

# Achieving Your Goals for 2016 and Beyond



## TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

# MARKETING & MANAGEMENT

Rem Jackson, CEO Top Practices ★★★★★

Tom Foster, CEO Foster Web Marketing

# Welcome

“ In times of change, the learners will inherit the Earth, while the knowers remain beautifully prepared for a world that no longer exists.”

-Eric Hoffer



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# What we'll be covering

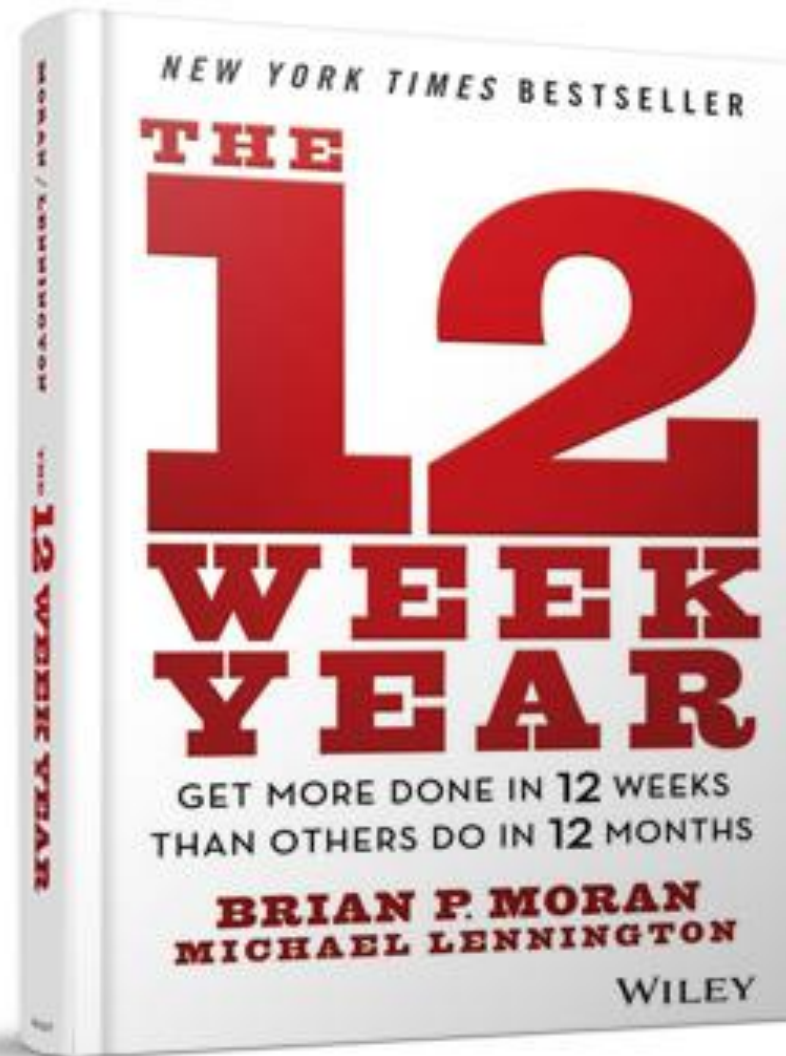
- What's Stopping You?
- Prioritizing Your List
- Setting Your Top Goals
- How To Achieve Those Goals
- What's Going to Stop You?
- Resources You Need To Succeed
- What Is Your Alternative?



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# 5 Stages of Transformation

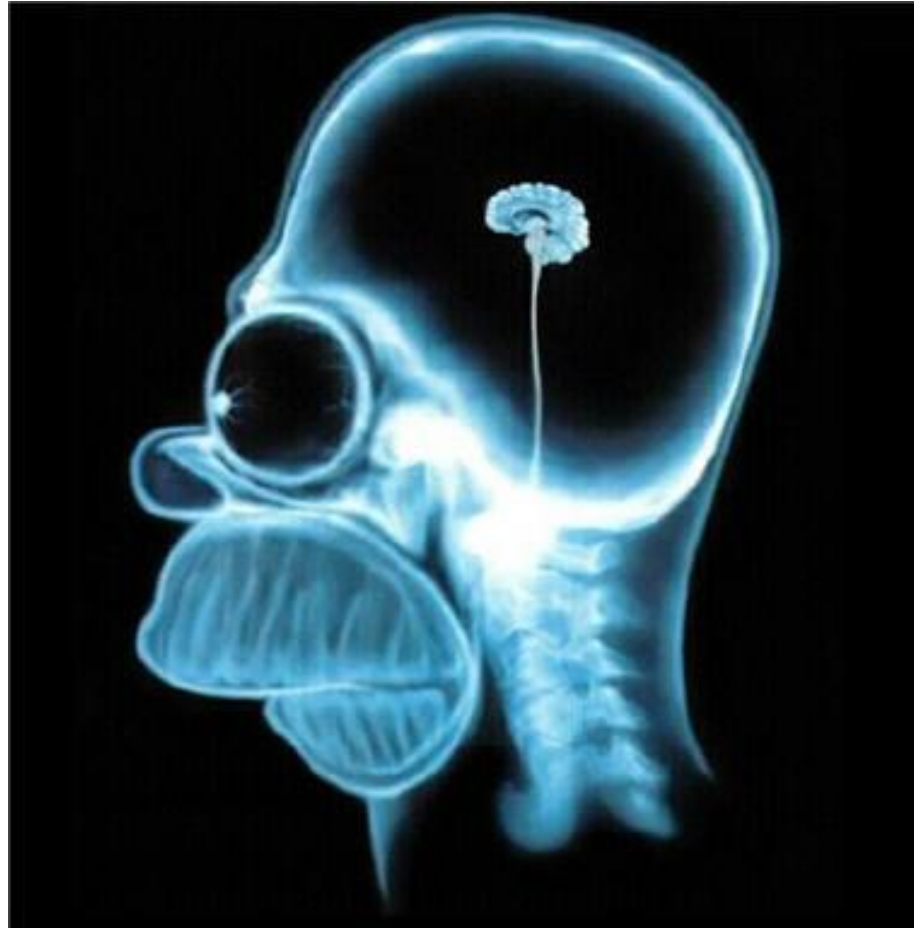
1. Uniformed Optimism
2. Informed Pessimism
3. The Valley of Despair
4. Informed Optimism
5. Success and Fulfillment



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# Mindset



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# Mindset



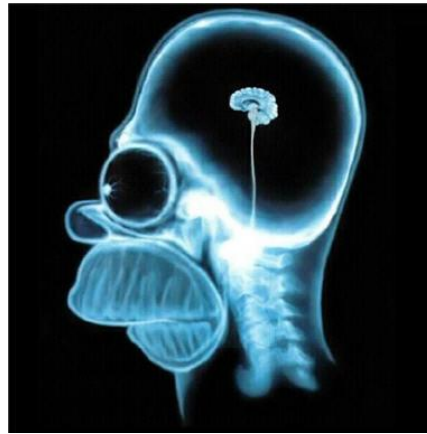
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# Why Aren't You Getting the Traction You Want?

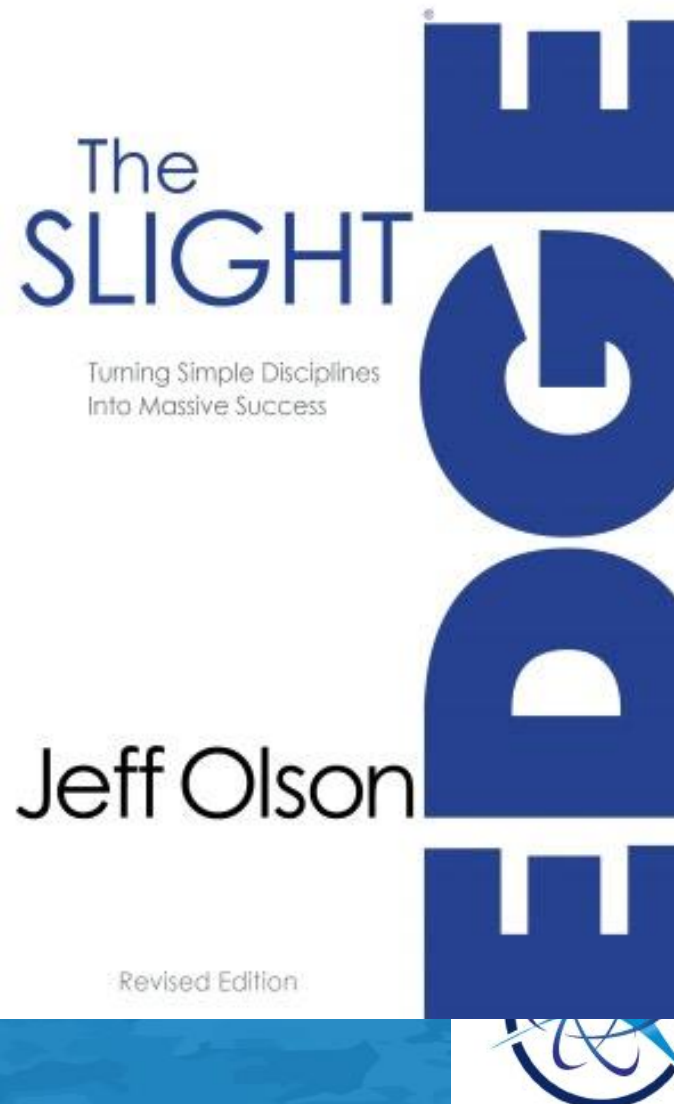
## You Aren't doing it



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# The Slight Edge



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# The Slight Edge

- You actually already know what you need to know to be ridiculously successful
- You just don't do it.



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# You have a choice

## Slight Edge Life Paths

### **EASY TO DO**

Simple disciplines made consistently over time

- Responsibility/Discipline
- Value Driven

What's uncomfortable early becomes comfortable later

PHILOSOPHY → ATTITUDE – ACTIONS – RESULTS – **LIFESTYLE**

What's comfortable early becomes uncomfortable later

- Blame/Neglect
- Entitled

**5% SUCCESS**  
Progressive realization of a worthy idea

**LIFESTYLE**

FINANCES

HEALTH

BUSINESS

PERSONAL DEVELOPMENT

RELATIONSHIPS

### **EASY NOT TO DO**

Simple errors in judgement made over time

**95% FAILURE**  
Lasts a lifetime

CTICES

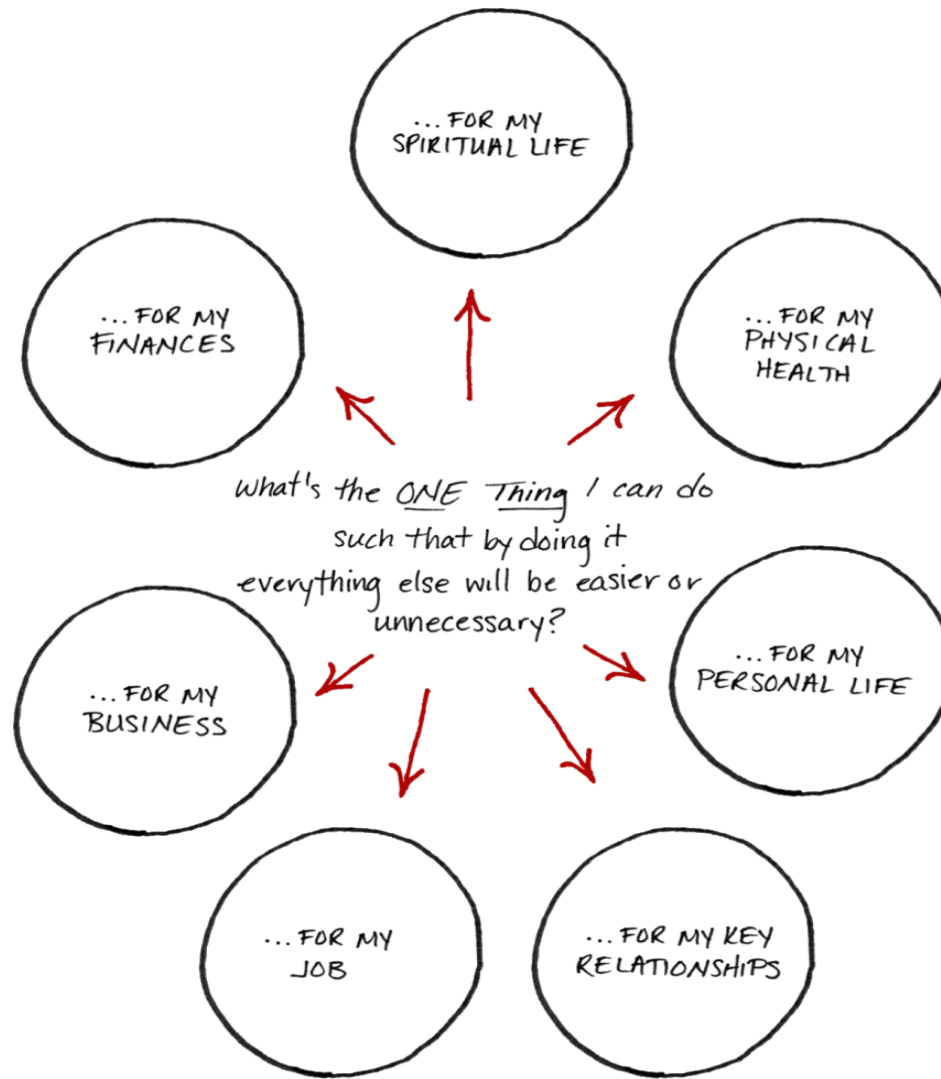
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What's the ONE Thing I can do  
such that by doing it  
everything else will be easier or  
unnecessary?



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# How to Get Organized

## The Deceptively Simple Yet Extremely Powerful Exercise:

- Write it all down
- 1,2,3
- Do it Again
- Top 10
- Attack the Top 3 in 12 Week Periods



# The Blueprint

Recalibrate  
what you believe is  
possible – regularly  
–Rem Jackson



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# Jim Rohn

“You are the average of the five people  
you hang out with the most”

“Your income tends to be the average  
of the five people you hang out with  
the most”



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# The Blueprint

Wars are won  
by people who actually  
go out and  
do something

–General George Patton



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# What's Missing?



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# Fred Factor

How passion in your work and life  
can turn the ordinary into  
the extraordinary



Mark Sanborn

AN UNABRIDGED PRODUCTION



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# It Don't Come Easy



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# Rem, do you have a system?



# What is Your Excellent Goal?

- What do you have a passionate desire for?
- Build Buffers to protect you from not executing
- Make execution effortless
- Execute in 12 week plans



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# The Slight Edge

Be here, actively immersed  
in the process, one year  
from now



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# To Be Perfectly Clear...

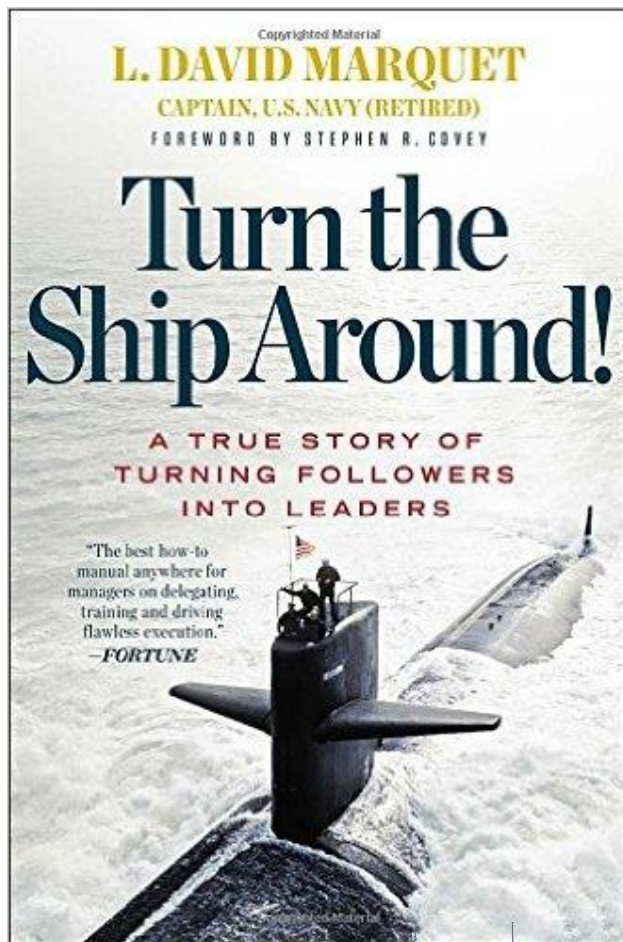
Systems to make you sharper/better

- Systems for your Mindset
- Systems for your people
- Systems for your office
- Systems for your marketing



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# The SLIGHT

Turning Simple Disciplines  
Into Massive Success

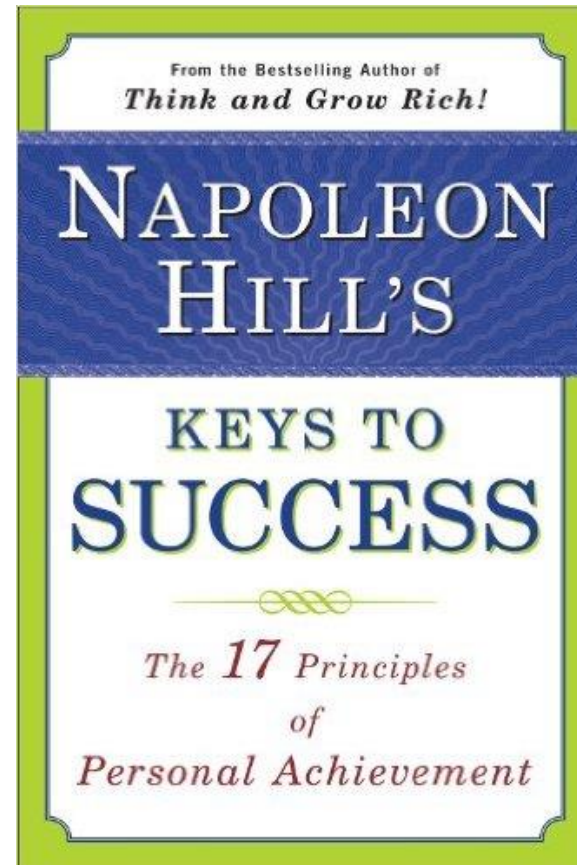
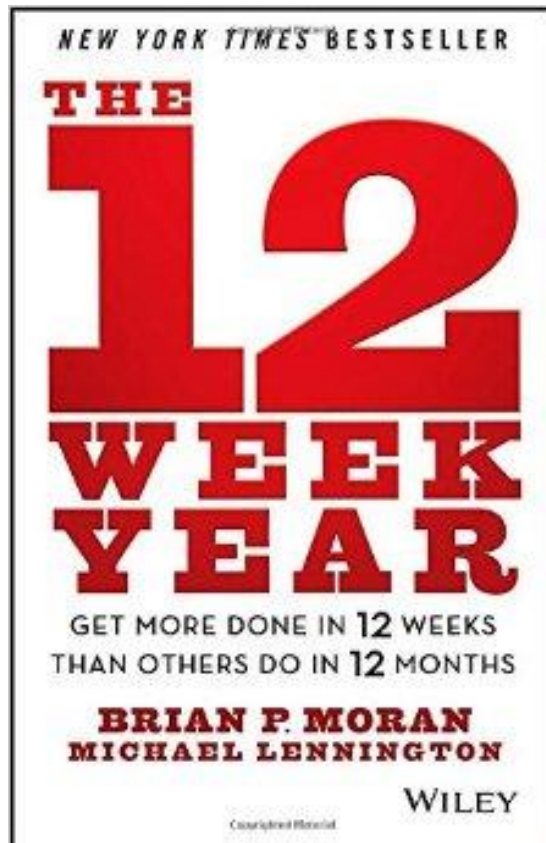
Jeff Olson

Revised Edition



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# What I see works

- They have a plan that is sustainable
- 12 Week Execution Plans
- Be here executing one year from now
- Work through the problems
- Don't let the big things stop you



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# What I see Works

- Have Faith
- Enjoy your life now



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# Top 5 Regrets of the Dying

Bronnie Ware

- I wish I'd let myself be happier
- I wish I'd stayed in touch with my friends
- I wish I'd had the courage to express my feelings
- I wish I hadn't worked so hard
- I wish I'd had the courage to live a life true to myself, not the life others expected of me



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The Decision to Start Today is  
the Most Important Decision  
of Your Next 10 Years



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