



# MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES  
MANAGEMENT CONSULTING GROUP

WILL ROBERTSON / JAY McDOWELL

[Will@PS-MCG.com](mailto:Will@PS-MCG.com) [Jay@PS-MCG.com](mailto:Jay@PS-MCG.com)

ISSUE 56

562-577-7000

## 365 Days and a Plan

In most offices and homes around the start of a new year people like to look forward to a year of success. This can mean different things to different people and most will wish for good health, excellent revenues from personal and business efforts, time with friends and family and a set of goals that will deliver on these wishes. Solid, strategic planning requires a combination of:

- Forward thinking
- Reality mind set
- Intention
- Commitment
- Personal values
- GHITBR (gray hair in the board room)

In this edition of The Monday Motivator we are going to look at these six requirements and provide some insight to them from two guys who have been around the corporate world for over 70 years collectively. Let's start with:

### 1. Forward Thinking

There's an old saying that hindsight is 20 – 20. Very true, but can foresight also be that clear? It can be if you are willing to look 12 months forward and decide now what you want your results to look like then. We are not talking about goals here ... planning to achieve them is more of what we are focused on. Of course the big questions we get in our coaching and



support work with executives is this... “What am I supposed to be forward thinking about?” The answer has more to do with your objectives and how you plan to achieve them than just the objectives themselves. To help you with this consideration let’s group a typical collection of considerations for a twelve month plan. This is a typical outline: Revenue (sales), market share, target market sectors (silos or vertical market targets), marketing, CRM (Customer Relationship Management), logistics, HR considerations, operations, manufacturing, finance, legal and personal and professional estate planning including succession or exit plans depending on your business goals. There may be other considerations but these are the ones we see most often. Can you think your way 12 months out on all these topics? You can if you start with a blank white board and a box of colored markers and map your way from where you are to where you say you want to be in one year. Then take a photo of that board and transfer the data to a written document that becomes an Action Plan. All you need to do is set time frames and stick to them.

## 2. Reality Mind Set

Our clients ask us what in the world we are talking about with these three words. The answer is tied to how we humans tend to think based on the outcomes we are dreaming of. We tend to warp reality to fit our vision of the outcome we seek. An example is money... if a marketing campaign is going to require a budget of \$30,000 but we only have \$5,000 to spend on it, we make up the remaining \$25,000 with wishful thinking about huge discounts or calling on friends and family to do us “favors” that add up to the other \$25,000. We literally SEE the outcome we want and then believe it will happen if we want it bad enough even though the thinking is flawed.



A reality mind set means that you think in terms of a realistic plan that has an excellent probability of succeeding with the resources you have at your disposal. For example, if you need to provide a service that will cost your company \$50,000 a month to provision then you have to invoice twice that to be in and stay in business. It’s that simple. That’s the reality of the situation.

## 3. Intention

Intention is just what it sounds like. What is your intention? Both Jay and I enjoy sailing. If we waited for the wind to be just right before getting on the boat we’d be waiting a very long time.

It's possible to make the boat go anywhere you desire by understanding how to capture the wind you have, not the wind you wish you had. It's all in the set of the sail. You can make a boat go forward with the wind blowing right at your bow! You just have to learn how to do it. When you think about the really successful products and services brought to the market just in the past twenty years what comes to mind? Apple? Microsoft? Space X? Tesla? Flat screen TVs? GPS? Smart phones? Cloud software services? The list can go on and on. No matter the industry sector the advances are impressive and all of this was and is the result of intention. Someone at some point wanted a result to happen. Their intention started a movement that ended up changing our lives. That's what you can do with intention. It's big and powerful and nearly indestructible once set in motion. A business coaching team can help you achieve the most difficult objectives.

#### 4. Commitment

In David K. Williams' book titled [The Seven Non-Negotiables to Winning](#) he tells the story of a young David Kramish who had been born 3 months early and barely survived. But with all the attendant health issues he was faced with he still went on to persevere and start his own business and eventually find success with his endless commitments to each outcome. How many times have any of us witnessed a person bound to a wheel chair or barely able to walk and said to



ourselves “There but for the grace of God go I?” Or perhaps something like “And I thought I had problems.” Commitment is an inside job. There's only so much a business coach can do to help you succeed. Most the heavy lifting needs to be done by you. There's just no way around it. You can fire your business coach but you can't change your outcome in personal or business pursuits if you keep doing what does not work. Commitment means that you stop paying attention to any task or activity that does NOT move you towards your goals every day of your life. This is how really successful people get that way. They learn to let go of anything unlike the vision they have of their business or personal reality twelve months out. Can you do that? Would you do that? How serious are you about the outcome?

## 5. Personal Values

Our clients ask us what we mean by “personal values.” What we mean is the behavior you’d act out when nobody else was there to see it. Have you ever made a mistake and said to yourself “That’s not who I am?” You’re not alone. All of us have had such thoughts. The trick is to get clear about who you ARE and only act as that person would act in all situations. Coaching, counseling, mentoring, advice, guidance, along with leadership, direction and vision can help you achieve anything you want. But you have to first take an inventory of your personal values then seek support on those areas where you know you need better mastery of your actions and intended outcomes to realize the success you want.



## 6. GHITBR

We get a laugh from this acronym. What this means is if you’re serious about achieving your objectives in the next 12 months then you may want to consider bringing in a team of coaching and support experts who have been there and done that. What if the deal ended up costing you nothing and there was no contract required?

Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it’s going.

Will Robertson, Founder / CEO and Jay McDowell, President / MBA are doing business as Performance Strategies as of Jan. 1, 2017. Our offices are located at 1231 E. Dyer Road, Suite 215, Santa Ana, CA 92705. You can reach us 562-577-7000. Our web site is [www.PS-MCG.com](http://www.PS-MCG.com) Our E Mail addresses: [Will@PS-MCG.com](mailto:Will@PS-MCG.com) and [Jay@PS-MCG.com](mailto:Jay@PS-MCG.com)



**Will Robertson, Founder / CEO**



**Jay McDowell, President / MBA**

Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.