination? I (as well as my clients) have found the answer to this question to be a resounding YES! This answer is part of my own success story. I get to live life day to day enjoying all that it means to be successful as defined by my own guidelines (It's kind of like getting to the end of each day, making a list of all you did, then checking everything off and saying, "I completed my list today and it was perfect!") And yes, I actually give this task as an assignment to my, "never get enough done" clients who are too hard on themselves.

My way of life success includes, owning a growing, company of extraordinary individuals. I enjoy a daily schedule that I choose. I exercise, play and laugh each day. I love all people fully (yes, all people). I practice equality. I display gratitude daily. I spend time consciously connecting with the Universe every day. I have wonderful, caring

relationships. These are my success umbrellas, under which I have additional, more specific goals and objectives, though I usually feel just as much joy throughout the process of simply existing as completing a goal. It really is a lovely way of life. You can have this too!

The journey toward success must be "a success" in itself, or you will feel empty or glum shortly after each achievement. Life is comprised of millions of moments. None of which are ordinary. All of which are extraordinary... if you are awake enough to notice. Those who live for "end result" successes are inclined to feel bad at the conclusion of a success or win because they define themselves by these brief moments in time. Most achieve for the sake of acknowledgement, approval and validation, rather than for purposeful living. This is not a sustainable model.

Society's version of success is experienced in brief moments. We learn to call the culmination of hours, months or years of striving, success; a state victory, a closed deal, the twentieth lost pound, a child accepted into a choice college. While these events are indeed wonderful, they are no more astonishing than each persevering moment of the ten years it took to build a business, the fifteen+ weekly hours of athletic training put in year after year (especially on the days you were sick, injured or exhausted), the thirty cold calls it took to get that sale, helping the children with homework day after day for, how many years?, and what about the first pound lost, it was a win too as was every healthy choice in between! The brief end result flashes in time really have little to do with genuine success. The point is, too much attention is given to the end result rather than the often challenging and character building pieces, otherwise known as "the journey"!

Typically, when success does arrive, it must be a public display to feel fulfilling. We say, "look at me", "I won", "I did it", then follow up silently with, "now give me my approval or tell me how good I am, because I do not believe it myself". Approval seeking is often the motivation behind striving for achievement.

It is wonderful when your hard work translates into winning an award, getting a raise, receiving a promotion, purchasing a great house or car, or building a profitable business; but what about all you did to get there? This is what success is really made of. The weeks, months, even

years it may have taken to achieve. Don't be looking to the future, wishing time away, looking toward the next point in time to call a victory. Ugh, be in the moment, live on the exciting edge of the moment, this one right here, it's remarkable! Hey, did you miss it!?

Take Action!

Approval Or Purpose?

Record three times you reached for goals for the sake of approval and three instances where you strived for something because you were on fire for life.

Now record the differences you experienced. Which "success" did you prefer?

Silent Success

Silent success in our culture is a rare thing, but beautiful. When one who lives by their specific definitions of success completes a goal or stands to receive a reward or recognition of some kind, there is less emotional attachment because they are not defined by such an event. It is certainly appreciated and gratitude is present, but to a person who has defined and lives her success, recognition is not a prerequisite for embracing value and worth, it is just a bit of icing on an already decadent cake.

If all that you considered success was never shared with others, would you still feel successful? What a profound question...

Take Action!

Concepts Of Success

The following terms are possible concepts for defining success, review them and record any that sound, feel or look like success to you. Please feel free to add or rearrange any word concepts.

ACHIEVEMENT
ACKNOWLEDGEMENT
ADVENTURE
ADVICEING
AUTONOMY
BEING A CATALYST
BEING AN EXPERT
BUSINESS GROWTH
CHOOSING
COACHING
COMMITMENT
CONNECTING
CONTENTMENT
CONTRIBUTING
CONTROL
CREATING
ENCOURAGING
ENERGY
ENERGY EXCHANGE
EXCELLENCE DRIVEN
EXPERIENCING LIFE
FINANCIAL REWARD
FLOW
FREEDOM
GIVING
GREATNESS
HAPPINESS
HELPING
HONESTY
IMPACTING OTHERS
INDEPENDENCE
INFLUENCING
INNOVATION
INSPIRING
INTEGRITY
INTUITIVENESS
INVENTING
JOY
LEADING
LEARNING

LISTENING
 LOYALTY
 MOTIVATION
 NATURE
 ORGANIZATION
 PASSION
 PEACEFULNESS
 PROBLEM SOLVING
 PROFICIENCY
 PROFITABILITY
 RELATING
 RELIABLE
 RESPONSIBILITY
 RESULT FOCUSED
 RISK
 SATISFACTION
 SELF CONTROL
 SERVING
 SOLUTION FOCUSED
 STRENGTH
 SUPPORTING
 TEACHING
 TRUSTWORTHINESS
 TRUTH
 UNCONDITIONALISM
 UNITY

1. _____
2. _____
3. _____
4. _____
5. _____

How or why might your life be less than great in the absence of each selected success concept?

1. _____
2. _____
3. _____
4. _____
5. _____

For example, clearly defined financial achievement is a great goal and a character building process. It can be a way to define personal or professional success... unless of course it is at the expense of seeing your children grow up because you chose to work night and day to obtain the dollar amount you termed as success, if a dollar amount was selected at all.

Living in peace and sharing peace with others is another wonderful mark of success... that is, unless you allow yourself to become a doormat, or avoid conflict at all costs, or sacrifice self-respect in your effort to have peace.

What is an example of a success principal you currently live by that is NOT serving your well?

Record your success-defining words below. Try to narrow your umbrella concepts to 5.

Top 5 Success Concepts

1. _____
2. _____
3. _____
4. _____
5. _____

Why is each concept important enough to be an idea of success you'd like to design your life around? Explain why each concept is valuable enough to define success for you. What are the benefits? What are the potential drawbacks? Will you have to sacrifice anything to live this type of success?

Success and Money

Money, as it relates to success and high achievement, is an important topic that warrants special attention, especially since financial challenges are the number one (perceived) source of conflict in business, as well as in the home. In today's culture, we work, work, work, to make more, more, more. It's the American dream, right? But what is this dream really about? There was a time when the American dream encompassed freedom and peace; emotionally, physically and spiritually. Nowadays, insatiable needs, wants, emotions, and appetites seem to sum it up. Bigger, better, more. From super-sized meals to super-sized homes and SUVs, much of which is a detriment to people, society and the environment. We eat more to cover emotional lack and we spend more to cover emotional lack.

I encourage you now to have a solid heart with yourself, ask "why do I strive for more?" Clients constantly tell me, "I want to make more so my family and I can have nicer things and greater opportunity". But what does this really mean? Have you specifically defined what more is or how much is enough? Are you working toward a goal that is more like an abyss which is not defined nor can be fulfilled? Have you determined what greater opportunity looks like? Can you imagine there ever being enough, why or why not? Are you working more to feel more valuable, or is there genuine passion and purpose attached to your career or business? Kids want and need your time far more than they need your dollars, have you struck a good balance here? And do your financial and spending decisions reflect your values or that of emotional dependence?

Please take a few moments to ponder and answer the above questions.

Quarterly meetings are often centered around how to grow a business, we set higher quotas for sales reps, brainstorm innovative new products and services. But if you are a business owner, manager, executive, or other leader, do you know for what purpose you are attempt-

ing to grow the business? If not, you need to find out. Growth for growth sake is often an empty voyage. Growing your income or a business can be great goals, but the reasons for achieving any objective need to be tied to purpose.

In the home, there usually isn't even so much as a quarterly meeting, spending is often willy-nilly! It's paycheck to paycheck living, regardless of whether a family makes fifty thousand or five hundred thousand. There never seems to be enough. I have had clients who make thirty thousand a year, several hundred thousand dollars each year, and several million dollars a year, and all initially shared the same dissatisfaction, disappointment, loneliness, frustrations, and anxiety, "because of finances".

Of course no one is really miserable because of money. Money is just paper and metal. We are discontent and money seems like an acceptable thing to blame our unhappiness on. Happiness and harmony are not built on cash flow. In fact, statistically, the more money a family accrues, the less time they spend together and the less joy, happiness and contentment they tend to experience. This is a result of unintentional life strategizing.

Having more stuff is hardly a valid excuse for working your life away, although it may seem realistic to some. I am not implying that having nice things is wrong, I enjoy nice things too. Just be aware of the potential costs involved with an insatiable, more, more, more lifestyle. More is not a sustainable definition of success. There is so much social, cultural and familial attention, energy and even pressure spent on acquiring more. Little if any attention is dedicated to a purposeful and passionate career or life. Additionally, if you work for the purpose of having more or better stuff, you likely doubt your value and fill emotional voids through spending or other forms of escape. We are back to feeling less and buying more (food, drinks, clothes, toys, home furnishings...)

Again, there is nothing inherently wrong with wanting nice things; unless you are angry, bitter or otherwise emotionally charged without nicer things. Can you go shopping and be perfectly content whether you spend money or not? Can you be OK not purchasing anything beside groceries and gasoline for several months at a time? Can you replace spending and eating out with spending time in nature or being alone? If you've said no

to these questions, you are likely spending or even eating to fill a void that cannot be filled by spending money.

I myself am no stranger to the above spending challenges. In earlier years, as my company began to grow, it seemed our household expenses began to grow right along with it. Whenever we made more, we spent more. We had debt and we worried and argued about money.

Oddly, when I was first married and beginning graduate school, my husband received a great first job fresh out of college. At that time we lived on the \$50,000 dollars my husband earned... it seemed we had won the lottery! What happened to those days!! Soon after that we began to struggle with patterns of make more, spend more for about five years.

Fortunately, for quite some time now, we have had this challenge primarily taken care of. We are extremely intentional about every purchase, from a Starbucks coffee (which we usually make ourselves at home and take along), to going out to dinner (where we usually share one entree), to company expenses, car purchases and home expenses. Measuring purchases against emotional lack, and ultimately choosing wisely (most of the time!). I prefer an intentional way of life grounded in clear definitions of success. This is an empowering way to exist!

I am confident there is more than enough in every sense. There is always more than enough money, time, love, peace, abundance, security and so on. In fact, financially, I live on only about 35 percent of my income. The rest given or saved. Cars, homes, clothing or business ventures cannot make anyone feel whole, nor can it define our value in any way. Understanding this will make it easier to be emotionally empowered while removing the temptation to argue about money or things. You are valuable because you exist.

Need vs. Want

It's important to know how much is enough for you. Become aware of where need stops and want begins. Need is a relative term in our country and is infinitely over-used and constantly mistaken for want. Having wants is perfectly ok and normal, but when we mistake wants for needs, a victim attitude emerges. Be wary of the victim voice as it relates to finances or any other key area of life, a victim mentality is the only thing that can make you

miserable!

Take Action!

Needs or Wants?

Take a moment to list several things that you voice as needs but are actually wants or desires.

What Drives You?

What drives you? What motivates your actions, decisions, thoughts and behaviors? Why do get up each day? Why do you go to work? Are you excited to greet each day? Why do you participate in current relationships? Are you inspired by your professional life? What kind of leader are you?

Do you live and enjoy and inspired life?

Or... are you limping along in an unsatisfying, but overly-busy existence?

In order to define success, then live it daily, you must become aware of what drives your thoughts, actions, choices and behavior. It's interesting, as I write this program and consider what drives people, the world's most inspiring event is taking place, the 2006 Winter Olympics. Most of us are even inspired by watching Olympic events that we otherwise have no interest in or knowledge of (ie, curling!). But watching allows us to feel a part of the dream... to feel connected, to feel alive with anticipation and exhilaration!

I expect that if we asked a few Olympic athletes what drives them, they'd have a very clear answer. In fact in an interview last evening, American speed skating gold medalist, Chad Hedrick said, "I had to win on this day, it is the 13 year anniversary of my grandmother's passing". Chad went on to say that his grandmother had always been his biggest supporter, and this race was for her. Now that's the definition of knowing what drives you! Chad entered this task with a clear mission and

intense determination, and the outcome was just as he expected and intended! What a mark of excellence. Chad leveraged a very powerful position, which coincidentally was not driven by a gold medal or recognition, these were simply icing on his cake.

In another inspiring athletic story, during the 2006 Giro de Lombardia (a world renowned professional cycling event held in Lombardia Italy) Paolo Bettini won this grueling and physically painful and demanding race with seeming ease, while others looked to be ready to faint. What drove him? His brother's memory. Paolo's brother was killed in a motor accident just two weeks prior. He cried for his beloved brother as he crossed the bitter-sweet finish line while pointing the heavens and saying thank you to his brother for riding along side him this day. Love is a most powerful driving force and motivator. I feel fortunate that love serves as a primary driving force in my life and business.

Being driven by passion is not just for professional athletes, it's what's behind every truly successful business, career and fulfilling life. Are you driven by something related to passion?

Some how, for us "regular" people, it seems more difficult to pin point what drives life decisions and actions, or what we want to drive us for that matter. Most people live their entire life without ever asking the critical question, "what exactly do I want from this life and what's my plan to get it"? The answer to this question needs to speak directly to your purpose, which will translate into passion.

Note: Many people are unclear about their purpose, it's not really that difficult to begin to uncover. Here's your hint: it is related to (not usually an exact replication of) that which came naturally to you as small child (ie. organizing stuffed animals, reading, playing in large groups of friends or small groups, building forts, playing with animals, etc.) Or, you can begin to uncover your purpose or passion by being aware of what kinds of things, activities, ideas excite you or get your juices flowing! If you'd like additional assistance in uncovering your purpose or what you are passionate about, contact one of our expert coaches @ 404.815.1724 or info@intentionalinfluence.com

All too frequently, life is perfectly aligned with that which we say we do not want, value or define as success. Drive, motivation, inspiration, and perseverance are directly connected to purpose. When inspiration is lacking and unintentional behavior is in the drivers seat, we are off course and certainly not living a joyful or fulfilling life. You must recognize that something is always driving you whether you are aware of who or what it is, or not.

So, I ask again, what is driving your life?

When you are driven by passion, it's impossible to be a "regular" person, as I referenced earlier. When you are driven by passion, you will be amazing in every capacity, and your particular genius will emerge. You will ultimately be on fire for life. Your career will explode with opportunity and excitement, and life outside of your career will be full and satisfying as well. With passion and intentional action, you'll be excited to greet each new day and tackle new opportunities.

Defining Success is the way to live a life of purpose, this way, what drives you will no longer be a mystery, nor will it be something weak or misleading that leaves you empty in the end. What life will be, is intentional.

Take Action!

What drives you?

Take a few moments to jot down the things you currently think or feel drive your life, daily actions, habits and decisions.

Take Action!

How Successful Do I Feel?

Using the options below, indicate to what degree you currently feel successful.

NS = Not Successful

MS = Moderately Successful

VS = Very Successful

- ____ Career
- ____ Play
- ____ Finances
- ____ Friendships
- ____ Intimate relationship
- ____ Relationship with children
- ____ Self-care
- ____ Physical health
- ____ Emotional health
- ____ Community
- ____ Spirituality
- ____ Self-improvement
- ____ Education (current level)
- ____ Life learning

Take Stock

Looking at the previous exercise, what feelings come up for you about your answers?

What are your goals for moving forward?

Success Definitions

By now, you're likely feeling excited, even inspired at the idea of defining success and owning the life you desire. Let's begin to discover exactly what kind of amazing

results you want to achieve in your lifetime. These results will ultimately be accomplished through disciplined thought and intentional action.

Remember a few moments ago when I mentioned that watching the Olympics allows us to feel a part of "the dream"... now I'm asking you to, "get your own dream", or simply dust off an existing one that's been residing in the closet! It's time for you to discover what drives your engine, what success means to you; then permit your life to be an all-encompassing source of excitement and inspiration! We'll accomplish this task by crafting a "success" road map, destination: your perfect life.

Success Definitions are guidelines, "policies and procedures" so to speak, that you create and use as a guide for personal and professional achievement and development. By defining and utilizing your own version of success, you'll be able to prioritize quickly, make important decisions and difficult choices with ease, manage moral and ethical challenges, raise standards for yourself and those around you, lead with inspiration and effectiveness, be completely reliable, build an amazing business or career, raise confident children, and have the intimate relationship of your dreams.

Well-defined success ideals function as a map for how you want to treat yourself and others, and for how you desire to work, live, and relate. They're essentially a "personalized software program", and can be crafted for personal or professional purposes separately, or together. Often you'll find a great deal of overlap, so feel free to develop personal and professional success definitions simultaneously. If you're a business owner, a set for how the business operates and an additional set for personal use is usually best. This way, company-success is easy to share with staff, clients or customers.

In the absence of carefully structured operational guidelines, you're left to your own overly emotional, reactionary, habitual, and negatively conditioned devices when challenges arise. Flying by the seat of your pants is RARELY a beneficial method of proceeding.

Throughout our personal and professional lives, we're faced with challenges, and in the absence of clearly developed definitions of success, it's all too easy to fly off the handle, abdicate responsibility, procrastinate, argue, become overly emotional in times of crisis, sacrifice your

valuable personal time to work, and so on. Definitions of success can and will alleviate a great deal of daily stress when implemented.

Do you know that the average person spends a minimum of twenty to forty percent of every single workday in an unproductive state; being “out in space”, thinking stressful, worrisome or anxious thoughts, or otherwise distracted (oddly enough, fast food staff are among the most productive, because their job calls for constant physical motion and listening!). Additionally, someone who’s in crisis mode, (going through a divorce, experiencing relationship problems, kids in trouble, depressed, managing ailing parents, etc.) easily wastes eighty percent of each day for weeks or months at a time. Far too many people live in a semi-emotionally catatonic state of worry, upset, overwhelm and stress while simultaneously attempting to live and work productively.

Too many have embarked upon a seemingly empty voyage.

Implementing your strategies for success can convert one or two wasted hours of each day into one or two hours of energized productive time! Making use of your success principals will give you time back (one of the top three complaints in America is, “not enough time”). Of course, the real issue is about managing the resources you have (energy, not time!).

Living success will provide the necessary support to stay focused on the task at hand, and keep your mind from wondering, lamenting or fretting. Our world today has more distractions than ever before in history. It’s almost impossible to be truly alone and undisturbed. With PDA’s, cell phones, pagers, lap tops, wireless internet, smart phones, iPhones and Blackberrys, one can hardly escape distractions or demands.

But, don’t panic, defining success will help you recover and maximize your workdays, increase productivity and efficiency while saving you time, as well as reduce the enormous level of stress and overwhelm that more than eighty-five percent of professionals report having. Thus, work-life balance becomes easier to maintain.

Think about this, would you be able to do your job successfully without any direction, job description or support? (If you do operate without a job description,

direction or support, it’s pure chaos or frustration!) Do you even go to the grocery without a list to work from? And when you forget the list on the kitchen counter, aren’t you irritated while racking your brain to remember its contents? And this is just the grocery list!

Well, oddly enough, we do try to live day to day, work, build businesses, manage projects, raise children, lead teams, and create and maintain relationships without any intentional guidelines or strategy what so ever. No wonder hundreds of thousands of prescription anti-depressants and anti-anxiety medications are dispensed each year! People are floating along without direction, without a map, and without purpose!

This in no way suggests that you’re immoral or without ethics, just without thoughtful and intentional guidelines from which to operate. While attempting to function in this ineffective manner, there’s no safety net in which to fall when the wire gets shaky. If you don’t become vigilant, you’ll likely find yourself easily convinced to follow someone else’s motives or get off track with your sights set on empty societally driven goals or endeavors.

Example

When you’re frustrated at the perceived incompetence of a co-worker, employee or boss, the temptation to complain arises. And isn’t it just too tempting not to chime in, especially when others have already begun? You know it’s not at all productive or kind. On the contrary, it’s counter-productive. It reduces your potential, and eliminates the possibility to impact others positively. It makes it quite difficult to look the gossipee in the eye once you’re finished, you feel bad in general, and it wastes valuable time and energy. Seriously, go for a walk instead!

Without well-defined success that speaks of honoring your fellow staff members (perceptually deserved or not) or maintaining absolute loyalty, even when you’re frustrated, angry or stressed, unproductive behavior will ensue, I assure you.

Or, what about you business owners or executives, isn’t it tempting to throw up your hands and mentally (or out loud) call everyone an incompetent idiot! What positive result can come of this? And what kind of change agent

can you be with this attitude? But again, without clear-cut guidelines, inappropriate actions and destructive behaviors are certain.

What's actually accomplished by complaining, gossiping or name-calling? Do you really feel better? Absolutely not! You actually feel worse most of the time. You may feel justified, but not better. Many people have argued, "Shawn, everyone needs to vent sometimes". Hogwash! All that is accomplished during a so-called venting session is acknowledgement of your self-induced powerlessness, fear and insecurity! Not very flattering is it? If you need to discuss a challenging situation, the goal needs to be resolution, not bad-mouthing; and don't be a sissy, address the problem with the source!

Reflecting upon my own definitions of success for life and for my business has become a daily practice that has greatly increased my business success, personal success, relational success, and peace of mind. I'm armed each day with clear direction and sense of purpose. Time management and prioritization challenges rarely creep in. This practice allows me to begin each day centered and on solid ground. This is a crucial starting point for every excellence driven, high achiever.

Take Action!

Spot who you don't want to be!

On the way to becoming successful in all facets of life, it's important to become aware of who you don't want to be. Note at least three examples of instances where you engaged patterns of thought or behavior that negatively impacted you or others: over-reacting or defensive, laboring in indecision, abdicating responsibility, blaming, gossiping, yelling/fighting, or acting out in an overly emotional or destructive manner.

Now note where you were (work, home, car) and who you were interacting with (co-worker, mate, child).

How did you feel? If you were interacting with others, record how you imagine they felt as well.

Great job!

It's not easy to peak at our icky patterns and behaviors! You might even want to take a couple of weeks to do this action step, as you will likely be surprised by how often negativity flows from your thoughts and actions, which ultimately makes up your life experience. In fact, without intentionally disciplined thinking, three fourths of all of our daily thoughts are negative (that's about 45,000)! Shocking, I know!

Success principals will work as a daily guide to help direct your thoughts, intentions, decisions, actions, and responses. But before you can create a full vision of success, you'll first need to address personal values.

What Do You Value?

In order to formulate powerful success principals, it's vital to establish clear values. Sometimes values look like standards you hold for yourself or others, other times values relate to beliefs, spirituality, and morals. Sometimes we have an idea of what we value most in life, but frequently do not live by what we think we value. Unfortunately, much of the time, value-based-living is not a way of life, as most are not taught how to live a value-driven-life.

When was the last time you socialized with friends or colleagues and discussed the values you desire to live by? Instead, discussion revolves around how tired or stressed you may be, how many long hours you've been working, or what you have purchased lately. These topics usually serve as fillers, not substance! In the absence of carefully

chosen values, we are left feeling over-whelmed, over-scheduled, over-stressed, and often working to support the purchase of more things; which coincidentally, adds more stress.

Below is a list of items and actions that receive most of our time and attention, but are rarely what we would term as most valuable.

- Surfing the net at home or on company time
- Dieting (rather than taking quality and loving care of yourself)
- Working overtime at an unfulfilling job for no additional pay or recognition
- Cleaning / yard work
- Being offended and irritated by others (traffic, slow sales clerks, co-workers, etc.)
- Driving over-scheduled kids to and from
- Having a big house or expensive cars
- Complaining about work / employees / spouse / family
- Judging others
- Feeling angry or resentful
- Yelling at or arguing with our children
- Gossiping
- Arguing with our mate
- Watching television
- Shopping
- Playing video games
- Listening to an mp3 player

Are these really the activities you value most in life? No? Then why do we spend upwards of eighty percent of our time and energy engaged in such activities? Busyness and empty hours have somehow run away with our lives. I can hear the excuses already, “but Shawn, you don’t know how hard it is for me..., my life really is crazy!” Don’t worry, I do believe you, but I still want to encourage you to spend some time actively and consciously choosing what is of value and importance.

Busyness does not equal importance. Busyness does not make you more valuable. Busyness does not add to your worth. Are you catching on here! There is no first place prize for craziest schedule; only fatigue, irritability, bitterness, anger and perhaps anti-depressants.

However, once you have well-chosen values, and base your life around them diligently for 30 days, I assure you, the busyness will lessen, you’ll begin to reclaim your

life, and feel filled with purpose!

As you define authentic values, consider the idea of being videotaped for an entire week. Imagine that at the end of this week, your video will be broadcast to every country in the world and in every possible language. You are to be the model of personal and professional excellence. You are so famous in fact that viewers will strive to emulate your every move. It’s a big responsibility I know, but I’m sure you are up for the challenge!

This may be a silly mental game, but how you live your life is far more important than you give yourself credit for. You are impacting many people every single day. People are watching you, and responding to your body language, and to what you do, think and say. That being said, have you ever stopped to think about what you are teaching others about yourself? What attitudes, character traits and leadership style are you displaying to your co-workers, team, bosses, mate, children and friends? What are your children learning about how to deal with the world as a result of watching you?

Take Action!

Your Impact On Others

Every day of your life, whether you realize it or not, you’re making an impact on those around you. People are taking cues from you regarding how to behave (or how not to behave). Your emotions, character, actions and attitudes affect others at all times. A friendly word can change someone’s day (or perhaps their life!) while a negative sharp comment can hurt others, sour their mood, even permanently change their behavior. Part of living into your potential is recognizing your impact on others and owning that reality. That’s a big responsibility, and one we all share. You are a piece of the world and connected to every other person, place and thing. How you choose to think, live, work, play, behave, love, and interact are choices that not only impact your own life, but the lives of those around you.

Choose 3 friends, colleagues or other close acquaintances that you can trust to be frank and honest with you and ask them the following question: “If you had to sum up my top 3 values, as you see me living them, what would they be?”

1. _____
2. _____
3. _____

Compare the answers you get from others to your own feelings. Were you surprised at the answers you received? Why or why not?

What are your feelings around those answers?

Take Action!

Role Models

Choose three “role models”. Examples include: Inspiring Leader, Loving Companion, Devoted Parent, Independent Free Spirit, Spiritual Student, Hard-Working Average Joe, Dedicated Advocate for ____, and so on.

Record your answers below:

1. _____
2. _____
3. _____

How do these role models align with the values others saw in you?

Values are exciting! Hopefully by now you are feeling inspired to take an active role in selecting values to help guide your career and life in a success-filled direction.

When you give yourself an opportunity to really consider what you value and believe in, what impact you want to make on the world, what you want co-workers to see and know about you, what legacy you’d like to leave behind, and how you’d like family and friends to view you, you’ll come up with very profound answers to the question, “what do you value”? Consider the following examples of value statements some of my past clients have come to live by.

- I am an inspiring leader
- There is purpose in being a supportive team member
- I love caring for and spending quality time with a mate, children, and friends
- Each day I relax or play in nature’s exquisite display of constant beauty
- I greatly enjoy cultivating deep spiritual connections with others
- I live a healthy lifestyle
- I strive for excellence through a my career (but not being engulfed by it)
- Life-learning is key to my success
- I value making a contribution to the world
- I am unconditionally kind
- I life passionately
- I show love to all others (even those who may seem undeserving of it)

These are values of a well-used life. A life of power and purpose. A playful and peaceful life. As well as a life of contentment, fulfillment and true success. Ask yourself, “When I’m on my death-bed, what will I wish I had done more of? What will I wish I had done less of?” Your values will likely shine through in the answers to these questions.

What do you value? What are you passionate about? What do you want others to see and learn from you? The goal is to align your personal and professional life around the answers to these questions. (In a moment, I will give you tools to answer these questions easily.)

Values answer the question, “who am I really?” Unfortunately, because many people do not clearly define and therefore do not live in alignment with strong values,

they often have little idea of who they really are aside from a profession. Discovering and living your values and is a great way to find out who you are & who you plan to become and a launching pad for living Success! Defining and living success means knowing what you value, what you are passionate about, and to be intentional about living your findings in all facets of life. Rewarding outcomes of such an existence are abounding.

Client Success!

I once worked with a client named Tom, who came to me with many challenges. He was a very kind and gentle man who owned fifty percent of a small design business. He had a general idea of what he valued: family, fitness and relaxing with friends. However, he found himself miserable and very overworked. His business partner was like the energizer bunny and enjoyed working long hours. Tom did not. He did enjoy his work enormously, but he enjoyed his life even more. He longed for more family time and playtime. He felt trapped, as if he had no say in his schedule. He felt guilty if he left the office before his partner, and resentful when he stayed.

During our coaching together, Tom discovered that he did not want the business he owned. After some deep soul searching, he discovered that owning his own business had functioned as a status symbol, something that fed his ego rather than his spirit. So, he sold his half of the company.

Tom decided to be a consultant, to choose his own hours and have as much flexibility and freedom as he wanted. Tom now takes off an entire week each month (this is no exaggeration!), and the kicker... he makes a higher income. Tom genuinely lives his values each day. He spends all the stress-free time he likes with his family and friends, he travels often, and engages in hobbies most days as well. Tom was initially shocked and amazed that one powerful decision to live according to his values could reap such astonishing rewards. Tom has indeed created his ideal life. He is living his dream. Tom says, "I am not a well-known business owner, but I make great money and I am truly happy every single day." Now how many people can say that!

Take Action!

Define Your Values

Below is a group of words containing common values of truly successful people. First, look them over and select any values you might like to incorporate into your life and record them in the space provided. Next, beside each value, write why each concept is important enough to be a value to live by. And finally, make a note about how or why your life might be less than great in the absence of each value. This is by no means a complete list of values. Feel free to create your own words, change the tense or place a word in a phrase or sentence. These are your values, customize them however you like.

ACCOUNTABILITY
ACTION
COMMITMENT
DEDICATION
EDUCATION
FAMILY
FAIRNESS
FOCUS
FREEDOM
GIVING
GRATITUDE
INDEPENDENCE
INTEGRITY
HONESTY
LEADING
LOVE
LOYALTY
PEACE
PERSEVERENCE
PLAYFULNESS
PROFESSIONALISM
PROGRESS
PROSPERITY
RELATIONSHIPS
RESPECTFULNESS
RESPONSIVENESS
SERVICE
SYSTEMIZATION
TEAMWORK
WISDOM
VARIETY

Record your responses below.

Top 5 Values

1. _____
2. _____
3. _____
4. _____
5. _____

Why is each concept important enough to be a value you'd like to design your life around

1. _____
2. _____
3. _____
4. _____
5. _____

How or why might your life be less than great in the absence of each selected value?

1. _____
2. _____
3. _____
4. _____
5. _____

Take Action!

8 Steps To Defining Success

The following eight action steps will help you craft personally defined success. Once you have finished, sit with them for a week or so and make additions, tweak or rework them until each looks and feels precisely like the direction you want your, your career, your business or your family to be moving. Be mindful, this program is

not about specific master or process goal setting. Defining success is about creating an attitude for your life. The driving motivation for big decisions and prioritization, knowing whether or not time expenditures are moving you in a "success-filled" direction or not. Defined success is the flavor to your soup!

1. First, take a few minutes to jot down what you determine to be your top 5 descriptors of success and your descriptors of values you would like to orient your life around.

2. Next, select the three values that are the absolute most applicable. Ask yourself these questions, "Could I live happily without _____ as a foundational value?" or "Do certain values encompass any others?" For example, if I have selected unconditionalism, caring, honesty, and kindness, I might conclude that giving unconditional regard will automatically translate into being kind, caring, and honest.

3. Now, begin to blend your value words and your success words into sentences and arrange them according to the following categories:

- Career
- Play
- Finances
- Friendships
- Intimate relationship
- Relationship with children
- Self-care
- Physical health
- Emotional health
- Community
- Spirituality
- Self-improvement
- Education (current level)

8. Lastly, congratulate yourself on a fulfilling success! You have now carved out a framework on which to operate, relate to others, work, live, eat and be! You are on a path to a new kind of success.

Please feel free to make any adaptations to the above steps. This is merely a guide. This is your vision of success, craft them as you wish.

Please outline any additional goals around the way you want success to exist in your life.

What is your plan of action for achieving these?

Benefits of Living Success

I'd like to close this program e-book by summarizing the benefits of living intentionally chosen meaningful success ideals. Of course there are innumerable benefits to living an intentional life and utilizing personal and professional success principals is a way to live on purpose. Below are a few highlights. It is critical to know why you are implementing a new system into your life and to be aware of your reasoning.

a. ***Defined Success will provide a framework for time management and efficient prioritization.*** In knowing clearly what you stand for, obstacles will be equally as clear. You will be able to recognize time stealers immediately and avoid temptation. In the first weeks after you complete your success principals, keep them nearby so you can quickly refer to them in times of stress.

b. ***Defined Success will provide a sense of security.*** Once you begin to operate from your success principals, you will feel safe and secure, aware of boundaries, and when you are willing to stretch and when you are not!

c. ***Defined Success will provide a platform for strong, meaningful and quick decision making.*** You can ask yourself, "Does this decision (words, action, attitude) align with how I say I want to live my life?" Or "Will this decision, (attitude, choice or action) move me closer to or farther away from what I say is genuine success?"

For example, you may be faced with this very familiar career choice, "to complain to another co-worker or not to complain". It's so tempting, especially when you have a really good excuse! But now you have a success principal which says you are committed to a peaceful and productive work environment. And you know full well that engaging in complaining will lower productivity and create a state of anxiousness in you and the co-worker you intend to complain to, thus the choice not to complain becomes very easy.

d. ***Defined Success will let you know when you are on and off course.*** Anytime you experience negative emotions you can first, check in to see where you are not aligned with your values and definitions of success.

e. ***Defined Success will create team and company unity (or family unity if that is your goal).*** Teams

typically have a great time pounding out success strategies together. It can be a team-building experience and extremely useful as well. Often companies create fluffy mission statements that few understand and even fewer know how to use. Defining Success on the other hand is functional and will actually guide and drive a company, community or family toward common goals.

f. ***Defined Success will provide a sense of purpose and meaning to your daily life; allowing your authentic self to shine.*** Life will become aligned with all that you say is important and worth working toward and living for.

Understand that the basis of living winning Defined Success is knowing what you value and how you, not friends, family or society, defines success. Then folding these building blocks into living, breathing success strategies is key to an abundant life. No one else has to live your life except for you!

Live It Intentionally!

Congratulations on completing this Intentional Influence e-Book and study guide. If you would like further assistance in crafting a life you love or have questions about this program, please contact us at, 404-815-1724 or email us at info@intentionalinfluence.com.

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