

BE BOLD!

EMBRACING DISCOMFORT

FOR PROFESSIONAL GROWTH & SUCCESS



LEVEL UP YOUR PRODUCTIVITY

By Breaking Free
From Routine

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INTRODUCTION

I've Got Some Bad News For You: The World Doesn't Care About Your Plans. Seriously. You May Have All Sorts Of Ideas, You May Be Excited About Your Grand Visions, But Let Me Tell You, Nothing Will Come Of Any Of These Unless And Until You Take Action. You Have To Understand That The World Only Cares About One Thing And One Thing Alone: Results. The World Is Always Asking: Can You Get Things Done? Can You Do The Big Things In Your Life That Truly Matter? Everything Else Doesn't Matter. Sadly, Most People Fail To Take Action On The Big Things... The Things That Truly Matter In Your Life. If You're Like Most People, You Can't Even Manage To Take Care Of These Small Things So You Can Free Up Enough Time For The Things That Truly Matter... This Is Why You Struggle. Your Big Dreams Remain As Distant As Ever Because You're Just So Caught Up With The Small Stuff In The Here And Now. If You Are Sick And Tired Of Living Far Below Your Fullest Potential, Listen Up. This Book Is The Answer To Your Problems. This Book Will Teach You To Become A More Effective Person. Personal Effectiveness Means Building A System That Helps You Do More Stuff, In Less Time, And At Higher Levels Of Quality. Do This Right And You Will Be Able To Free Up Enough Time And Motivation For The Big Projects That Will Move Your Life Forward.



DECIDE TO BE MORE EFFECTIVE NOW

A lot of people downplay the importance of making decisions. In fact, a lot of us think that decisions are automatic. We only need to see where we are and the benefits that we stand to gain and the decision will flow naturally. This is why most people assume that they have decided to change when they go on a diet or they apply for a new job or they apply for a promotion.

It is no surprise that most of these people fail.



Why? They completely assume one of the most powerful steps to personal success and effectiveness: decision. You have to be as conscious as possible about your choice. Your power of choice is one of the most important personal powers you have. Don't assume that it is always in play. Don't assume that you have exercised it. You have to be as conscious as you can be about your choice of getting things done now. Two things are happening here. You are choosing to do things and you're choosing to do them now. These must flow together.

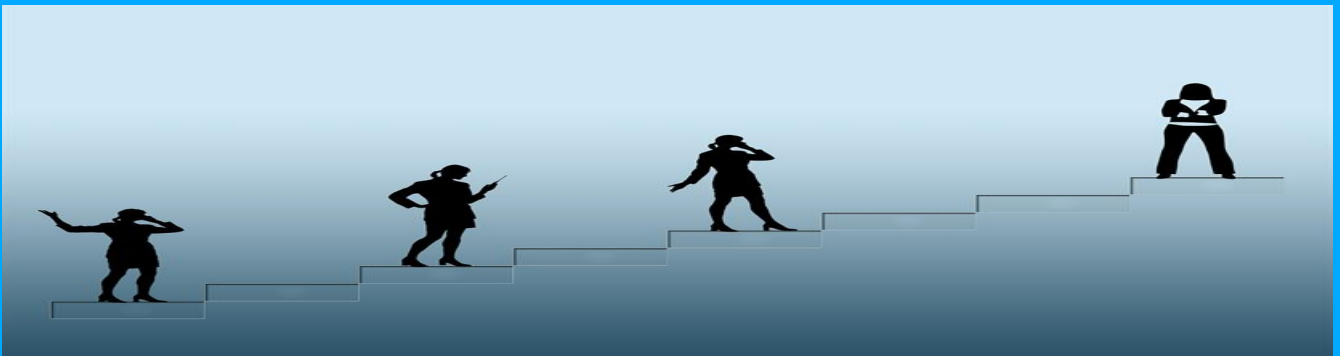
WHAT NEEDS TO GET DONE

First, you're going to decide that you will step up the quantity of your output. I don't care whether you are a sales rep, a lawyer, a doctor, a medical professional, a janitor, or a mall owner or anything else, you have to do more. You have to produce more output. You have to see a lot more of your effort turned into actual units of results. It could be sales, website views, website visitors, or it could be mall visitors. It doesn't matter. You have to produce results that are quantifiable.



YOU HAVE TO DECIDE TO BOOST QUALITY

A lot of people are under the impression that just because they're able to crank up the amount of output they produce on a day to day basis that they are doing well. I wish it were that simple. Last time I checked, if you produce substandard work, it doesn't really matter whether you multiply it a million times-it will still substandard work. That kind of work is still not going to get you promoted or earn you a raise. Instead, you're just producing more garbage. A key part of personal effectiveness involves stepping up the quality of your output.



EVERYTHING MUST RELATE TO THE BIG GOALS OF YOUR LIFE

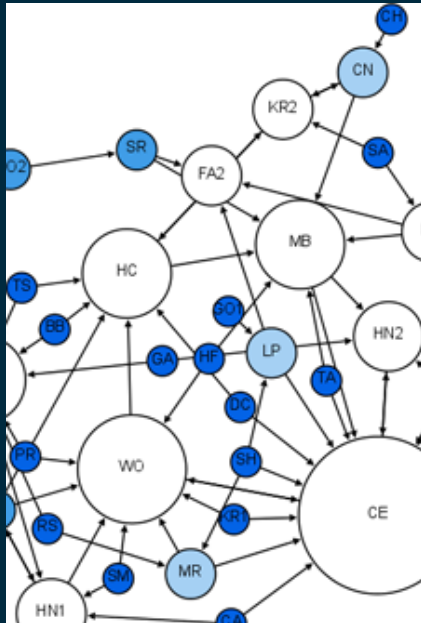
Becoming a more effective person means being a more purposeful person. You're not just typing out numbers into a computer because you have some sort of quota to fill. You're not just seeing patients at a hospital because you can't wait until you hit the golf links. If that's your mindset, you are just going through the motions. You're not really allowing yourself to become the most effective person you could be because there's no reason for you to pursue that goal. You have to be purpose driven.

What's the point of cranking out sales when it doesn't really lead to anything meaningful in your life? What's the point in studying tons of books when it doesn't really lead to a big goal in your life? Please understand that figuring out what to do and how to do them is not as important as understanding why you're doing them in the first place. You have to be motivated by the "why" because the sense of purpose, urgency and focus that you get will give you the power and the immediacy you need to not only crank up quantity and quality, but also to be able to withstand all sorts of negativity, discouragement and setbacks. Believe me, there will be setbacks. Ineffective people set themselves up in such a way that when the challenge arises, they fold like a wet rag. They say to themselves, "Well, maybe my best isn't good enough. Maybe I wasn't

SET A TIMELINE TO START ACTING MORE INTENTIONALLY

Now, it's great that at this point you understand why you need to decide to be more effective. But the problem is, deciding to be effective and understanding the reasons why you should become so are not going to help you all that much. At this point, all these insights just resonate on an intellectual level. Until and unless you feel a sense of urgency, this is just going to be theory to you.

All these insights are not going to push your life forward. It's kind of like going to some sort of seminar where you pick up very interesting information, but at the end of the day, it doesn't really move your life forward. It doesn't really change how you look at yourself as well as your place in your life. Unfortunately, unless the things that we learn with our minds doesn't sink to the level of our hearts, nothing is going to change. Seriously. This is why you need to set a timeline.



THE BOTTOM LINE?

The bottom line is simple: effectiveness starts with scheduling. When you schedule, it highlights the fact that you have decided to start taking action.

Pick a schedule.

Stick to it



REWORK AND REORDER WHAT YOUR CURRENTLY DOING

This is the first step. Ask yourself this question: What is truly important? Let that question sink in. It should be fairly clear to you what things you do on a day-to-day basis are important.

If you need more clarity, ask yourself: "Does this move my career forward? Does this help my business in a profound away? Do these things push me closer to my life goals?" You may be thinking yourself that as long as you can tie any of your routine to your life goals that they you should continue doing them. Not so fast.

You also need to test your life goals. Are you assuming that certain goals are your life goals? Are these objectives really all that important to you? Are these what you really want out of life? A lot of people actually haven't bothered to ask themselves these questions.



SET YOUR GOALS DOWN RIGHT



Now that you have to a clear understanding of what you think you want out of your life, write them down. I can't insist on this enough. When you just think about your life goals, it's not unusual for you to keep redefining them. In fact, it's not unusual for you to think about them when you're emotional.

However, once that emotional moment passes, you forget about them. They're not clearly defined; they're just free-floating and you only "remember" them for their emotional effect. You don't have life goals, if that's the case. Write them down.

You would clearly see if there are holes in your understanding of what you want for your life. Ask yourself the question "why" over and over again when looking through your goals. Don't be afraid to restate them or change them.

CRYSTAL CLEAR YOUR FILTER

Don't write your goals one time and call it a day. It doesn't work that way. Write and rewrite your goals and sub-goals until you're sure. This is a process of discovery. Don't think that you are stuck with these goals in their present form. Just keep writing them and rewriting them until they become clear.



CREATING & FILTERING A PERSONAL EFFECTIVENESS RITUAL

When you show up to work or when you sit down to do your job, at home, look at your to-do list and focused on Item #1 with all emotional force and concentration. Attack it with everything you've got. Ideally, you should put the most challenging task of the day at the top.

Give it everything you've got and, believe me, you will feel a nice emotional surge if you pull this off. Why? You get a nice sense of accomplishment. You are able to take out the tasks that you would have rather postponed or procrastinated on. Pat yourself on the back.

You've done a great thing because hey, let's face it. If left up to you, you probably would not have done it. So, make a conscious effort to knock out the hardest task first thing in the morning or first thing in the day.





Chop Each To-Do List Item into Bite-Sized Pieces

At this point, you should have simplified the tasks on your to-do list items. However, there's always room for improvement. Keep simplifying them until you reach a point where you only need to do one thing for you to take care of a bite-sized task.

Once you take care of that, then you do another bite-sized task until you knock out an actual to-do list item. When you do things this way, you become less afraid of each task. You stop worrying about how much time it would take. You stop thinking about how difficult it is. You just focus on doing it right here right now.

Attack Thoroughly

Now that you have everything in bite-sized pieces, like I said, attack them with everything you've got but don't just blow them out of the water. Don't just get rid of them for the sake of getting rid of them.

USE THE POWER OF EMOTIONAL OWNERSHIP TO GET MORE STUFF DONE

Personal effectiveness is not just about doing stuff. It's also about doing them right and doing more of them. One way to truly take things to the next level is to use emotional ownership. You see, a lot of blue collar employees struggle with their job because, at some level or other, they feel divorced from their work.

There's an emotional disconnect between who they are and the things that they do to put food on the table. It is no surprise that a lot of people simply hate their jobs. It's not a shock that a lot of these people are not all that productive. Also, the quality of their work is nothing to write home about. If any of these applies to you, you can turn things around by simply using the power of emotional ownership. Here's how you do it.

Decide to Truly Own the Stuff You are Working On

When you are assigned a task or a project, understand that it will reflect you. It's not just a job. It is not some trivial collection of tasks on a piece of paper. Also, you're not just a cog in the machine.

It is also imperative that you do more of it. Why? The results you produce with this task reflects your character. You have to operate at that level.





Let Personal Pride Push Your Personal Effectiveness Upward and Out

Ask yourself these questions: What does my work say about me? What does my work reveal about my values? What does my work say about my destiny as a person on this planet? What does my performance at work say about my impact on my world?

These are very big questions because most people refuse to ask these questions. They think that their boss is somehow entitled to give them a paycheck every two weeks. If you, on the other hand, ask yourself these questions, chances are you will be able to produce more work at a higher level of quality and guess what will happen?

Most people struggle with their income precisely because they want to do the very least to avoid getting fired. I'm telling you that's not good enough. That's not going to cut it.

PRIDE GIVES YOU A POWER OF EMOTIONAL OWNERSHIP

You know when people act out of pride, things get real because there is an emotional component there. Use this to work for you instead of against you. I know a lot of people who get into fights because of pride issues. Well, use that same dynamic to work for you.

However, this time, the fight is not against other people but against yourself. It's a fight against laziness, mediocrity and lack of imagination. It's also a fight against inefficiency. You see, when you accept the idea that whatever you produce is a reflection of your personal pride, you take emotional ownership.

This is not just small stuff. These are not trivial tasks that really don't add up to much of anything. Instead, this is a big deal. This is about you - who you are, what you're about, what your values are and your qualities as a person. If you think along these lines, you will no longer be going through the motions.

Instead, you're going to be looking at the actual results that you're doing and will try to line that up with the personal image you have of yourself.

Framing things this way mentally enables you to work to produce the highest quality. It also enables you to work to produce more.





PRIDE LEADS TO EFFICIENCY

Many highly effective people also use their previous work as templates. They then learn from their previous work cars to constantly increase quality and this yields greater efficiency. Do you see how this works? This is the mindset that you need to adopt. Unfortunately, if you don't take pride in what you're doing, it's going to be very hard to assume emotional ownership. It's going to be too tempting to just go through the emotions. It's just too tempting to look at what you're doing as something that is really not all that important because, hey, let's face it, you're just another cog in the machine.

ACHIEVE MORE BY WORKING MORE PURPOSEFULLY

Oftentimes, it's more important to focus on why you're doing things instead of obsessing about what to do and how to do them. Don't get me wrong. You have to be competent so you have to know what to do and how to do them and how to follow a certain sequence of actions. However, if you don't have a clear understanding of your purpose, a key ingredient is missing. This is the key ingredient you need to take your results to the next level. This is why you need to follow the steps below.

Write and Rewrite Your Grand Visions for Your Life

What do you want out of your life? By this point, you should already have a set of big goals that you have clarified. In this chapter, you're going to keep writing and rewriting these grand visions. Be as clear as you can. What's important is that they are vivid in your mind. They have to stand out. They have to trigger an emotional state.

What Purposes Does Your Vision Reveal?

When you write down all your visions, you should be able to read between the lines. You should be able to connect the dots. By reading your grand vision, you should be able to see the big picture of your life. What does it reveal about you? What direction does it call you to? What kind of person do you have to be to achieve these? Allow yourself to get pumped up. Allow yourself to get inspired.

PRIDE LEADS TO EFFICIENCY

When you read your grand visions, allow yourself to feel purposeful. Allow yourself to get excited by the fact that you are not just surviving day-to-day. There's a reason you're still breathing. There is a logic that you're following. All of this leads somewhere.

If you are able to get that sense of direction and meaning, allow yourself to feel motivated. Unlike most people who are just simply chasing their tails and going around in circles, you actually have a direction. What's more every single day is a day closer to your big objectives. You're not just going through motions.

You're not just wasting day after day seeing one day blur into another. Every challenge you overcome gets you closer. Every solution you come up with gets you closer.



PRACTICE PURPOSE – DRIVEN PROBLEM SOLVING

As you pursue your goals, chances are you probably will hit a rough spot from time to time. This is to be expected. That's how life works. The big difference between winners and losers is that winners are able to snap back up very quickly when they get knocked down by circumstances.

They don't wallow in self-pity. They don't waste time looking for other people to blame. They definitely don't look at themselves as victims. As much as possible, when they get knocked down, they spring back up, and they try again and again and again. Sure, they get knocked down again, but they keep trying.

Losers, on the other hand, stay down. They think that the reason they lost is that they were born poor, their parents were divorced or separated, people did not treat them properly or they got abused. In other words, they look at themselves as victims. The world owes them something.

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CONT'D

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The world owes them something. Stop thinking like a victim because the longer you do that, the longer it will take for you to achieve victory assuming you achieve it. There are only two types of people in this world: victims or victors. When you practice purposedriven work, you are positioning yourself as a victor. Now, a victor is not some sort of magical person who is immune to life's challenges. There will be setbacks. There will be failures.

What's important is how you deal with them. Focus on purpose-driven problem solving. Oftentimes, these big challenges that threaten to rob you of your opportunities are actually opportunities in disguise. This is how winners get over because they look at their problems as simple stepping stones to higher state of success.

Losers, on the other hand, look at their problems and stay so fixated that the only thing that they can focus on is their problems. Let me tell you when you focus on any problem, it gets bigger and bigger and your resolve gets weaker and weaker. Stop looking at the problem and start focusing on what you can do to solve that problem.

Focus on you pride. You're smarter than this. You're more resilient than this. You're more resourceful than this. Most importantly, focus on your purpose and the challenges fall into perspective. I'm not saying that they become ridiculously easy. I'm not claiming that. What I am saying is that you now have a better framework and a better emotional state so you can solve these problems. They no longer have to be paralyzing. They no longer have to debilitate you and rob you of your willpower.



CHALLENGE YOURSELF DAILY

On a daily basis, you have to ask yourself a series of questions. More importantly, you have to take action on these questions. You have to answer these and take these actions.

Can I Produce More? It doesn't matter what kind of job you do. Maybe you're a teacher. Perhaps you're construction worker. Possibly, you're a business person. Ask yourself,

“Can I produce more units?” When you ask yourself this question repeatedly, it triggers your internal imagination, resourcefulness and creativity.

Things start to fall into place because you are an evolving learning organism. You learned certain things in the past, and you're able to connect the issues that you have now with the things that you have witnessed or experienced in the past.

Eventually, things fall into place. Unfortunately, that is not going to happen if you do not ask yourself this question repeatedly. This dynamic applies to the following questions as well.

Can I Produce Higher Quality Work? Don't settle for the quality that you're producing now. See if you can step it up.

Can I Network Better? As the old saying goes, “Two heads are better than one.” It’s absolutely true because we’re all different. We’re all limited and, oftentimes, we look at the world in our own limited way. We end up developing tunnel vision.

If you network with people who look at whatever puzzles you're struggling with from a completely different perspective, your chances of solving that problem go up tremendously.

Network as much as possible. Try to learn from as many people as possible. Sure, they may have a very toxic personality. Some of them may be flat-out unpleasant, but try to learn from them anyway.

Can I Reduce My Work Time? Look at the amount of time you're putting into your work. Ask yourself if you can dramatically reduce the amount of effort you put in to your daily tasks. You can do this through automation. You can do through software.

You can do this through networking, delegation or outsourcing. Ask yourself if you're doing enough to reduce your work time. Now, you're doing this not because you want to slack off. You're doing this so you can invest that freed-up time to further automation or further efficiency.



CHALLENGE YOURSELF DAILY

Can I Automate Better? If you are not automating your tasks, then you are not doing it right. I don't care what kind of work you do. There's always space for automation.

So, try to find a mobile app or a local installed piece of software or some other technological solution to automate what you're doing. It can be a small part or it can be a large chunk of your daily work.

Can I Pack More Value into My Work? Value is crucial to how much money you make. Let me tell you if you're complaining about your salary, it's because the value you produce is fixed at a certain level. If you want your boss to get excited by giving you a pay raise, increase the value of your work.

This can take two forms: either you produce more units or you increase the quality of each unit you manage to produce.

Can I Solve More Problems I understand a lot of people don't intentionally look for problems. In fact, if you're a normal person, you would try to stay away from problems as much as possible.

Believe me I understand that. However, if you are looking to maximize your effectiveness, you have to look at problems for what they truly are. They are opportunities to step up your game. Let's put it this way. What doesn't kill you makes you stronger. So, that should be your attitude regarding your problems.

Can I Connect the Dots Better for Innovative Breakthroughs? Not only should you challenge the things that you're doing; you should also challenge your mindset or your problem-solving skills. This doesn't have to involve like a massive overnight explosion. As long as you are intentional about this, you will achieve some breakthrough. It doesn't have to be big, but every little breakthrough you achieve can be scaled up. So, focus on connecting the dots better. Don't assume that you've figured everything out. Always look at whatever challenges you face with a fresh set of eyes.

However, the more you work out and the more you put pressure on your muscles; the leaner, the stronger and the more powerful they become. The same applies to your personal effectiveness. For it to grow, it has to be challenged. So, put yourself in difficult situations. Don't ignore challenges. You have to put a lot of stress on your ability to solve problems and your ability to function effectively. Otherwise, you're going to stagnate. You're not doing yourself any favors.



BEST PRACTICES IN GETTING THINGS DONE

These are some best practices that you should adopt if you would like to become a more effective person. Not all these best practices apply to all people. They don't apply across the board. However, if you see any of these applying to your set of circumstances, don't hesitate to adopt them.

Start Now

I don't care what's going on in your life, but you have to commit to starting now. I know it may seem inconvenient. You probably are tempted to hold things off until tomorrow. However, let me tell you, tomorrow will never come. The more you keep saying to yourself there is always a tomorrow, the more you doom yourself. You're just giving yourself an out.

You're giving yourself excuse after excuse not to start. You're giving into your fear. Don't do that. Resolve to start now. Of course, what I mean by that is not immediately, but starting at a certain predefined date. However, regardless of what you're feeling, when that date comes, you snap into action and start.

Every Baby Step Forward You Take is a Victory

A lot of people are under the impression that if they are looking to boost their personal effectiveness that they have to get out of the gate like some sort of Kentucky derby thoroughbred. Absolutely wrong. You don't have to get out of the gate like a champion. You can take baby steps. That's okay. As long as those steps are consistent, you are making progress. Always remember that every baby step forward you take is still a step forward. In other words, it's still a victory.

Every Failure is a Victory in Disguise

When you run into a snag, don't allow yourself to get emotionally down. Seriously. When you run into a problem, you get an opportunity. You get to learn how to fix problems. More importantly, you learn how to change your personal character to get poised for greater success. Your failures don't have to define you.

Your emotional stress doesn't have to derail your forward progress to eventually victory. Focus on the big picture and, most importantly, focus on solving problems in the here and now to take you one step closer to your eventual goal. Now, understand that sometimes when you attack the front door, you can't make any progress. That is the cue you need to go through the side door. If that is sealed off or is unavailable, try the roof or the basement. Whatever you do, keep trying.

Focus on Building Systems

People who fail are focused on hacks. They're focused on figuring out what to do at the right time at the right place. Now, this is a problem because you're basically just betting that you will get lucky. Oftentimes, luck doesn't appear when you need it. So, focus instead on building a system. It's not terribly sexy, but it's effective. It's all about having the right sequence of tasks that you do so you can tackle whatever comes your way.

Unfortunately, it's too easy to adopt mindsets that trip you up and sabotage your success on your path to optimal effectiveness. You need to become aware of these and eliminate them from your life.

THANK YOU

WE WELCOME YOUR
FEEDBACK

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