

MODULE 3:

The Strategic Continuum



REthink**U**

Change the way you think.
Get the results you want.



REthinkU Workbook

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The Strategic Continuum

**“THE CHAINS OF HABIT ARE TOO LIGHT TO BE FELT
UNTIL THEY ARE TOO HEAVY TO BE BROKEN”**

- WARREN BUFFET

Why do some people achieve their goals and others fail?

An Introduction to The Strategic Continuum!

Approximately 80 percent of people never set goals for themselves. Even more surprising, of the 20 percent that do set goals, approximately 70 percent fail to achieve them. Remember, Success always leaves clues, but so does failure.

Here are five pitfalls to avoid along your journey to The Good Life.

1. Uninspiring Goals

When most people set goals, they envision a ‘thing’ such as a particular amount of money, an object (like a new car), or a specific achievement (like writing a book). Unfortunately, these ‘things’ don’t appeal to the core of what motivates you. These ‘things’ miss the point of what you’re actually seeking in life and work, which is the FULFILLMENT that you believe those ‘things’ will produce. Rather than envisioning a ‘thing’ as your goal, envision--with strong imagination--how you will feel when you achieve that goal. This becomes your WHY and knowing this is critical to your success.

2. Fear of Failure

If you’re afraid of failing, you will hesitate or avoid taking the necessary steps required to achieve your goal.

For example, you won’t make that important phone call, because you’re afraid that you’ll be rejected. You won’t quit your dead-end job and start your own business because you’re afraid that you might end up failing.

Decide now that failure is a temporary condition and often necessary to achieve incredible success. If things don’t go the way you’d like, it’s only a setback that, at most, delays your eventual success. In other words, accept the fact that you’ll sometimes fail, but treat that failure as an unavoidable (yet vital) component in your quest. What you learn through failure prepares you for the next phase of your journey. The experience of failure is often a critical component of success - setbacks! Expect them! Where this becomes problematic is when you quit.

**Winston Churchill stated it best:
“Never, never, never give up!”**

3. Fear of Success

In many ways, this fear is even more debilitating than the fear of failure. Suppose you achieved something spectacular, like enormous wealth. What if it didn't make you happy the way you anticipated? What if the responsibility was too much to handle? What if your friends start acting weird? What if your family became envious? Such thoughts can cause even a highly motivated person to sabotage themselves even before the dream becomes a reality.

Decide now that you're going to be happy and grateful moving forward, and the success you achieve will make you a better person, not worse. How others react is on them, and you can't control this. Rather than focus on possible problems, envision how wonderful it would be to be able to help your friends and family achieve their goals based on your experience and personal growth.

4. An Unrealistic Timetable

Many people greatly overestimate what they can do in a week, and drastically underestimate what they can do in a year. Most people try to cram too many disciplines into the short-term rather than spacing out activities over the long-haul. The inability to get all the short-term steps accomplished creates discouragement and the impression that the overall goal is slipping away.

Keep in mind, there is no overnight success.

This process takes time, considerable time. You've worked diligently to become who you are today over that last how many years? You will not change overnight, but you can improve 1% today over yesterday, yes?

5. Lack of Action

It's the start that stops most people! After setting a goal and creating a plan with dates and activities, many people fail to begin taking action; consistent action. They never actually take that first step needed to progress toward their goals, and if they do they don't persist and action fizzles out as they pursue a better strategy to replace the current one that's (perceived to be) not working.

Realize if you don't get started and stay in action, you don't go anywhere and your life never changes. Without taking action on your new chosen path, your scenery doesn't change!

THE LAW OF ACTION:

**NO MATTER WHAT WE FEEL OR KNOW,
NO MATTER WHAT OUR POTENTIAL GIFTS OR
TALENTS, ONLY ACTION BRINGS THEM TO LIFE.
THOSE OF US WHO ONLY THINK WE UNDERSTAND
CONCEPTS, SUCH AS COMMITMENT, COURAGE,
AND LOVE, ONE DAY DISCOVER THAT WE
ONLY KNOW WHEN WE ACT; DOING BECOMES
UNDERSTANDING.**

So if you've created a goal list and now wonder why none of them are being realized, ask yourself what action steps you've taken to achieve your goals. Also, are they the right actions - the right disciplines? And, do you have the right strategy? This is the focus of this week and the key to gaining the momentum necessary to move forward towards your goals. **The Law of Action! I Must! I Will! I Promise! I AM!**

**A GOOD PLAN IMPLEMENTED TODAY
IS BETTER THAN A PERFECT PLAN
IMPLEMENTED TOMORROW.**

- GEORGE PATTON

The Law of Action

**My successful actions lead me to my success
The Good Life!**

**My unsuccessful actions lead me to my
failure. The Bad Life!**

Your actions ALWAYS produce results, and, you are ALWAYS in action. Even no action is an action! Your days are filled with choices and you are experiencing the consequences - both good or bad. At some point, you decided to live your life the way you're living. The question is, do you like the consequences - the results you're producing?

**PLANNING WITHOUT ACTION IS FUTILE,
ACTION WITHOUT PLANNING IS FATAL.**

- CORNELIUS FLETCHER

Your goal should be a perfect plan, at a minimum you need a B/B+ plan and you must execute your plan 100% (or pretty darn close).

The Law of Action requires you to Seek Expert Counsel, design your plan, and take action!

Remember, you are always in action. SLEEPING is an action! Everything you do requires a decision first based on your options available (you always have a choice - some choices may be harder than others!!!). Many people will make decisions based on the most convenient or expedient, or what

they are accustomed to doing based on past experiences.

**If you always do what you've always done,
you'll always get what you always got!**

Your goal is to take action based on intentions. Good intentions based off of your goals, based off of research and expert counsel. Based off of what you've planned out to help you achieve the Good Life you are pursuing. This is how your life will change!

As you create your plans, have you accounted for dragons? J.R.R. Tolkien, author of The Hobbit, wrote, "It does not do to leave a live dragon out of your calculations if you live near him." This sounds like a silly, unnecessary piece of advice, but how often do we actually overlook an aspect of our plan which can so easily ruin everything? Looking back, we may wonder how we could have missed it! Much like you should be prepared if dragons are nearby.

What are the 'dragons' in your life? What can interfere with a perfect plan that, with forethought and good counsel, can be avoided, or at least mitigated?

Think about it. How can you prevent, delay, or mitigate the impact 'your dragon' has on your life moving forward? Think it Through and identify potential issues that lie in wait down the road. Don't worry about what is... maybe you already have a chronic illness, experienced a divorce, or lost a business. You can't change the past, but you can impact the future.

**IT DOES NOT DO TO LEAVE A LIVE
DRAGON OUT OF YOUR CALCULATIONS,
IF YOU LIVE NEAR HIM**

- J.R.R TOLKIEN

Give as much thought to what you don't want as you consider what you do want, and build plans which are faultless. Seek expert counsel (someone who knows about or has done what you want to do). Dr. Google (google.com) is a great resource to dig deeper and gather more insight and options as you complete this exercise.

Think it through, decide what you want and don't want (and why?), seek expert counsel, build your strategy (your plan) to achieve what you want. Then take action immediately!

In the morning, seek Perfection! Seriously! When implementing your plans, take action with the intent to have a perfect day! Strive for perfection and believe you can achieve it. If you study Six Sigma (a method that provides organizations the tools to improve performance and reduce defects creating improved profits, better employee morale, as well as improving the quality of products or services provided), you'll learn that perfection is defined as 3.4 defects per million.

What if you had that track record in your life?

Now, understandably, consistent perfection may not be sustainable and we get that, but that doesn't give you permission to shoot for anything shy of perfection.

The phrase, 'Rise & Shine' rings true here. Rise, engage and shoot for the moon. Put forth your strongest efforts to stay on task and knock out your daily disciplines - shine bright, execute 100% and achieve more!

Now, at the end of the day, you will evaluate your day. First, you will be kind to your self - this is not self-judgment or criticism. This is a scientific review of what you achieved and where you fell short. When the morning's goal is perfection, the evening's goal is progression. Did you get that?

When the morning's goal is perfection, the evening's goal is progression. Did you get that? Morning perfection, evening progression.

If you follow this concept consistently day by day, week by week, month by month, and beyond, you can't help but achieve your goals. One other critical part to this — give yourself a 24-hour reset.

A 24-hour reset is our way of recognizing our efforts for the day, good or bad, evaluating our progress, setting the expectation for the next day, and doing a mental reset as you go to sleep, and in the morning you wake with the vigor and grit to pursue...perfection again! This allows you to not carry any baggage with you day to day.

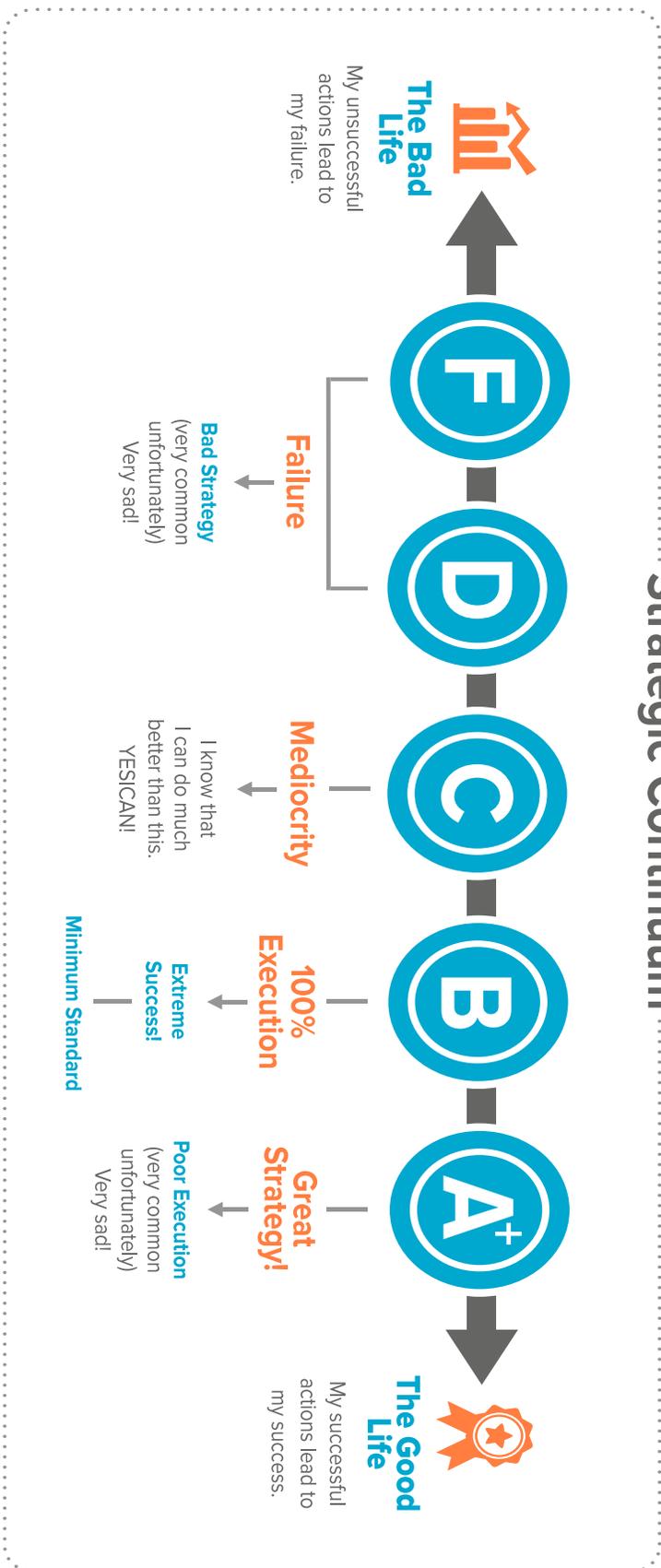
This behavior will increase the chances of you having more great days time and again. You will also experience days that you feel like you back-tracked and lost momentum. Don't fear. This process is difficult and you must plan on setbacks. What you can't do is allow this one moment or day or even week be the cause of ongoing setbacks. Do a 24-hour reset every evening - evaluate your performance like a scientist would objectively and not with judgment, determine where things went wrong, and learn from the experience.

Then, press on the next day with the intention of having a perfect day. Too many people carry the burdens of past experiences with them for weeks, months and even years and they never seem to move on in life, thus they never experience the potential growth that provides a much better life.

Strive for perfection - Sunrise. Be grateful for progression - Sunset. Repeat Daily!

The concept is simple - just like many things in our life of any value - but the application can be hard and, often times, avoided because change is not easy!

Strategic Continuum



THE STRATEGIC CONTINUUM:

Print out The Strategic Continuum on the previous page and use it frequently to evaluate your strategies in life.

So how does this graph help you?

Well, let's take a look at your oral hygiene. Based on this graph, where would you place your current discipline with regard to caring for your teeth and mouth?

1. Were you honest with your answer?
2. Do you like the grade you gave yourself and do you like the results you're getting with your current hygiene practices?

Not sure if your current habits are the best? When you think it through, and decide you will live your life by design—*by choice*—you begin to realize how much of a direct impact you have on the direction your life takes. You gain a sense of confidence and control over your life.

Here's what Healthline.com says:

1. Don't go to bed without brushing your teeth
2. Brush properly
3. Don't neglect your tongue – plaque can build up here too
4. Use a fluoride toothpaste
5. Treat flossing as important as brushing
6. Consider mouthwash (don't rinse in the evening to keep a light coating on your teeth)
7. Drink more water
8. Eat crunchy fruits and vegetables
9. Limit sugary and acidic foods
10. See your dentist at least twice a year

Compared to this list, reevaluate how you're doing. Do you see areas for improvement? Don't like what Healthline.com suggests? Research other 'experts' to find the best strategy for you. If you gather multiple lists, you'll begin seeing patterns of key things to do and things not to do. Google is awesome when it comes to seeking expert counsel fast!!!!

My first question was, "what does #2 mean when it states, brush properly?" What is brushing properly? That required me to go further and ask Dr. Google, 'how to brush properly' and this is what stated on mouthhealthy.org:

The proper brushing technique is to:

- Place your toothbrush at a 45-degree angle to the gums.
- Gently move the brush back and forth in short (tooth-wide) strokes.
- Brush the outer surfaces, the inner surfaces, and the chewing surfaces of the teeth.
- To clean the inside surfaces of the front teeth, tilt the brush vertically and make several up-and-down strokes.

Is this your strategy? If not, will you try a new way?

This is one simple example of how The Strategic Continuum can help you evaluate your current strategies and see if you like the results you're getting. Evaluate your sleeping habits against this graph. Evaluate your relationship with your spouse or significant other against this graph. Your eating or snacking habits. Smoking. Drinking. Exercise. Your morning routines. Your sales interactions with customers. Your work performance. Finances. etc.

You get the point.

The whole idea of this program is to Think it Through, decide what you want and don't want (and why), look in the mirror, decide if the results you're getting align with the life you want to live, and if not, do something about it!

Bad strategies lead to bad results and bad execution leads to bad results. Conversely, good strategies lead to good results and good execution leads to good results.

This represents the core of The Strategic Continuum.

When you move to the right on the Strategic Continuum, your results improve. When you move to the left, your results get worse. Having an "F" or "D" strategy will lead to failure. If you're doing something that falls here on the graph, STOP executing and make the necessary changes!

A "C" strategy leads to mediocrity. This is way better than failing and is a great place to move to if your strategy is a 'D' or 'F'. Just don't stop here; keep moving to the right across the Strategic Continuum and improve your strategy - day by day, week by week, month by month.

Take a look at the 'A+' side of the graph. Notice the reference regarding execution here. When you execute an 'A+' strategy 50% of the time, you will fail. Great strategy - poor execution - guaranteed failure! Having an 'A+' strategy is awesome, but not required to win. This idea is a trap. You've had conversations with people who are always chasing after the better strategy. These people are always into a 'new plan.' These people are so consumed with a better strategy that they never get to the execution stage 100% - here's where the trap lies. The quest for something better leads people on a continuous search and their execution is mediocre at best.

People do this with their exercise, diet, jobs, relationships, sales, etc.

At a minimum, strive for a "B/B+" Strategy and execute this strategy 100% (or pretty darn close). This creates success every single time. No exception. When you move to the right across the Strategic Continuum, your results always improve; and, your life always improves! Guaranteed!

Pursue Passion, Health, Love, Abundance, and Joy - all five! Desire balance in these five areas of your life. Each one should be a priority. Better strategies lead to better results.

My to-do list and my not-to-do list. Turn these two lists into your daily disciplines. Turn your daily disciplines into your daily routines. Turn your daily routines into your daily habits!

THE FIRST AND BEST VICTORY IS TO CONQUER SELF. TO BE CONQUERED BY SELF IS, OF ALL THINGS, THE MOST SHAMEFUL AND VILE.

Time plus repetition. Considerable time! Considerable repetition! This is difficult and by no means easy. Hard work! There will be setbacks - plan on it! When setbacks happen, because they will, it's ok - relax, regroup and get back into action!

I must take control of my own brain and I must direct my own brain to ends of my own choosing! I must! I will! I promise! I am! Thank you, thank you, thank you!

THERE ARE ONLY TWO RULES FOR BEING SUCCESSFUL. ONE, FIGURE OUT EXACTLY WHAT YOU WANT TO DO, AND TWO, DO IT!

- MARIO CUOMO

Would you like to see the faces of your two 'selves?' Turn your shower all the way to freezing cold and tell yourself to step in! You'll see which 'self' wins that argument!!

IN NATURE THERE ARE NEITHER REWARDS NOR PUNISHMENTS; THERE ARE ONLY CONSEQUENCES

Think about this quote until its meaning is crystal clear – it may save you a lot of hassle.

How does this quote relate to the Strategic Continuum? Are you your own worst enemy?

Pick a 'B/B+' strategy and stick with it. Give it a chance to succeed or falter. You must allow your strategy enough time.

This is really important!

When you discover a strategy that produces the results you want, stick with it. Be extremely disciplined here.

As you move across the Strategic Continuum, you must recognize your bad habits. These will shut you down! You must eliminate a bad habit and replace it with a good habit – only work on 1 or 2 at a time to avoid overload!

This requires time, effort, and patience! This is hard work! However, very doable! Improve your habits and you will improve your results.

If you and I are to be successful, we must pay the price – hard work!

You must have Self-discipline, self-mastery, self-control -- this is conquering self!

Bonus Round

8 Fundamental Laws To Effective Thinking:

This is from Friday's Laws. Dr. Paul Friday is Chief of Clinical Psychology at UPMC in Pittsburgh, Pennsylvania and practices Cognitive Behavioral Therapy (CBT), a goal-oriented branch of psychotherapy in which he helps clients understand connections among thoughts, emotions, beliefs, and actions.

Think about what we are asking you to do regarding your daily strategies and actions. There is science behind what we are learning in this program - trust the process!

1. LIFE IS DIFFICULT.

2. PERCEPTION IS REALITY.

**3. CHANGE IS THE TOUGHEST THING
A HUMAN BEING CAN DO.**

**4. YOU CAN NEVER CHANGE ANOTHER
HUMAN BEING; YOU CAN ONLY CHANGE
YOURSELF. ONCE YOU CHANGE, THEY
CHANGE, BUT YOU CANNOT CHANGE THEM.**

**5. I AM RESPONSIBLE FOR EVERYTHING
I DO AND SAY. I AM NOT RESPONSIBLE
FOR YOUR RESPONSE.**

**6. THE FUTURE AND THE PAST ARE
SELDOM AS GOOD OR AS BAD AS WE
ANTICIPATE OR REMEMBER.**

**7. NOBODY HAS A SQUEAKY
CLEAN PSYCHE.**

**8. THE ONLY THING THAT LASTS
FOREVER IS NOW.**

Writing and Self-Reflection Exercise

Part of your evolution into the Good Life is evaluating and altering your current habits. You have to know how you spend your days in order to determine if you are on the correct path.

Take time with this lesson and evaluate your life. Look at everything from the time you wake up to the time you go to bed, even the conditions of when and how you sleep (do your research as there are certain conditions for sleeping well that you may not be doing).

In addition, the idea of 'adding' more stuff to your already crazy days seems ludicrous, and it is! That's not what we are having you do. In fact, what you are doing some house cleaning of your current habits. Find the ones that don't bring you value and determine if you're ready to stop them and pick a healthier habit moving forward.

Easy to do, easy not to do.

This is where the rubber hits the road!

Shooting for a B/B+ Strategy or better.

The goal is to improve your current disciplines or replace them with better ones.

Attached is a time blocking activity. Take the time to complete a weeks worth of the activity you do most often. Color code as you see fit. When completed, take the time to evaluate your routines and determine where they fall on the Strategic Continuum with the goal of moving further to the right.

Everything can be improved, no doubt, but the goal is to target the ones keeping you from achieving the goals you identified in Module 1.

Over time you will have the opportunity to address many current disciplines, and the result will be a much better life.

What a cool journey you are embarking on! Enjoy!!

Time Blocking Template

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5:30 AM							
6:00 AM							
6:30 AM							
7:00 AM							
7:30 AM							
8:00 AM							
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