

# By failing to plan, you are planning to fail

Without a plan of action and clearly defined targets of what you want to achieve, you will achieve nothing. Even if you work 12 hours a day.

Some of the busiest, most energetic and “productive” people I have ever met seem to achieve things daily but never achieve anything outside of that. They master the art of busyness.

Over time it doesn't matter how productive you are with your daily activities, what matters is the targets you set for yourself over 30d -12 month horizons and how you chip at them everyday.

- Sam Ovens

