

2026 Goals for Nick Wagner

Overarching Theme (from *The 5 Types of Wealth*)

The ultimate goal for 2026 is to increase all **Five Types of Wealth**: Financial (money to buy what you want), Time (freedom to choose how you spend your days), Social (strong relationships), Mental (purpose and peace of mind), and Physical (health and vitality). These goals are the systems designed to achieve that.

This document outlines your professional, financial, personal, and health goals for 2026. It is a living document, grounded in your values and designed to be adapted as you make progress.

1. Career: Achieve Top Performer Status

Your primary career goal is to master the full-cycle sales process at Amtech, establishing yourself as a top performer and leader.

- **Key Result:** Earn a **\$300,000 W2** by significantly exceeding your sales quota.
- **Annual Quota:** \$550,000 in Annual Recurring Revenue (ARR) and \$375,000 in Professional Services (PS).
- **Target:** Achieve **277%** of your ARR quota (~\$1.52M) and 100% of your PS quota (\$375k).

Key Objective: Adopt the Challenger Model

- **Goal:** Move from a relationship-based seller to a Challenger who wins by teaching customers new insights.
- **Action:** For 5 key accounts this year, build a “Commercial Teaching” pitch that reframes how the customer thinks about their business.
- **Action:** Master the “Teach, Tailor, and Take Control” approach in all major opportunities.
- **Action (from *Inspired*):** “Fall in love with the customer’s problem, not your product.” Use product discovery techniques to deeply understand their pain before proposing a solution.
- **Action (from *Influence*):** Lead with reciprocity by giving insight freely. Build authority by becoming a true expert in your customer’s business. Use social proof by leveraging case studies and testimonials.
- **Action (from *The Trusted Advisor*):** Earn the right to give advice. Focus more on listening and understanding the client’s unique situation than on presenting a solution. Remember that the relationship is more important than the transaction.
- **Action (from *Transformed*):** Act as an “empowered product team of one” for your customers. Evangelize how your solutions solve their deep-seated

problems, not just your features. Your goal is time-to-money, not just time-to-market.

Key Objective: Embody the 6 Habits of a Top Sales Engineer

- **Goal:** Master the art of the “Technical Win” by blending technical expertise with salesmanship.
- **Action:** Always **Partner** with your sales counterpart. Sales is a team sport.
- **Action: Probe** into every demo request with a formal Technical Discovery Call. A confused mind always says no.
- **Action: Prepare** your demo script to tell a compelling story, not just show features. A demo is a performance, not a training session.

Key Objective: Apply “Phoenix Project” Principles

- **Goal:** Use systems thinking to optimize your sales process for maximum throughput.
- **Action:** Identify your primary constraint (bottleneck) in your sales process (e.g., lead generation, initial outreach, demo quality, closing).
- **Action:** Focus your improvement efforts on that single constraint. Remember that “any improvement not made at the constraint is an illusion.”

Quarterly Objectives:

- **Q1: Foundation & Territory Mastery**
 - **Goal:** Successfully onboard and establish a strategic territory plan.
 - **Action:** Apply the “Fruitful Territory Framework” to tier all accounts.
 - **Action:** Book 5 meetings using the “Buyer Approved Discovery Blueprint.”
 - **Result:** Earn back your \$6,000 Q1 draw.
 - **Q2: Mastering Discovery & Pipeline Generation**
 - **Goal:** Become an expert at leading discovery conversations that uncover true business pain.
 - **Action:** Build a pipeline that is 3x your quarterly quota.
 - **Action:** Refine your demo skills using the Underground_SaaS_Demo_Scripts.
 - **Q3: Excelling at Negotiation & Closing**
 - **Goal:** Develop confidence and skill in negotiation and closing.
 - **Action:** Use the “Negotiation Toolkit” for at least two deals.
 - **Action:** Achieve 125% of your Q3 quota.
 - **Q4: Strategic Account Growth & Leadership**
 - **Goal:** Transition from transactional wins to strategic partnerships.
 - **Action:** Create and execute 5 strategic account plans for top customers.
 - **Action:** Mentor a new team member on your discovery process.
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2. Financial: Build Generational Wealth

Your goal is to translate your high-income potential into lasting financial security and freedom for your family.

Guiding Investment Principle (from *Poor Charlie's Almanack*)

- Operate within your “circle of competence.” Make large, infrequent bets on easy-to-understand, dominant businesses you can hold for the long term. Avoid dealing with people of questionable character.

Key Objectives:

- **Aggressively Save & Invest:**
 - **Goal:** Save or invest at least 30% of your gross annual income.
 - **Action:** Max out your 401k contributions.
 - **Action:** Automatically invest a significant portion of every commission check into a low-cost index fund.
 - **Secure Your Daughter's Future:**
 - **Goal:** Begin building a strong educational foundation for Charlotte.
 - **Action:** Open a 529 college savings plan in Q1 and establish a recurring monthly contribution of at least \$500.
 - **Eliminate High-Interest Debt:**
 - **Goal:** Become completely free of non-mortgage debt.
 - **Action:** Use the “avalanche” method, applying all extra income to the debt with the highest interest rate first.
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3. Health & Wellness: Optimize Mind & Body

Your goal is to build a sustainable system for physical and mental vitality, using science-backed protocols to enhance your energy and focus.

Key Objectives:

- **Optimize Nutrition for Good Energy (from *Good Energy*):**
 - **Goal:** Fuel your body for optimal metabolic health.
 - **Action:** Eliminate the “unholy trinity”: refined sugar, industrial seed oils, and refined grains.
 - **Action:** Never eat “naked carbohydrates.” Always pair carbs with protein, fat, or fiber to stabilize blood sugar.
- **Execute a Consistent Fitness Routine:**
 - **Goal:** Complete 3-4 workouts per week, integrating strength and cardio.
 - **Action:** Follow the **Workout A/B schedule** in `wellness/Workout_Plan.md`, using your home gym equipment as specified.
 - **Action:** Complete two 25-minute interval runs on the treadmill each week.
- **Implement Huberman Protocols & Micro-Habits:**
 - **Goal:** Align your daily habits with your biology.
 - **Action (Morning):** Get 10-15 minutes of direct morning sunlight within 60 minutes of waking. Delay caffeine intake for 90-120 minutes.
 - **Action (Evening):** Dim lights after sunset. Aim for a consistent sleep schedule, even on weekends.
 - **Action (from *Random QoL Improvements*):** End every shower with two minutes of cold water to build resilience and energy.
- **Post-Workout Recovery:**
 - **Goal:** Improve recovery and bond with your dog, Goose.

- **Action:** Take a 15-minute cool-down walk with Goose after every workout.
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4. Personal Growth: Intentional Learning & Presence

Your goal is to cultivate a sharp, focused mind and be deeply present in your life, applying the wisdom from your collected texts.

Foundational Principle (from *J.D. Rockefeller*)

- My destiny is determined by my actions, not my origins. I must rely on myself, persevere through failure, and turn competition into cooperation.

Guiding Mindset: High Agency (from *High Agency*)

- You are happening *to* life; it is not happening to you. When told something is impossible, let that be the start of a new dialogue. If a problem doesn't defy the laws of physics, it is solvable.

Guiding Mindset (from *Meditations*)

- **Practice Stoic Acceptance:** You control your perceptions and actions, not external events. When faced with a challenge, focus only on what is in your power to change. Choose not to be harmed, and you won't feel harmed.

Guiding Principle: Embrace the Process

- “*Fall in love with the process of becoming great.*” Your value comes from who you are, not what you do. Focus on the daily, diligent work of “chopping wood and carrying water.” The grass is greener where you water it.

Guiding Principle: Commit to Kaizen (from *The Toyota Way*)

- **Continuous Improvement:** Improving daily work is more important than doing daily work.
- **Action:** Apply the Plan-Do-Check-Act (PDCA) cycle to one key personal or professional process each quarter. Go to the “gemba”—the real place of work—to understand the root cause of problems before attempting to solve them.

Key Objectives:

- **Define and Live Your Ikigai (from *Ikigai & Kaizen*):**
 - **Goal:** Find and articulate your “reason to get out of bed in the morning.”
 - **Action:** In Q1, write down your answer to the four prompts: What do I love? What am I good at? What does the world need? What can I be paid for? Review and refine this quarterly.

- **Make Discipline the Foundation:**

- **Goal:** Use discipline as the internal force that drives execution on all other goals.
- **Action:** Start every day early. When faced with a difficult choice, take the hard road—the uphill road. Do not let weakness get a vote.

- **Become a Learning Machine:**

- **Goal:** Systematically improve your ability to learn and remember by building a “latticework of mental models.”
- **Action:** Dedicate one 30-minute session per week to studying and applying a “big idea” from a major discipline (psychology, economics, etc.).
- **Action (from *Steal Like an Artist*):** Your job is to collect good ideas. Actively “steal” from your heroes—not just their style, but the thinking behind their style.

- **Practice Scheduled Solitude & Presence:**

- **Goal:** Create time for clear thinking and reduce reactive behavior.
 - **Action:** Schedule two 30-minute “thinking walks” per week without your phone, inspired by Naval Ravikant.
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5. Family: Nurture Your Core Relationships

Your primary goal is to be a present, engaged, and loving husband and father.

Key Objectives:

- **Be a Present Partner to Sami:**

- **Goal:** Deepen your connection and partnership.
- **Action:** Institute a “no devices at the dinner table” rule to ensure focused time together.
- **Action:** Plan a dedicated date night once a month.

- **Be an Engaged Father to Charlotte:**

- **Goal:** Be fully present for the precious moments of her first year.
- **Action:** Read to Charlotte every night before bed.
- **Action:** Give a 5-minute “heads up” before transitions (like bedtime or leaving the playground) to ease the process.
- **Action:** When discipline is needed, remain calm and firm, modeling how you want her to resolve conflict.
- **Action:** Schedule one “unplugged” hour every weekend dedicated to family time.