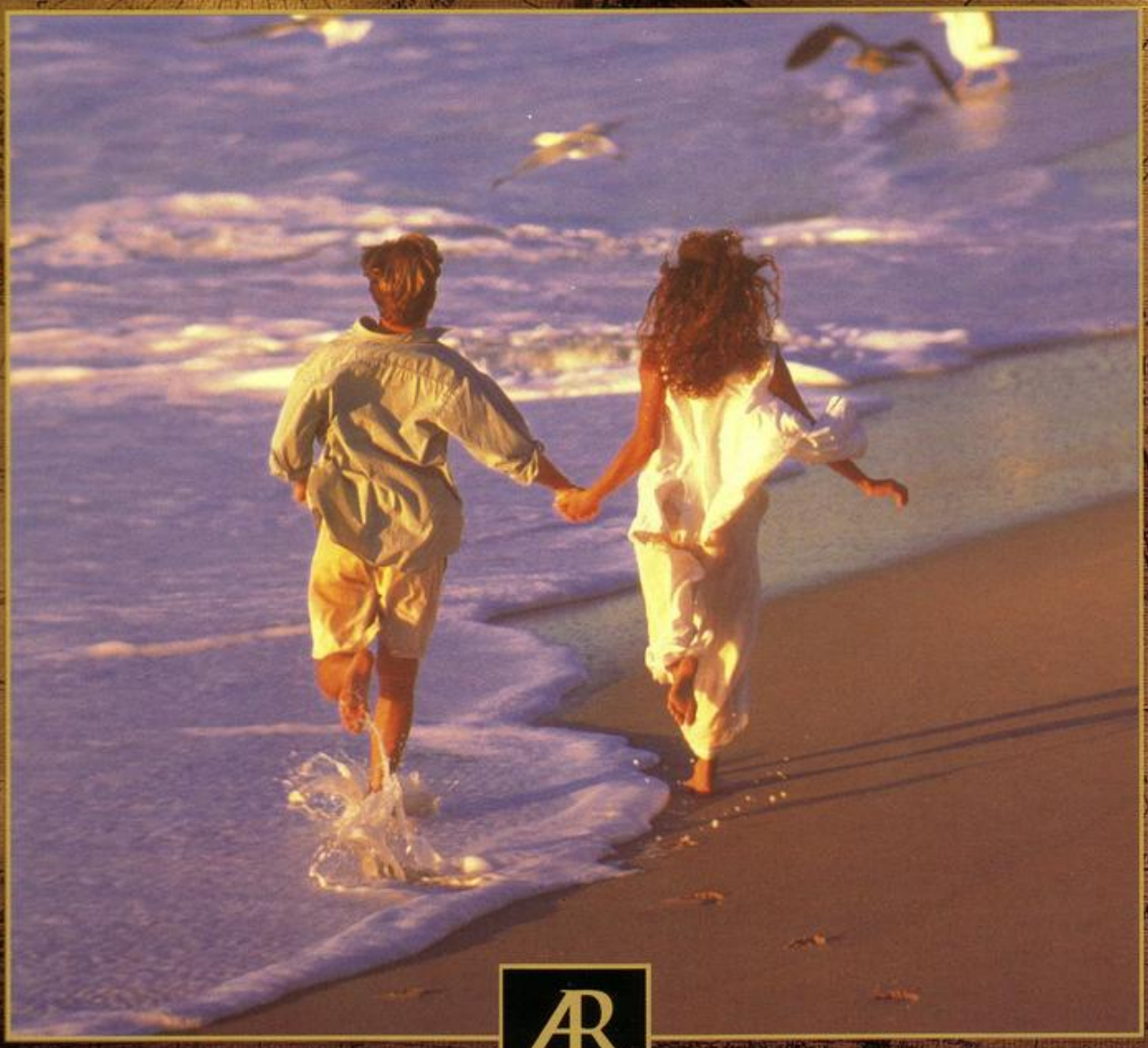
THE QUALITY OF LIFE SERIES

THE TIME OF YOUR LIFE™

MORE TIME FOR WHAT REALLY MATTERS TO YOU™



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10 DAYS TO CHANGE YOUR LIFE™

ANTHONY ROBBINS' TIME & LIFE MANAGEMENT SYSTEM™

FROM THE DESK OF ANTHONY ROBBINS

Dear Friend,

Congratulations on your investment in this program! Over the next ten days, you will be taking your life to an all-new level by instituting our *Time of Your Life OPA Life Management System*—**a simple system of thinking that will allow you to experience both extraordinary results as well as unparalleled personal fulfillment.**

Let me begin by telling you a little bit about my background: For as long as I can remember, I've had an obsession with making things better. Even in my youth, I was a kid with big ideas, radical dreams, and seemingly outrageous goals. Eventually my desire to make things better became about making the lives of *other* people better. The more I learned, the more creativity I unleashed within myself. Soon it seemed there was more for me to do than was humanly possible.

Like you, I had huge dreams about what I could do in my lifetime and I wasn't satisfied just sitting around thinking about it. **I was committed to turning those dreams into reality, but I had no clear, step-by-step system for successfully achieving my ultimate goals and desires.** As time went on I began to achieve at higher levels, but my life became more and more complex. Suddenly I had nine companies and four children. I was writing books, recording audiotapes, and providing personal coaching to sports teams, athletes, and politicians. And in the midst of juggling all of this I wanted to maintain peak health and vitality and lead a balanced, happy, and fulfilled life. It seemed that the more success I achieved, the more stress I added to my life. I knew that I never wanted to become one of those people who sabotage their own success because they become overwhelmed by the demands, responsibilities and opportunities in their lives. So I began seeking solutions in a variety of time management programs and products on the market.

But I encountered a major problem: **there had been little to *no* real progress in transforming the way people managed their time in more than one hundred years!** All of the products out there did basically the same thing: first they instructed you to make a "to-do" list—an inventory of all the tasks you wanted to accomplish on a specific day, week, or month. Next, they suggested you prioritize these tasks with an A, B or C. And lastly, they had you schedule these tasks on your calendar. Many of these systems had fancy binders and attractive pages, but they all functioned in the same way. If you've ever actually gone through this process, you've probably found it to be as dull and unfulfilling as I did. In no time, I found myself becoming enslaved to an ever-increasing list of "to-dos." I also found myself achieving fewer and fewer of the tasks that seemed to be rapidly accumulating on my "to-do" lists.

That's when I realized I needed a new system—one that actually *changed my way of thinking*, one that caused me to focus on results rather than tasks, one that allowed me to associate to my purpose and focus on my passion—so that I not only achieved my goals, but really enjoyed myself in the process.

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So in order to solve my own challenges, I created the OPA Life Management System. OPA stands for an **outcome**-focused, **purpose**-driven, **action** plan and **I can tell you with absolute certainty that if you commit your time and focus to this process over the next ten days, you will emerge with the equivalent of an MBA in managing your personal and professional life.** The OPA Life Management System is now used by people from 65 nations around the world. I've used it for more than a decade and I'm very excited to share it with you.

OVER THE NEXT TEN DAYS YOU WILL LEARN A SIMPLE, STRAIGHTFORWARD, AND SYSTEMATIC APPROACH TO TRANSFORM THE QUALITY OF YOUR LIFE.

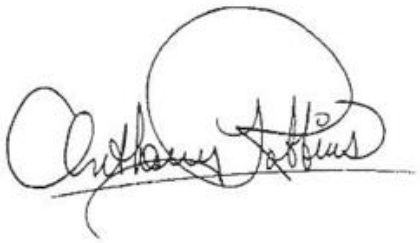
Imagine possessing the skill to transform a tangled, complex, or overwhelming task or project into a fun and usable plan that will allow you to accomplish exactly what you want; imagine mastering a simple step-by-step process that you can use each day for the rest of your life—one that will allow you to achieve more than ever before, liberate you from monotonous and time-consuming"to-do" lists, and provide you with the knowledge and flexibility to realize your goals with a sense of purpose and fulfillment. How would you like to have the ability to take 50 action items on your "to-do" list and turn them into six or seven areas that you can easily manage, thus freeing yourself of stress? These are just a few of the promises that you will absolutely realize by the mastering the OPA system. And all it will take from you is focus and commitment for the next ten days.

I've made the system easy to learn by breaking it down into ten uncomplicated daily lessons. Each day you will listen to one tape or CD set and complete an assignment in order to reinforce what you've learned. To begin with, you'll answer four or five simple questions; later in the program you'll actually design a plan for your day or week. Enclosed is this customized workbook and a set of summary cards that will help you follow along with the tapes or CDs. As a bonus, I've also included a special video to help you visualize more clearly how the system works (as well as how our customized life planner can be utilized, should you decide to invest in one).

So I welcome you to an incredible journey—**a journey in which results and emotional rewards go hand in hand.** And now let's get started! Pick up tape or CD number one and let's begin to create the momentum you need to realize the extraordinary quality of life you desire and deserve. I look forward to hearing from you about the results you achieve as well as the people you have the privilege to touch with what you've learned.

Until our paths cross again, perhaps at a seminar in the near future, keep living with passion!

Warmest Regards,



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O.P.A.

AN OUTCOME-FOCUSED PURPOSE-DRIVEN ACTION PLAN

OPA IS A SIMPLE SYSTEM OF THINKING THAT CREATES EXTRAORDINARY RESULTS AND AN AMAZING LEVEL OF PERSONAL FULFILLMENT.

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DAY 1

CREATING AN EXTRAORDINARY QUALITY OF LIFE: THE POWER OF FOCUS

- ANTHONY ROBBINS' SYSTEM FOR LIFE MASTERY
- THE POWER OF FOCUS
- THE THREE REACTORS
- WHAT ALL SUCCESSFUL PEOPLE HAVE IN COMMON
- THE WHAT AND WHY OF OPA
- USING QUESTIONS TO CHANGE HOW YOU FEEL

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THE POWER OF FOCUS

CREATING AN EXTRAORDINARY QUALITY OF LIFE

WHAT IS TIME?

Time is emotion. A feeling. A way of looking at life that provides an emotional state. Think about it. How do you know how long something really takes other than by how it *feels*? A minute can feel like eternity when you're not fulfilled. And when you love what you're doing—when you are totally engrossed, completely immersed—time flies. Literally, time ceases to exist.

This program is designed to help you set up your life so that you will experience time in a whole new way—a way that keeps you **consistently fulfilled**. No matter how stressed you currently feel, and how certain you are that you have no time, you'll find that you *do* have time for the things that are most important. Over the next few days, you'll create a plan for your life that will give you balance so that all the areas of your life work together in harmony...and you'll watch as your experience of time changes dramatically forever.

FIRST, YOU MUST LEARN TO CONTROL YOUR FOCUS.

By changing your focus, you instantly change the quality of your life. In fact, when you make a change in focus, you can immediately go from being totally depressed to totally euphoric. Remember: We get what we focus on. What you focus on determines how you'll feel! In fact, whether you are succeeding at what you're doing right now in your career, your personal life, your health, or your relationships is largely a reflection of what you are focusing on in these areas of your life—or *if* you are even focusing on those areas at all. Is all your focus on your job at the expense of your personal life? Are you focused on being spiritual, but then not taking care of your body? Are you focused on marketing, but not looking at the finances of your business? Whether you are stressed or fulfilled has little to do with what you're doing, or even the results you're producing. If you're stressed, it's a result of where you're putting your focus.

Focus is the ultimate power that can change the way we think, the way we feel, and what we do in any moment. When we change our focus, we change our lives. What we focus on determines the direction in which we move.

THE POWER OF OPA SYSTEM IS THAT IT CAUSES YOU TO CONSISTENTLY FOCUS ON WHAT YOU WANT IN LIFE.

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SUCCESS WITHOUT FULFILLMENT IS FAILURE.

—ANTHONY ROBBINS

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THE POWER OF FOCUS

CREATING AN EXTRAORDINARY QUALITY OF LIFE

There are so many things competing for and demanding your focus in life. If you don't make a conscious effort to control your focus—and decide in advance which things you're going to focus on (i.e. where you're going put your emotions, time, and energy)—you'll be so pulled by the demands of the world that you will soon find yourself living in reaction rather than living a life plan you've designed for yourself.

There are three areas that consistently demand our focus in the absence of a plan:

1 FEAR

We will avoid anything that we believe has the potential to give us PAIN. All human beings have a need to avoid pain—it's a survival instinct. When we believe something might lead to pain, we focus on it. The challenge is that if we focus on what we fear, we feel it today and experience it as if it has already happened. Remember, the coward dies a thousand deaths, the courageous man only once. Living in fear does not equate to a proactive life—it will guarantee drama, stress, and reactivity rather than fulfillment.

2 DEMANDS FROM OTHER PEOPLE

Really, this is a form of pain too. We don't want to disappoint people, and we recognize that in order to maintain relationships with people we must meet their needs. So often in life, we know what to do, but we don't do what we know. The OPA system will help you to change that mindset because it will show you how to move *yourself* in the direction you want to go rather than looking for *someone else* to motivate you. To do things for **your** reasons will give you a lasting sense of drive instead of just a momentary feeling of motivation. **Remember, motivation is temporary; drive is permanent.**

3 PLEASURE

Most people live their lives in such an extreme stae of stress that they simply long for a sense of relief. So what gets our attention? Little things that make us feel good immediately, like having something to eat or drink or smoke, or maybe doing something we know will give us an immediate sense of accomplishment like cleaning off our desk rather than working on a report or project.

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THE POWER OF FOCUS

CREATING AN EXTRAORDINARY QUALITY OF LIFE

HOW DO YOU TAKE CONTROL OF YOUR FOCUS?

STEP 1: SEE THE SITUATION AS IT IS, NOT WORSE THAN IT IS

Remember, pessimism and skepticism are just code words for "I don't want to be disappointed again," or "I am totally filled with fear." If you don't get your hopes up about what you want, or if you don't put your entire focus and emotion in the direction of what you want in life, you are going to miss out on all that you desire and deserve. To do this, **you must learn to see things as they are.**

STEP 2: SEE THE SITUATION BETTER THAN IT IS

What is your vision for what you want? What result do you want to produce? What is your outcome? Remember, there is a difference between a "goal" and an "outcome." People don't always achieve their goals, but they always attain an outcome. Even if it's not the outcome you expect, you always achieve one, right? This program will teach you to ask the question, "What is my outcome? What do I really want from this situation? What is the result I'm really after?" This will ensure you are moving in the direction of your dreams and not toward what you fear.

Remember, change is inevitable, but progress is not. No matter how much we try to fight it, things are going to change in our lives. Progress, however, is a result of conscious choice. Progress only occurs when we consciously determine where we put our time, energy, emotions, and ultimately, the direction and results we produce in our lives.

STEP 3: MAKE IT THE WAY YOU SEE IT

In order to turn your vision into reality, you must develop an effective plan. The OPA system will help you create that plan by directing your focus in the direction of your dreams.

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THE POWER OF FOCUS

CREATING AN EXTRAORDINARY QUALITY OF LIFE

THE QUICKEST WAY TO CHANGE YOUR FOCUS IS THROUGH QUESTIONS.

The questions you ask yourself control what you focus on. Remember, the process of thinking is nothing more than the process of asking and answering questions. The challenge most people face is that they are not conscious about the questions they ask themselves.

Is there a difference between asking yourself, "Why can't I ever lose weight?" and "How can I lose weight and enjoy the process?" Imagine if Bill Gates had asked the question, "How do we make great software?" vs. "How do we become the intelligence that runs all computers?" **If you ask yourself a better question, you will come up with a better answer and—therefore a better result.**

Traditional time planning is based on one fundamental question: ***"What do I need to do today?"*** If you keep asking yourself this question, you are undoubtedly going to feel stressed because most of us can't possibly achieve everything on our to-do list! If you want to manage your life, you need a different question. Remember, a new planner will not change your life. A piece of software will not change your life. **What will change your life is a new way of thinking...asking yourself some new questions.**

OPA gives you a simple three-step process that will immediately focus you on what you really want (the Outcome), and why you want it (the Purpose) before you create an Action plan to make it happen. It allows you to step out of the moment and determine exactly which path you want your life to take.

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THE POWER OF FOCUS

CREATING AN EXTRAORDINARY QUALITY OF LIFE

Those who truly succeed in life, and more importantly, achieve fulfillment, have three things in common:

THEY KNOW *WHAT* THEY WANT: THE TARGET

1

Know Your OUTCOME

First, **they know the target they're going for**—the measurable results they're seeking, and thus they don't get caught up in the process. **They understand the outcome they are after, and that there are many ways to achieve it.** The more clear you are about the result you want, the easier it is to find a way to make it happen. So the first question you must answer in life is *"What do I really want? What is the target I'm after? What is my real outcome?"*

THEY KNOW *WHY* THEY WANT IT: THE PURPOSE

2

Know Your PURPOSE

Those who succeed not only understand the specific outcome they are after in a given situation, but they also have unleashed the driving force of purpose. So often in life we know what we 'should' do, but we don't have compelling enough reasons, a significant enough 'why' to get ourselves to do whatever it takes to achieve what we really want. Once you know what it is you really want, you must ask yourself *"Why do I want it?" "What will it give me?" "How will it make me feel to produce this result?" "What is my real purpose?"* This will give you the critical missing link that all traditional time planning methods fail to provide. *'To-do' lists don't give you the why, and without a strong enough why, we rarely follow through.*

THEY KNOW *WHAT IT WILL TAKE* TO MAKE IT HAPPEN: THEY HAVE AN ACTION PLAN

3

Create an ACTION PLAN

Finally, successful people understand that if they know *what* they want specifically, and *why* they want it, they can figure out *how* to create or achieve anything on which they focus. They ask themselves the critical question, *"What specific actions must I take in order to achieve this outcome/result that I am committed to?"* Remember, when your outcome is crystal clear, and the reasons you must achieve it are providing you with enough emotional drive, discovering the best way to get the job done becomes obvious. **Remember, there are many ways to achieve any result!** If one way doesn't work, and you know your outcome and have a strong enough purpose, you'll easily find another way.

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THE POWER OF FOCUS

CREATING AN EXTRAORDINARY QUALITY OF LIFE

The OPA Life Management System provides flexibility and freedom. Have you ever checked off everything on your to-do list but still felt like you haven't really accomplished anything? With the OPA system, you don't need to do your whole to-do list: **20% of your actions will give you 80% of the results.**

Note: The sequence in which you answer these questions totally affects the outcome. For example, you may know all the individual digits in a person's telephone number, but unless they are in the right sequence, the numbers are useless. Similarly, knowing all the numbers to a combination will not open a lock if they are not in the correct order.

OPA's three questions will shape your thinking in a brand-new way, producing magnificent results and extraordinary levels of fulfillment.

1. **What's my <u>outcome</u>? *What* do I really want?**
2. **What's my <u>purpose</u>? *Why* do I really want it?**
3. **What specific <u>actions</u> must I take to make this happen?**

Those who succeed always start with the end in mind—they are totally clear about the final result they are after. They have unleashed the *Power of Why*; they have a burning desire to achieve their result and it is tied to a specific, clear goal. Creating the action plan is simple when these first two elements are put together. ***When you have developed an outcome-focused, purpose-driven action plan for your week, your day, your month, or for any project or goal that you are committed to achieving, you will have created the certainty of knowing that your dream is about to become a reality.***

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THE POWER OF FOCUS

CREATING AN EXTRAORDINARY QUALITY OF LIFE

The master in the art of living makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his information and his recreation, his love and his religion. He hardly knows which is which. He simply pursues his vision of excellence at whatever he does, leaving others to decide whether he is working or playing. To him he is always doing both.

—JAMES MICHENER

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THE POWER OF FOCUS

CREATING AN EXTRAORDINARY QUALITY OF LIFE

The OPA System is designed to make sure you stop 'working' and start *living your life!*

Definition

Work: (wurk), n., Actions taken without a clear outcome or sense of purpose

For people who are successful and love what they do, there is no difference between work and play. They feel like it's play because they have a clear target and they are doing it for reasons that they own and that give them the emotional juice they desire and deserve.

ACTIVITY WITHOUT PURPOSE IS THE DRAIN TO YOUR LIFE OF FULFILLMENT.
—ANTHONY ROBBINS

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THE POWER OF FOCUS

CREATING AN EXTRAORDINARY QUALITY OF LIFE

Our lives are so complex today, we need a system—a system that is simple, easy-to-apply, and effective. We must learn to create more choices in our lives and move ourselves in the direction we want, rather than react to the demands of the moment. We must put the stakes in the ground to control what we focus on. What will make us happy, ultimately, is if we spend our time, emotion, focus, and feeling on the things that matter most to us. This is how we are able to get more time.

> QUALITY QUESTIONS CREATE A QUALITY LIFE.
> —ANTHONY ROBBINS

REMEMBER THE POWER OF QUESTIONS

Take a moment right now to answer the following questions:

1. **What are you happy about right now? What *could* you be happy or excited about?**

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2 What are you really proud of in your life right now? What *could* you be proud of?

3 What are you grateful for? What *could* you be grateful for?

4 Who do you love? Who loves you? Who *could* you love? Who *could* you allow to love you?

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THE POWER OF FOCUS

CREATING AN EXTRAORDINARY QUALITY OF LIFE

YOUR ASSIGNMENT

1. *The first secret to creating a change is awareness, so let's find out what you're currently focusing on:*
   - What are some areas you focus on in life that don't really serve you? Are there some things you fear or don't want to experience but often find yourself thinking about anyway? **Write down two or three things you often focus on that make you feel stressed or overwhelmed.**

2. *The way to get more time is to get rid of the unnecessary things that "steal" your time.*
   - What activities do you do on a regular basis that you really don't have to or that someone else could easily do for you? Write down one or two now. Then **write down one or two things that you don't have a sense of real purpose about, that don't give you 'juice,' or relate to an outcome or result you want, and yet you find yourself doing anyway.**

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CREATING AN EXTRAORDINARY QUALITY OF LIFE

YOUR ASSIGNMENT

3 *Now let's focus on what you do want (and later we'll create a plan to make it a reality).*

- What's something you want to achieve, experience, learn, or master? Take a moment now to **write down one or two specific outcomes or results you want for your life—things that once achieved, would really 'juice' you.**

4 *This is the most important question!*

- **Write down why you must master this system called OPA Life Management.** What are your reasons? What will it give you, your family, and your friends? What will it eliminate? What kind of stress would disappear if you had a system like this? **Write down what it will cost you if you *don't take the time* to master this system.**

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THE POWER OF FOCUS

CREATING AN EXTRAORDINARY QUALITY OF LIFE

Congratulations! If you made it this far, you're one of the extraordinary few. Most people in life don't proactively seek a way to change their lives. Many people will actually go to some kind of time planning seminar, but few will actually use it long-term. Research has shown that less than 10% of the people who buy a book will actually read it from beginning to end.

Clearly, you're the kind of person who is committed to taking control of your life and producing results and a level of fulfillment that are absolutely extraordinary.

To make it all work, though, you're going to have to decide to become a bit unreasonable—unreasonable in your expectations of yourself and what's possible for your life.

> THE REASONABLE MAN ADAPTS HIMSELF TO THE WORLD;
>
> THE UNREASONABLE ONE PERSISTS IN TRYING TO ADAPT THE WORLD TO HIMSELF.
>
> THEREFORE, ALL PROGRESS DEPENDS ON THE UNREASONABLE MAN.
>
> —GEORGE BERNARD SHAW

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DAY 2

TIME TARGETS: THE SECRET TO FULFILLMENT

- DESTROY YOUR STRESS AND TAP INTO THE POWER OF FULFILLMENT
- LEVERAGE—HOW IT CAN CHANGE YOUR LIFE
- THE SECRET TO FULFILLMENT
- TIME TARGETS: SPENDING YOUR TIME ON WHAT REALLY MATTERS TO YOU
- THE CONTROL MODEL

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TIME TARGETS

THE SECRET TO FULFILLMENT

WHERE IS THE FOCUS OF YOUR LIFE SPENT?

Are you spending most of your time in the Dimension of Distraction? Delusion? Demand? Or in "The Zone" — the area in which life's greatest fulfillment resides? This session is about making sure that you focus as much time as you can on those things that are most important to you. In addition, it will help you anticipate those things that will become important in the future so you can avoid the "urgency addiction" and experience the joy and the ultimate fulfillment that you truly deserve.

THE POWER OF THE ZONE — THE "STRESS DESTROYER"

In today's complex world, people tend to live in a state of stress. And, as we become more and more successful, this very often leads to even more stress in our lives. Pretty soon, we're achieving things instead of experiencing the joy we truly desire. We have more "to-do" lists, more things to manage, and more people needing things from us. This session is about learning how to take control of this process and how to create the freedom to do what we want. The secret to destroying stress is learning to live your life in the "Zone of Fulfillment."

FIRST, WE MUST DO TWO THINGS:

- **REALIZE THAT WE HAVE CHOICES ABOUT WHERE WE SPEND OUR TIME.**
  Most of our stress comes from the fact that we feel like we have no choice. We make everything in our lives a "must"' to complete. No matter how successful you are, when you get too many "musts" in your life, you're going to feel stressed. Remember, there are always at least three options for every situation. When you realize that you have these options, you begin to create choices for your life.

- **CHANGE OUR BELIEF SYSTEMS ABOUT URGENCY.**
  It's so easy for us to become seduced by urgency — the belief that something needs to be completed. Very often, however, we're trying to complete things that don't even really matter. And we take these little things that don't really matter and we make them seem very important — after all, if we're doing important things then this means we have very dramatic and powerful lives, right? We must learn to break this pattern and not react to the demands of our environment. We must stop making things more important than they really are.

We must instead learn to organize our thinking about our time so that we are spending most of our time in the Zone of Fulfillment and focusing our time on the things that really matter.

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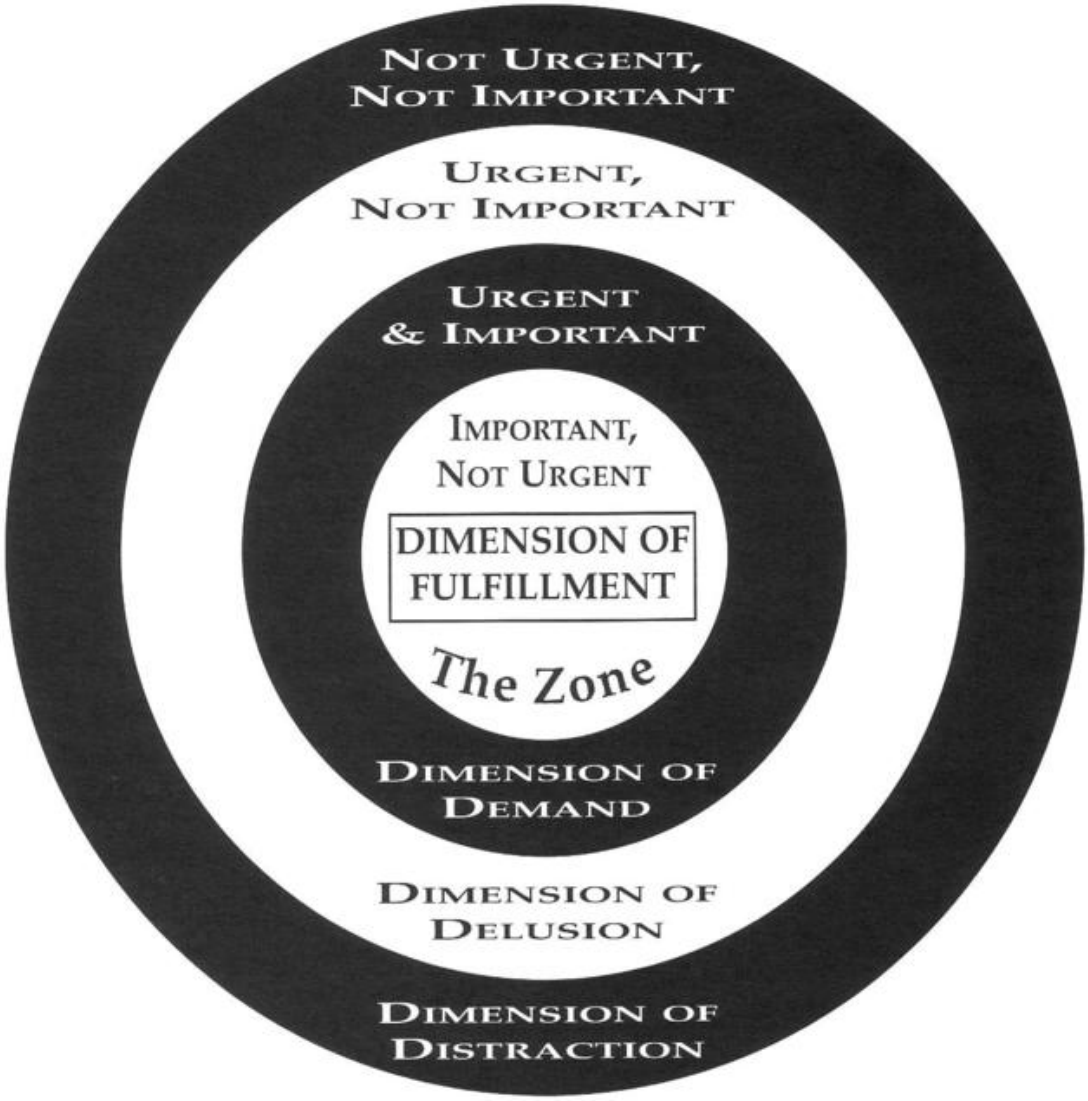
TIME TARGETS

THE SECRET TO FULFILLMENT

WHAT IS THE FOCUS OF YOUR LIFE?



A LIFE OF FULFILLMENT IS ONE IN WHICH WE PUT URGENCY IN ITS PLACE AND REMEMBER THAT THE ULTIMATE TARGET IS TO SPEND OUR LIVES DOING THE THINGS WE BELIEVE ARE MOST IMPORTANT TO US.
—ANTHONY ROBBINS

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TIME TARGETS

THE SECRET TO FULFILLMENT

1 THE DIMENSION OF DISTRACTION: NOT IMPORTANT AND NOT URGENT

The first ring in the target refers to items that are NOT IMPORTANT AND NOT URGENT. This is known as the DIMENSION OF DISTRACTION. This is where most of us go when we're stressed and we want to do something that requires no thinking. Examples of this are turning on the television as white noise in the background or eating when you are truly in no need of "fuel" and aren't even hungry. If you spend most of your time here, you'll find yourself living in the domain we call 'No Man's Land'—where you're really not happy, but you're not unhappy enough to do anything about it.

2 THE DIMENSION OF DELUSION: URGENT BUT NOT IMPORTANT

The second ring is known as the DIMENSION OF DELUSION. This is an area where things are URGENT BUT NOT IMPORTANT. People who are stressed spend most of their time in the Dimension of Demand and the Dimension of Delusion, constantly making more "to-do" lists. And just when they think they have a plan, they're interrupted by the urgent demands of others around them to do things that, if they were to stop and think about it, may create a sense of urgency, but are not truly significant in terms of achieving the most important outcomes of their personal or professional lives. People who spend most of their time in the Dimension of Delusion are doing exactly what the title implies—deluding themselves into believieng that they have to do all these crazy things that keep them from doing the more important and fulfilling things in their lives.

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TIME TARGETS

THE SECRET TO FULFILLMENT

3 THE DIMENSION OF DEMAND: URGENT AND IMPORTANT

By contrast, the third ring of the Time Target contains those items that are URGENT AND IMPORTANT. We call this the DIMENSION OF DEMAND. In our lives, there are always certain things that cannot be planned for, such as a co-worker or your child injuring themselves. Those things become urgent and important and must be dealt with. Although the goal is to spend as much time in THE ZONE where you are anticipating things that are important before they become urgent, this is not always possible. Being proactive and spending time *anticipating* doing those important things, however, can lessen the amount of time you spend in this dimension.

4 THE ZONE: VERY IMPORTANT, BUT NOT URGENT

Finally, there is the center of the target. If your goal is to create a life of fulfillment, you want to spend your life in what we call THE ZONE—a dimension in which your primary focus is on doing things that are VERY IMPORTANT, BUT NOT URGENT. What would fit in this category for you? Spending time with your loved ones? Working on a project at work that may not demand immediate attention, but one in which your anticipation would create a competitive advantage in the marketplace, making yourself, your associates, or your business stronger? Reading? Thinking? Exercising? "The Zone" contains all those actions we all know to be so important, but that we 'never get to' because we're 'so busy.'

Remember, activity without a sense of true purpose is the drain to a life of fulfillment. Urgency is an artificial and mechanical demand that must be disciplined. Imagine that when you're doing the things that are most important you are in THE ZONE. This is the DIMENSION OF FULFILLMENT.

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TIME TARGETS

THE SECRET TO FULFILLMENT

If you really had more time, what would you do with it? What's something you'd like to do if you had a couple of extra hours a week that were just for you? Two hours, three hours, or even four hours? Take a moment now and jot down what you'd learn, achieve, or experience.

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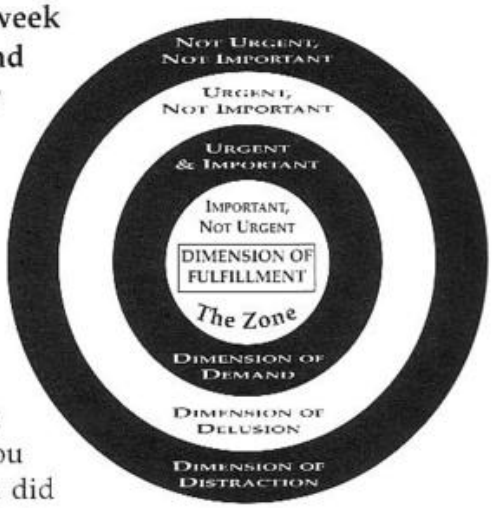
TIME TARGETS

WHERE ARE YOU SPENDING YOUR TIME?

Write down all of the things you did over the course of last week (or a typical week for you) that fit under each dimension and the number of hours you estimate you spent there. For example in the Dimension of Distraction, many people watch television to distract themselves to relieve stress or escape. How many hours did you spend last week watching TV?



1 THE DIMENSION OF FULFILLMENT: NOT URGENT, BUT IMPORTANT

What are the things you did this week that you didn't have to do, but you chose to do because you know they were important? What are the things you did that were not on an urgent timeline, but that you just consciously decided to do? For how many hours?

_____

_____

_____

_____

_____

_____

_____

2 THE DIMENSION OF DEMAND: URGENT AND IMPORTANT

What were the things you felt like you had to do immediately, and were also really important? For how many hours?

_____

_____

_____

_____

_____

_____

_____

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TIME TARGETS

WHERE ARE YOU SPENDING YOUR TIME?

3

THE DIMENSION OF DELUSION: URGENT BUT NOT IMPORTANT

What are the things you did and then later on were frustrated because you believe you shouldn't have done them? In other words, even though there are so many other things that are more important, you still felt like you *had* to do these things because they seemed urgent in the moment (i.e., other people's monkeys). For how many hours?

4

THE DIMENSION OF DISTRACTION: NOT URGENT, AND NOT IMPORTANT

What did you do to escape? When you're stressed, what do you use to distract yourself? For how many hours?

NOW, HERE'S THE KEY QUESTION . . . **I'm sure you didn't write down everything that happened last week, but write down the percentage of time you spent in each dimension** (targeting 100% as your total). Remember, everything you wrote down is not everything you did. (i.e. there are little things you won't remember, like watching CNN in the background). But having started this process, **what is an honest estimate of how much time you spent in each dimension last week?**

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TIME TARGETS

WHERE ARE YOU SPENDING YOUR TIME?

THE POWER OF LEVERAGE

SO MANY OF US ARE CAUGHT UP IN THE ACT OF MAKING A LIVING INSTEAD OF DESIGNING A LIFE.
—ANTHONY ROBBINS

What are the things that you're doing right now that really aren't that important for you to do? Or, even if they are important, perhaps someone else could do them for you? Remember, if money is a factor for you, get creative. What service could you offer as a trade? Could you volunteer to tutor someone in return for their cleaning your house? Could you do some research to find a dry cleaning service who delivers? Or a restaurant that will deliver your lunch?

The biggest shift in the quality of your life comes when you begin to tap into the power of leverage.

DO WHAT YOU DO BEST.
GET OTHER PEOPLE TO DO THE REST.

Also, look for the patterns of the little things that tend to show up consistently for you. Are there systems you could put into place rather than repeating the same actions over and over again? For example, do you travel a lot? How could you arrange your clothes so that you don't have to think about it when it's time to pack? Could you number your outfits and make a list so they are prearranged for you? Could you get a separate toiletries bag that's always stocked so that all you have to do is throw it in your suitcase? Or, what about sending cards to your friends and family for special occasions? There are services who will send you cards every month for all your friend's and family's birthdays, anniversaries, etc., and they are already addressed and stamped — all you need to do is write your message and drop them in the mail! Or, how much money are you spending eating out? Could those dollars be redirected to pay for a cook for you?

The secret is to think creatively — if you are doing things consistently that don't support you, or if you would be more fulfilled spending your time elsewhere, then it's time to break that pattern and come up with an alternative!

REMEMBER, THERE'S ALWAYS A WAY IF YOU'RE COMMITTED.

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TIME TARGETS

WHERE ARE YOU SPENDING YOUR TIME?

An ideal rule of thumb is that people who are **stressed** generally spend **less than 25% of their time in the ZONE OF FULFILLMENT** (doing the things that are Important, But Not Urgent), and spend an **immense amount of their time in the DIMENSION OF DEMAND**—they have an **urgency addiction** and tend to make things that are urgent appear important as well.

IF YOU WANT TO BE FULFILLED AND ACHIEVE AT A MUCH HIGHER LEVEL, YOU MUST SPEND AN AVERAGE OF 40-70% OF YOUR TIME IN THE ZONE OF FULFILLMENT

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CONTROL MODEL

WHERE DO YOU SPEND YOUR TIME?

The ultimate waste of time is to waste your thoughts, your focus, and your emotions stressed about things you cannot control. **Those who are fulfilled have one thing in common: When an event happens that affects their lives, they quickly discern,** *"Is this something I can control? Is this something I can influence? Or, is this truly something I cannot control and cannot influence?"*

In life, almost all of us try to control the events around us. While we can influence many events and maybe control some, ***the only thing you have absolute control over is yourself and your emotional response to whatever happens in life.*** For example, two people can have the same experience occur and yet one decides his life is over and the other decides to utilize this event as a driving force to becoming more. Controlling what things mean to you is the ultimate power you possess, and can give you a life of fulfillment. You simply must find an empowering meaning in anything that happens.

There are things that you cannot control, but you can influence. You can very often influence the opinions of those you care about most, those you do business with, and you can influence some events. ***At the same time, however, you must also beware of those things you cannot control.*** You cannot control other people's opinions, you cannot control other people's behavior no matter how hard you try. Some people may even be beyond your influence. You also cannot control the past. Since you can't change it, why would you spend any time, focus, or emotion on something you can't control?

Key Questions

- **How can I focus my energy on those things I can control and influence in order to create a life that is not only fulfilling for me, but one in which I am contributing to others as well?**
- **How quickly am I willing to let go of those things that are causing me to experience stress—those things that I can't control?**

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CONTROL MODEL

WHERE DO YOU SPEND YOUR TIME?

More time is not a result of changing your schedule, but of changing your level of fulfillment. When you love what you're doing, time disappears. Make sure you spend your time, emotion, and focus on what you can control: your state of mind and what things mean.

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CONTROL MODEL

WHERE DO YOU SPEND YOUR TIME?

YOUR ASSIGNMENT

1. *Look at the outer ring of the Control Model. Make a list of the things you can't control or influence but which you continue to waste time on anyway.*

2. *Write down all the reasons why you know it's silly, ridiculous, stupid, and insane to spend time on the things you listed in #1.*

3. *Develop a new belief.* Write a simple phrase that you're going to start using as an "incantation." For example: "This is a waste of my time, I'm not going to do it anymore," or "I've set a new standard for myself," or "I can't control that. Let me focus on what I can control."

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CONTROL MODEL

WHERE DO YOU SPEND YOUR TIME?

YOUR ASSIGNMENT

4 *How to create more time now.*

A. Identify some activities that are not really important, but because of the sense of urgency you place on them, you spend time doing them—or things that are not urgent *or* important, and yet they waste your time.

B. Estimate how much time you spend each day or week on these items that don't really matter—or that you could leverage to someone else.

C. Having found more time for your life by eliminating activities in step A, make a list of the activities, projects, and areas you want to spend time on that would give you more fulfillment. Make the decision *right now* to spend a specific number of hours each week on those things that matter most to you. **You do have the time!**

5 *Don't leave the site of setting a goal without taking the first step toward its attainment.* Call somebody, get on the Internet, write a note or letter, or schedule a meeting, but do something to make sure one of those items on your list actually happens.

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DAY 3

CREATING YOUR LIFE PLAN

- A LIFE OF DESIGN VS. A LIFE OF REACTION
- THE WHEEL OF LIFE
- CREATING A LIFE OF BALANCE: CATEGORIES OF IMPROVEMENT
- THE POWER OF LANGUAGE
- USING ROLES TO JUICE UP YOUR LIFE

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

In order to really make our lives work, the first thing we must do is get rid of our "to-do" planner and get a *life* planner. ***How can you possibly plan your time if you don't have a plan for your life?*** How could you plan your day if you don't have a clue what you're planning it for?

In order to manage our lives we need a life management system. The OPA system starts with the core belief that in order to manage your life, there are specific *areas of life* to be managed. ***For 95% of the population, there are two Areas of Management: Professional and Personal.*** Within each of these, there are areas on which you must consistently focus and commit to constantly improve. These are your "Categories of Improvement." You have a set of Categories of Improvement for your personal life as well as a set for your professional life.

In this section, you will identify the most important areas in your life that you are going to continually focus on, measure, and improve in both your personal and professional life. These are areas that if you don't improve, the quality of your life will suffer, and if you do you'll be more successful and fulfilled than you ever imagined. For example, if you don't focus on and commit to continually improve your physical body, will your energy and health get better or worse? Very often in life, people put so much time into their career that they leave almost nothing for their body—until it comes back to haunt them. Or maybe you're doing well physically but you're not focusing on your finances. Learning how to balance each area of your life is critical, and having Categories of Improvement allows you identify the areas for which you are committed to improving and measuring the results.

TURN THE PAGE TO LOOK AT A METAPHOR THAT WILL FURTHER EXPLAIN THE POWER OF BALANCE . . .

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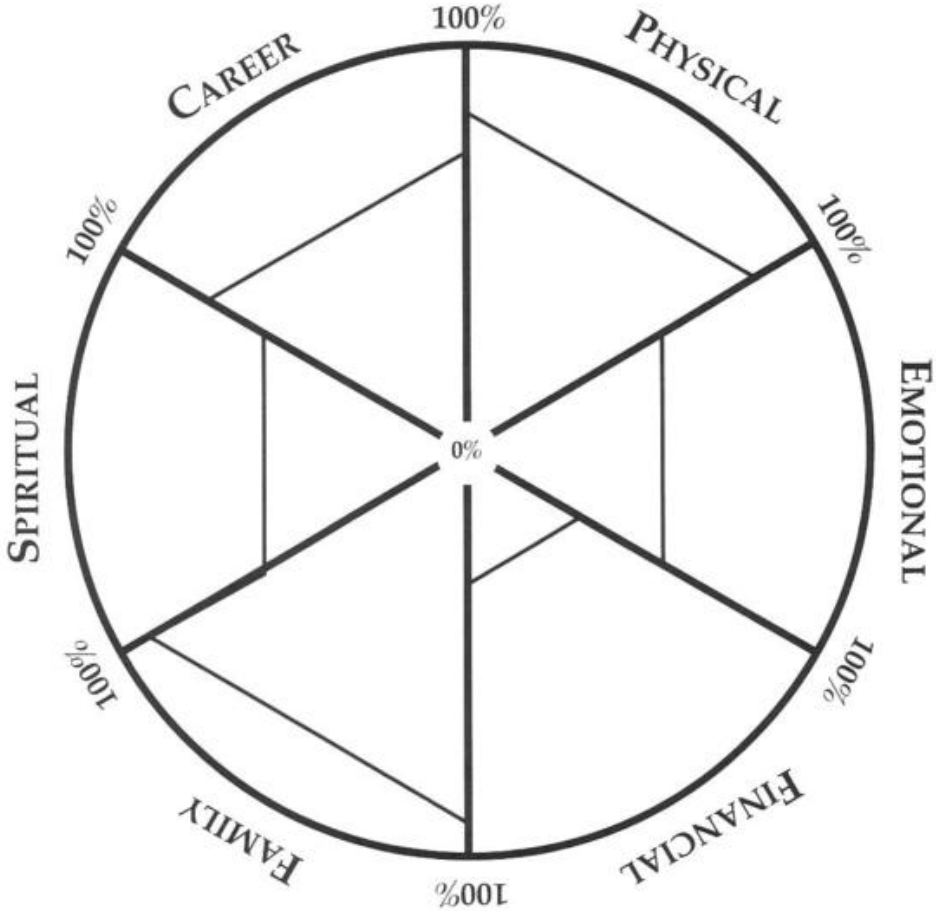
CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

THE WHEEL OF LIFE

Take a look at your personal life as if it had six areas that you have decided are critically important to constantly improve. Think of them like spokes in a wheel. If the center of the circle represents 0%, and the outside of the circle represents 100% of where you want to be in this area of your life, where are you currently in each area?

In this example, you'll notice that Physically this person is at 70% of where she wants to be, but her Emotional Life is going through a rocky period and she's not getting as much joy and passion as she'd like, so she ranked that at 30% of her target. Her Family Life, on the other hand is going great so she scored it a 90%, and so on.



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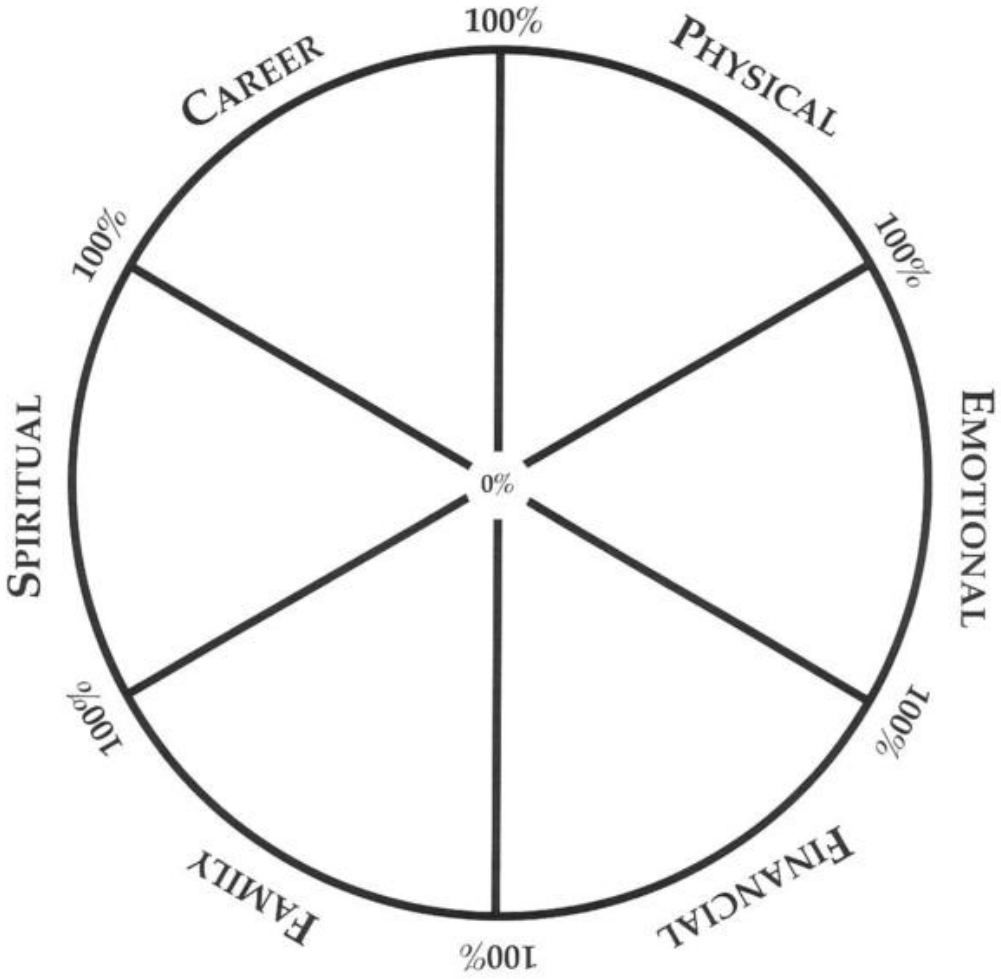
CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

THE CIRCLE OF LIFE

Now it's your turn. Take a few minutes to draw a line in each section representing where you are currently in that area. When you're finished, shade each area in to get a feel for the true shape of this item.



AND NOW, A QUESTION FOR YOU . . .

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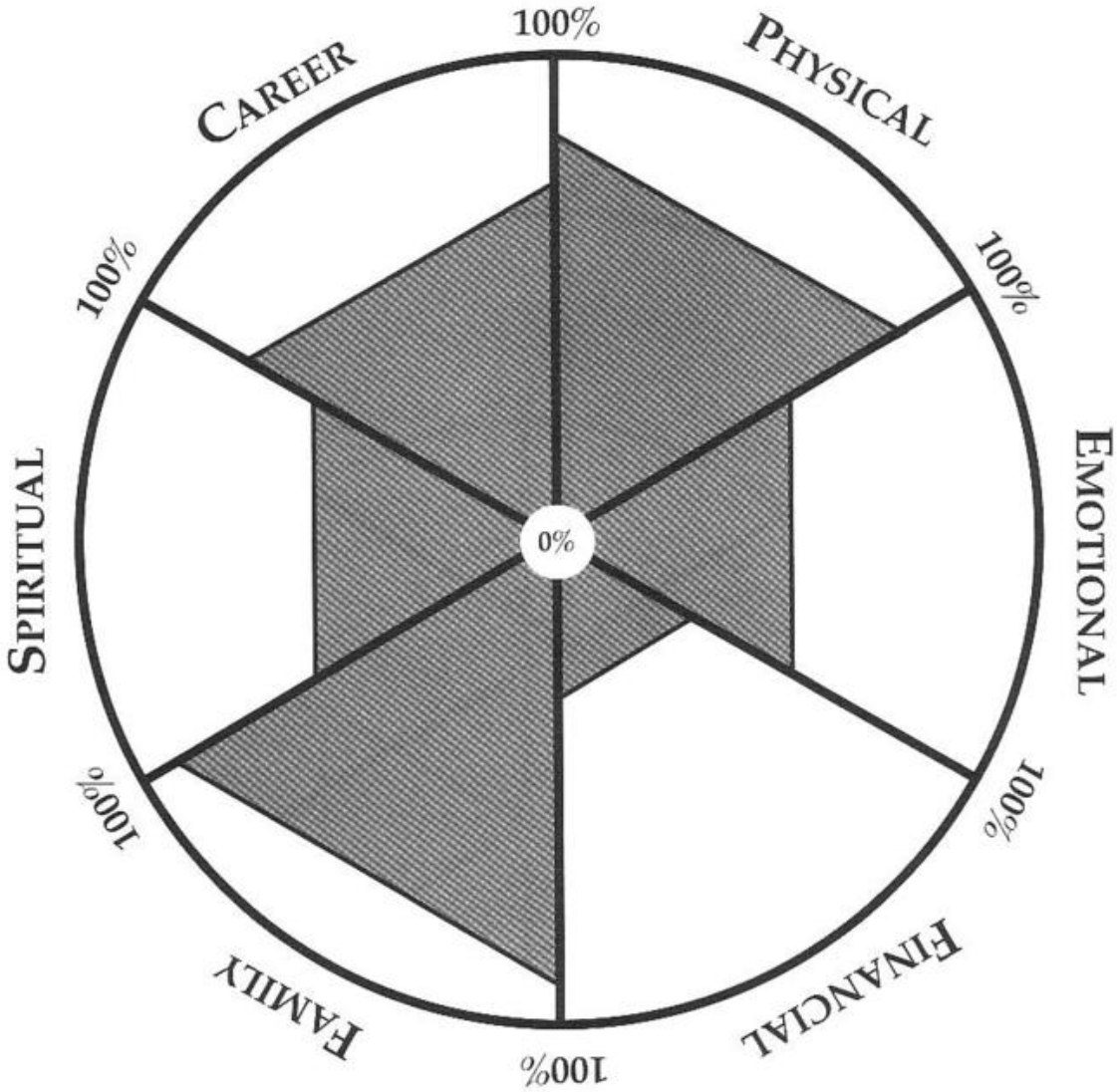
CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

If this were a tire on your car called life, how would the car run? What if you were going 20 mph? What if you were an achiever going 100 mph?



You need to find a way to round off your "wheel" and create balance in your life so you are putting your time, energy, and focus into all the areas that matter most to you...and so that you can truly work at the highest level. To do this, let's first understand how to create your life plan . . .

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

THE MASTERFUL MANAGEMENT OF YOUR LIFE:

AREAS OF MANAGEMENT

AREAS OF MANAGEMENT

PERSONAL CATEGORIES OF IMPROVEMENT	PROFESSIONAL CATEGORIES OF IMPROVEMENT
1._____	1._____
2._____	2._____
3._____	3._____
4._____	4._____
5._____	5._____

Remember, you cannot manage what you don't measure. How often do most people check in on their New Year's resolutions? Next New Year's Eve, right? What if you checked in once-a-month? In order to create a sense of balance, you must focus on and constantly improve all the areas that matter to you most, and you must create a system of measurement. With Categories of Improvement, you won't find yourself living in reaction because you'll be in The Zone. You'll have specific goals for each of your categories that you will look at each week to see how you can improve them.

NOW TURN THE PAGE TO BEGIN CREATING YOUR CATEGORIES OF IMPROVEMENT FOR YOUR PERSONAL LIFE . . .

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CATEGORIES OF IMPROVEMENT

Personal Examples

I Susan Williamson

1. Family
2. Business
3. Friends
4. Community
5. Physical
6. Finance
7. Emotional
8. Spiritual

II Anthony Robbins

1. Physical Power: World-Class Health and Fitness
2. Emotional Juice
3. Outstanding Family Life
4. Extraordinary Friendships
5. Absolute Financial Freedom
6. Renaissance Man—CANI! of AJR
7. Creator of the Good Life
8. Extraordinary Community Leader and Contributor: Force for Good
9. Spirit & Soul: Force for God

III Jane Carter

1. Emotional Fitness
2. Family Heart & Soul
3. Physical Prowess
4. Forever Friendships
5. Home Sweet Home
6. Gracious Giver
7. Wealth Wizard

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CATEGORIES OF IMPROVEMENT

Within an area of management in your life, such as your personal or professional life, **there are certain areas on which you must focus for them to constantly improve** and for your life to be as successful as possible. We call these areas Categories of Improvement. Take a moment now to brainstorm the areas of your personal life which you must constantly improve in order to be fulfilled and successful.

My Personal Categories

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

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CATEGORIES OF IMPROVEMENT

STEP 1 Professional Examples

I Jolie Jenkins

1. MAXIMIZING CURRENT JOBS—Acting roles
2. OBTAINING NEW JOBS—Auditions, etc.
3. MANAGEMENT OF JOLIE, INC.—Managing my managers & agents
4. EVER-EXPANDING ACTING SKILLS—Ongoing training of my voice, etc.
5. NETWORKER EXTRAORDINAIRE—Constantly expand my identity

II Rebecca Simms

1. MAXIMIZE NEW SALES—Direct contacts, mailings, etc.
2. SUPPORT EXISTING CLIENTS—Create raving fans
3. MAXIMIZE MY LEADERSHIP AND SALES SKILLS—Ongoing training
4. Create a totally EMPOWERED TEAM
5. DEVELOP NEW SALES AND MARKETING SYSTEMS for my team
6. MANAGEMENT OF COSTS—Efficiency in my department
7. Create EXTRAORDINARY RELATIONSHIPS WITH members of EXECUTIVE TEAM

III Anthony Robbins

1. Chairman of the ANTHONY ROBBINS COMPANIES, Inc.
2. Chairman of TONY ROBBINS PRODUCTIONS
3. PARTNER AND BOARD MEMBER of 4-Health/Irwin Naturals
4. World-Class Peak Performance and TURN-AROUND EXPERT
5. ACQUISITION MONSTER
6. International Number 1 BEST-SELLING AUTHOR
7. MEDIA PERSONALITY
8. NETWORKER AND COMMUNICATOR Extraordinaire
9. CREATOR of Life-Changing Products
10. Founder of the ANTHONY ROBBINS FOUNDATION
11. CHAIRMAN AND FOUNDER of RIM
12. OWNER OF THE NAMALE RESORT in the Fiji Islands

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CATEGORIES OF IMPROVEMENT

Again, within your professional life, **there are certain areas on which you must focus for them to constantly improve**. Take another moment to brainstorm the areas of your professional life which you must constantly improve in order to be fulfilled and successful. Most people's personal categories are very similar because we all need to take care of our bodies, relationships, finances, etc.; on the professional side, however, people tend to get a little overwhelmed at first. **Remember, you don't need to do this perfectly**—this is just your first look. We've given you a few different examples from people ranging from a young actress just starting out, to a department manager in a large company, to an entrepreneur who runs a number of companies. That's the beauty of this system—it will work for you regardless of how much you've got on your plate!

My Professional Categories

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

THE POWER OF LANGUAGE

Now that you've created specific Categories of Improvement in your life, let's add some emotional power. Your categories will ensure that you focus on each area of your life, but what will make you spend time there is having roles that truly inspire you.

For most people, just changing one word completely changes what something means to them, and therefore how they feel. All of us have heard speakers who have inspired us, right? We are moved by the words of a John F. Kennedy or a Martin Luther King, yet we forget that every single day we are influencing ourselves through the words we use. We can change how we feel in a moment simply by selecting different words to describe our experience.

For example, is there a difference between saying,
"You're mistaken" vs."You're wrong" vs. "You're a liar?"
Or what about between being a,
"stockbroker" vs. a "mover and shaker" vs. a "treasure hunter?"
Or a, "disciplinarian" vs. a "developer of human spirit?"
Or what about between,
"working on your physical body" vs.
"creating world-class health and fitness?"

On the next few pages you will discover the roles of your life—roles that will inspire you to want to spend time in each of your categories.

Simply by changing your habitual vocabulary, you can instantaneously change how you think, how you feel, and how you live. —Anthony Robbins

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

YOUR ASSIGNMENT

CREATING ROLES FOR YOUR LIFE

What are the roles you play as they relate to each category? More importantly, as this person, who are you? Your categories may have roles as part of your title, for example "Financial Wizard." Are there other words that will energize this role? What about "Protector of the Family Assets" or "Master of the Stock Market?"

Start with your Personal life. As you look at each of your categories (physical, emotional, financial, etc.), list two or three roles that will cause you to want to spend time there. Then look at your Professional life and do the same with two or three of those categories as well. Make your roles playful, fun, and juicy so you can't wait to spend your time there!

EXAMPLE

Physical Power

Kick-Butt Athlete

Adonis

Energy Dynamo

Snowboarder

EXAMPLE

Creator of the Good Life

Vacation Master

Surprise Sorcerer

Fun Phantom

Wealth Creator

EXAMPLE

Performance & Turnaround Expert

The Leader Called Upon by Leaders

Mr. Solution

Business Genius

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

1

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

5

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7

8

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Sample Roles and Categories of Improvement

I believe that the level of success we experience in life is in direct proportion to the level of our commitment to CANI!, to Constant and Never-Ending Improvement.

—ANTHONY ROBBINS

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

ROLES EXAMPLE: TONY ROBBINS

CATEGORIES / PERSONAL ROLES

1. Physical Strength, Energy, and Power

• Athlete, Adonis, peak performer, exemplar of physical vitality and strength

2. Emotional Juice

• An extraordinary example of the power and value of all that I teach • A playful outrageous kid who makes you smile • Entertainer, comedian, source of fun and inspiration

3. Outstanding Family Life

• Extraordinary husband, lover, best friend, and partner in life • Outstanding father to Jairek, Josh, Jolie, and Tyler, great dad, best friend, and coach • Outstanding son to my mom, and wonderful son to John and Jim

4. Extraordinary Friendships

• Buddy and coach to anyone who desires to learn, grow, and give • Source of support and inspiration

5. Absolute Financial Power / Freedom

• Outstanding investor • Financial genius, strategist, and marketer • Protector of the family assets • Creator of the good life • Creator of a fortune—billionaire in the making

6. Renaissaance Man / CANI! of AJR

• Communication master • Master of social grace, refined world citizen • Entertainer extraordinaire • Emotional master • Business tycoon, leader, turn-around expert

7. Creator of the Good Life!

• Creator of the ultimate environments—homes of joy! • Vacation master • Surprise sorcerer • Fun phantom • Learning Magician • Wealth Creator and master

8. Community Leadership & Contribution

• Founder of young leaders program • San Diego citizen • World citizen • American businessman

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

ROLES EXAMPLE: BECKY ROBBINS

CATEGORIES / PERSONAL ROLES

1. Physical Power

My body exemplifies beauty, strength, tone, vitality, endurance, and outstanding health and it serves and supports me as I go out in the world to make a difference for decades to come.

2. Emotional Juice

My life is filled with absolute joy, fun, laughter, profound happiness, deep love, determination, kick-ass passion, and respect and compassion for the brotherhood of man.

3. Extraordinary Family Life

My husband and my children are my highest joy, and their happiness is paramount in my life. I am a mom, friend, and a guide to my children. I am a fabulous wife, lover, partner, playmate, and friend to my husband.

4. Extraordinary Friendships

To be a lover of people, a nurturer, a fun companion, an angel in need, an inspiration, and a loyal friend.

5. Financial Wonder Woman

To make responsible decisions around saving and spending, to be an extraordinary and strategic investor and the ultimate budget master!

6. Designer & Decorator

To be the creator and visionary of beauty and majesty in the homes we live in, to take our lifestyle to the next level of high play and great connection. To create a sanctuary in every home!

7. Spiritual Life

To honor the privilege of the life I have been allowed to have by devoting my time and my life to my God, spending time in meditation and prayer and pursuing my grace

8. Artist and Writer

To honor the power of creation by tapping into my yearning to write and paint. To create time for both, and the total joy that the process and the result of my commitment produces.

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

ROLES EXAMPLE: HENRY THOMPSON

CATEGORIES / PERSONAL ROLES

1. Health & Vitality

A Sears Die-Hard Battery • Co-Generation Power Plant • Tingling Titan • Gym Junkie

2. Personal Growth

Devourer of Demons • Instant Change Artist • BS Blocker • Suave Sorcerer

3. Family

Building an extraordinary family life will be a fantastic foundation to a health career • The Dad of Destiny • Husband of Hugs • Lover Extreme • Deputy of Devotion

4. Fun

Master of Myrth • General of Games • Playful Partner

5. Long-Lasting Friendships

I am a superb developer of life-long friendships! • The Field Marshal of Friends

6. Financial Freedom

Investment Genius • A Financial Wizard • The Protector of the Family Jewels

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

ROLES EXAMPLE: ANNA MICHAELS

CATEGORIES / PERSONAL ROLES

1. Magnificent Marriage

Best Buddy • Sexual Goddess • Mother Nurture • Cheerleader • Rain, Wind & Water Babe

2. Phenomenal Fitness

Lean, Mean Running Machine • Healthy Fuel Turbine • Leaping Volleyball Queen • Charging Explorer • She-Hunk • Flat Ab Mama • Dynamic Diver

3. Hearth & Home

Mistress of Money • Le Chef • She Who Must Be Obeyed • Mrs. Clean • Laughter Giver • Long Distance Warmth Machine

4. Dynamic Investment Ace

Technical Whiz Kid • Profit Party Machine • Fundamentals Finder • Powerful Portfolio Ponderer • Money Master

5. Guided Counselor

Caring Shelter of Hope • Possibilities Prowess Powerhouse • Conflict Management Magnet

6. Community Queen

Force for Good • Queen of Hearts • Positive Impact Powerhouse • Tireless Time Giver

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

ROLES EXAMPLE: PAM ADAMS

CATEGORIES / PERSONAL ROLES

1. Health — 'Buns of Steel'

   Non-Fat Food Fanatic • Vibrant Vixen • Aerobic Queen • Total Team-Player • The Lady of the Lake Walker

2. Fun — 'Fun Was Had By All'

   The Surprise Master • The Master of Ceremonies • A Social Butterfly

3. Family & Friends — 'The Buddy System'

   E-Mail Bandit • The Scarlet Letter Writer (use that snail-mail!) • Reach Out and Touch Someone

4. Community — 'What Can I Give?'

   My Time is Your Time • Generosity is My Middle Name • The Energizer Bunny—I Just Keep Going & Going & Going . . .

5. Finance — 'Show Me the Money!'

   Ms. Market Savvy • Oh, I know my stuff all right! • The Money Maximizer • The Mover *and* Shaker

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

ROLES EXAMPLE: SARAH MATTHEWS

CATEGORIES / PROFESSIONAL ROLES

1. Staff Training

The Font of Knowledge • Career Builder • The Innovator • Guru of Guidance

2. Quality Assurance

All-Seeing, All-Knowing Resource • The Guardian of the Standard

3. Staff Support

Problem-Solving Perfectionist • The Facilitator • The Answer Woman • Coach • The Big Guns

4. Policy Development

Creative Force • Voice of Research and Clarity • Visionary • Champion of Fairness

5. Re-Organization

Mrs. Efficiency • The Innovator • The Problem Solver • The Consensus Builder

6. Management of Costs

Analyzer Guru • Master Manipulator of Money • Profit/Loss Master

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CREATING YOUR LIFE PLAN

THE POWER OF BALANCE

ROLES EXAMPLE: LUKE CARL

CATEGORIES / PROFESSIONAL ROLES

1. Executive Team Member

   A leader and a friend • Part of the Fabric • Purpose Champion • Raving Fan of the Company

2. Sales Department Manager

   The Vision • A Coach, Motivator, and Talent Development Master • Decisive and Fearless • In-Front of the Pack

   Tough Lover

3. Revenue Manager

   A Builder of a $100,000,000 Company • Sales Master and Asset Protector • Company Identity Protector and Enhancer

   Outcome King

4. Strategic Planner

   High-Beams On! • Visionary Leader • The Voice • Research Specialist • Planner • Student of the Game

5. Systems Manager

   Developer of the Master Sales and Marketing Systems • Process King • DataBases 'R' Us • Builder of the Machine

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PROFESSIONAL EXAMPLE

ANTHONY J. ROBBINS

PROFESSIONAL CATEGORIES OF IMPROVEMENT, ROLES, AND MISSIONS

1 CATEGORY: CHAIRMAN OF THE ANTHONY ROBBINS COMPANIES

ROLE: FATHER OF THE CLAN; VISIONARY; LEADER; FORCE FOR GOOD

VISION/MISSION: To be a source of inspiration and resources to transform the quality of life for every soul and organization I have the privilege to touch. To be a Force for Good, A Force for God, an Outstanding Communicator, Leader, Friend, CANI! Innovator, Master Negotiator Extraordinaire, Outstanding Entrepreneur, and Marketing Genius. As chairman of the Anthony Robbins Companies, I am the Founder of Mastery University, Co-Founder of Fortune Practice Management, President of Anthony Robbins and Associates, Chairman of Tony Robbins Productions, Owner of Namale Plantation Resort, Owner of Robbins Research International, Inc., Founder of Financial Power Seminars, and Founder of The Anthony Robbins Foundation.

2 CATEGORY: FOUNDER OF THE ANTHONY ROBBINS FOUNDATION

ROLE: LOVER OF MANKIND; PHILANTHROPIST; FORCE FOR GOOD; FORCE FOR GOD

VISION/MISSION: To provide the critical resources of caring, education, inspiration, and belief for those forgotten by society—the homeless, our children, those institutionalized in prison, and the elderly. We provide these individuals with hope and caring as well as the tools that can help them to create a compelling future and an identity that will help them realize that they are bigger than anything that could ever happen to them—*that the past does not equal the future!* Without promoting a specific religion, our goal is to help these individuals have a spiritual awakening to the fact that joy and fulfillment come from being a giver, not a taker—from growing and contributing to their fellow man in whatever ways they can; to remind them that they are here for a unique purpose and their creator has given them special gifts; to help them realize that their job is to uncover and share these gifts, and that they are responsible to life for something—that they are needed. It is my life's work to be a powerful, loving, passionate example of the unlimited joy God offers to all of those who commit their lives to sincere and loving service of His children. This is what I was made for—I will not fail to deliver on God's mission for my life.

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PROFESSIONAL EXAMPLE

ANTHONY J. ROBBINS

PROFESSIONAL CATEGORIES OF IMPROVEMENT, ROLES, AND MISSIONS

3 CATEGORY: CHAIRMAN OF TONY ROBBINS PRODUCTIONS

ROLE: INFOMERCIAL KING; WORLDWIDE DISTRIBUTOR OF LIFE-CHANGING PRODUCTS

VISION/MISSION: To transform the quality of millions of people's lives worldwide through the distribution of life-changing products and services inspired by our television infomercials and shows; to maximize the use of all forms of distribution: domestic and international television, QVC, HSN, retail outlets, direct mail, short form television, Internet access, etc.

4 CATEGORY: ACQUISITION MONSTER

ROLE: BRILLIANT LEADER; STRATEGIST; NEGOTIATOR; TURN-AROUND EXPERT

VISION/MISSION: To rapidly and intelligently evaluate and secure a significant ownership interest in institutions that would ideally enhance both my national identity as a leader who impacts the quality of people's lives, as well as powerfully leverage my time and resources to produce a quantum leap in my critical mass of capital through the multiplied effect of a public entity or corporation which can be built up and sold for a significant amount of multiple earnings. Such a company would clearly and massively benefit from the value of my training inspiration, marketing strategies, my international market identity (e.g. Charles Swab model), enterprise management, and turn-around skill. **I have the capacity to affect the largest asset within any corporation or organization—the effectiveness of the people. This asset does not show up on a balance sheet, yet it is the most important asset of any organization.** My understanding of the Six Human Needs and Peak Performance Technology, OPA Management, and my ability to create a vision and inspire make me an extraordinary asset for a company in the midst of turn-around or rapid growth. My four primary criteria for such an opportunity are: **1) The company must have a product or service that can clearly change or affect the quality of people's lives; 2) the company must be in front of a trend—I don't want to be surfing on a puddle, nor do I want to fight the trend (the trend is your friend); 3) there must be an infinite upside—I don't want to play a limited game; and 4) I must like and respect the core leaders who I need to work with on a consistent basis—life is too short not to enjoy the people with whom you work**

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and associate. These acquisitions will provide me with another fourteen years of impact on American society while creating an economic base that will allow me to to pursue my 2012 objective. In addition, it will allow me to build RRI through acquisitions. The targets are the training industry, education and job skills training, welfare to work endeavors, distance learning, sales training companies, temporary placement, and permanent placement businesses, etc.

5 CATEGORY: TURN-AROUND EXPERT

ROLE: RED ADAIRE OF SPORTS; THE LEADER CALLED UPON BY LEADERS; WORLD RENOWN EXPERT

VISION/MISSION: To be the one man leaders worldwide know to call when they want absolute certainty that they can turn themselves around, or the performance of athletes, business executives, organizations, and communities. To refine, perfect, and leverage my systems for corporate turnaround and develop an impeccable reputation for its effectiveness in the world business community.

6 CATEGORY: INTERNATIONAL BEST-SELLING AUTHOR

ROLE: WORLDWIDE SENSE OF INSPIRATION, EDUCATION, AND EMPOWERMENT

VISION/MISSION: To create internationally best-selling books which provide powerful and unique tools, strategies, and inspiration in a form that moves millions of people to take immediate action to transform the quality of their own lives as well as the lives of all those people they have the privilege to touch; to have fun, leave a legacy, touch the world, and refine my own thoughts and self like no other action.

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PROFESSIONAL EXAMPLE

ANTHONY J. ROBBINS

PROFESSIONAL CATEGORIES OF IMPROVEMENT, ROLES, AND MISSIONS

7 CATEGORY: CHAIRMAN AND FOUNDER OF RIM

ROLE: BUILDER OF LIFE-CHANGING INSTITUTIONS; GLOBAL SOURCE OF INSPIRATION

VISION/MISSION: To transform the quality of life for millions of people worldwide; to effectively distribute outstanding health and fitness products, emotional strength, and educational and technological advances; to create an extraordinarily rewarding financial, emotional, and spiritual business opportunity for our new family of associates and distributors worldwide; to create a massive number of MMDs (Millionaires Making a Difference) with a corporation that has created enough added value to have a worth of over a billion dollars; to make a real and measurable difference in the world and reach my 2012 goal at 52 years of age.

8 CATEGORY: MEDIA PERSONALITY

ROLE: INTERNATIONAL SOURCE OF INSPIRATION; CREATOR OF LIFE-CHANGING PRODUCTS; INGENIOUS STRATEGIST; CREATOR OF OPA AND SIX HUMAN NEEDS PSYCHOLOGY

VISION/MISSION: To use all of my experience, resources, imagination, and God-given talents to consistently create cutting-edge products that people can easily utilize to immediately transform the quality of their lives physically, emotionally, financially, spiritually, and within their relationships and businesses; to accomplish this in a way that creates billion-dollar products because they change tens of millions of people's lives.

9 CATEGORY: OWNER OF THE NAMALE RESORT

ROLE: BOSSA LEVU; FUNNY, OUTRAGEOUS ADVENTUROUS KID AND OWNER

VISION/MISSION: To create, nurture, and build an environment where people from all over the world can come and experience immediate balance and bliss; to love, respect, support, and honor the Fijian people for the spiritual and giving people they are; to have fun and share the paradise on earth with my close friends as well as making it possible for as many of my associates to experience as well; to preserve the integrity of the land and the people and their customs.

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DAY 4

THE POWER OF VISION

- CREATING YOUR VISION FOR SUCCESS
- THE SUCCESS CYCLE
- EXPANDING WHAT'S POSSIBLE THROUGH THE POWER OF VISION
- RAISING STANDARDS: FROM "GOOD" TO *OUTSTANDING!*
- YOUR MAGNIFICENT SEVEN FOR UNSTOPPABLE MOMENTUM
- YOUR ULTIMATE VISION
- YOUR ULTIMATE PURPOSE
- ROLES, RESOURCES, AND YOUR THREE TO THRIVE
- MAKING IT REAL: CREATING COMPELLING GOALS

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THE POWER OF VISION

WHERE THERE IS NO VISION, THE PEOPLE PERISH . . .
—PROVERBS 29:18

We all need a vision for our lives. So many people in today's world, however, don't have a vision that inspires them and worse yet, many have lost their enthusiasm for life. The Greek root of the word "enthusiasm" is "en theos," meaning "god-like." Yet, in today's society, the tendency is to label enthusiastic people as naïve or misguided.

The one trait that all the great writers, business people, teachers, musicians, educators, parents, politicians — anyone who has ever accomplished anything meaningful — have in common is their passion and enthusiasm.

SUCCESSFUL PEOPLE DO WHAT FAILURES WON'T.

Having a compelling vision is what gives us a sense of absolute fulfillment and joy, knowing that we are pursuing something greater than the current moment. This session is about creating that vision for your life — a vision so compelling that you are driven to do whatever it takes to drive through the inevitable obstacles to achieve it.

80% IS PSYCHOLOGY / 20% IS MECHANICS

The mechanics of how to manage your time are really only 20% of what it takes to get the results you want. 80% of your results in life, however, are directly affected by your psychology. This is where you make the critical shift in the quality of your life and this is what will ensure your success and fulfillment long-term. These first four sessions of this program are designed to give you the critical understanding and philosophy that will help you create the psychology of true fulfillment. Then, we will move forward to understanding how the mechanics of the OPA system work.

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THE POWER OF VISION

KEEP YOUR VISION IN FRONT OF YOU

What will ensure that a psychology of fulfillment becomes habitual for you is making sure that the critical components of your life are constantly in front of you. After you create a compelling vision for your life, you want to make sure that it is continually in front of you to remind you and keep you inspired. In fact, if you have your OPA Life Planner, you will notice that there is a section called, "More Fulfillment." This section is divided into the two Areas of Management of your life — Personal and Professional. And, behind these main tabs are individual tabs for you to write all of your Categories of Improvement. This is where you will keep your vision for each of your categories.

This is an opportunity for you to get creative! Are there some pictures you could cut out of magazines or phrases or quotes that you could paste in here that would keep you inspired? What are some images, phrases, pictures, or quotes that would inspire you in the physical area of your life? Emotionally? In your relationships? In your finances? What are some of your dreams for your ultimate home? Or for your business? What do you need to keep in front of you daily so that you really follow through and most importantly, so that you want to follow through?

> DREAM LOFTY DREAMS, AND AS YOU DREAM, SO SHALL YOU BECOME. YOUR VISION IS THE PROMISE OF WHAT YOU SHALL ONE DAY BE; YOUR IDEAL IS THE PROPHECY OF WHAT YOU SHALL AT LAST UNVEIL.
>
> —JAMES ALLEN

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THE POWER OF VISION

EVERYONE HAS A VISION. THE ONLY QUESTION IS WHETHER OR NOT IT IS A VISION THAT IS DESIGNED CONSCIOUSLY AND THAT IS TAKING YOU WHERE YOU WANT TO GO.

EXERCISE:

Close your eyes now and think about what a 70-year-old man or woman looks like. Get a really strong image in your mind.

Now, is the picture you made of an energetic, strong, youthful person?

CREATING YOUR VISION FOR SUCCESS

1. SMALL VISIONS HAVE NO POWER TO MOVE MEN'S BLOOD.

For most people, their challenge is not that they are not motivated or that they don't have the intelligence to figure out how to get what they want. For most people, their challenge is that they don't have a large enough vision.

Remember, people will work five times harder to make $100,000 than they will to make $50,000.

2. REASONS COME FIRST, ANSWERS COME SECOND.

Why is this vision so important to you? **Most of us will do more for others than we ever will for ourselves.** Who are some of the people in your life you want to impact?

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THE POWER OF VISION

Dream no small dreams
for these have no power
to move the hearts of men.

—JOHANN WOLFGANG VON GOETHE

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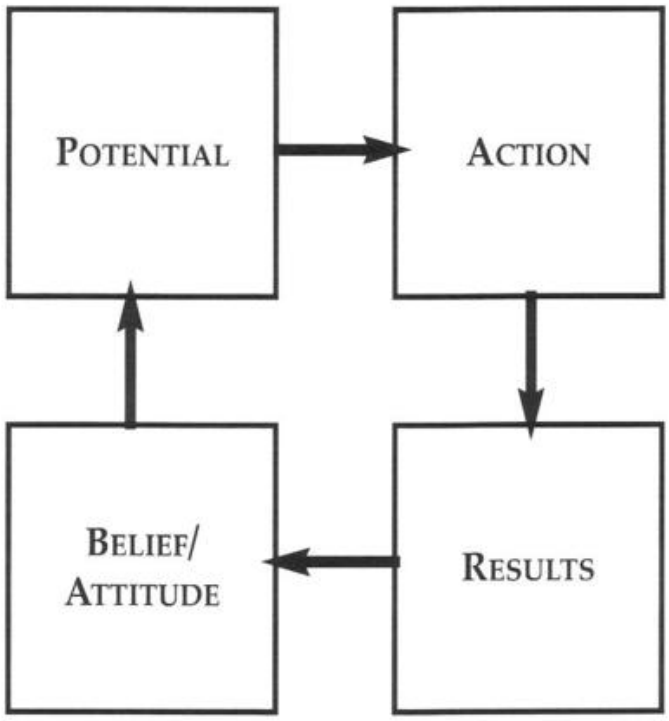
THE POWER OF VISION

THE SUCCESS CYCLE

People who succeed have momentum. The more they succeed, the more they want to succeed, and the more they find a way to succeed. Similarly, when someone is failing, the tendency is to get on a downward spiral that can even become a self-fulfilling prophecy.

EVERYONE IS ON A SUCCESS CYCLE—WHICH DIRECTION ARE YOU GOING?



People's potential is almost unlimited. But, do most people's results reflect the level of potential they have?

DOWNWARD CYCLE:

You believe you have limited potential, so you take a little bit of action, get limited results, and reinforce your belief. *"See, I knew I couldn't do it!"*

UPWARD CYCLE:

You believe beyond a shadow of a doubt that you can get the result you want. You may not know exactly how, but you believe the potential is there, so you tap into it with massive action and potential. You tend to get pretty outstanding results, reinforcing your belief. *"See, I knew I could do it!"* Now you're even more inspired, you believe even more in your potential, you take even more action, and you get even greater results! The cycle continues.

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THE POWER OF VISION

THE ONLY WAY TO BREAK OUT OF THE DOWNWARD SPIRAL AND GET BACK ON THE SUCCESS CYCLE IS TO GET RESULTS IN ADVANCE.

YOU MUST HAVE A POWERFUL VISION

REMEMBER, YOU CAN CHANGE YOUR ACTIONS, BUT IF YOU DON'T THINK IT'S GOING TO WORK, YOU WON'T TAKE QUALITY ACTIONS. YOU MUST CHANGE YOUR BELIEFS BY CREATING A POWERFUL VISION FOR YOUR LIFE.

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THE POWER OF VISION

Real success is the ongoing process of becoming more as a human being; knowing that *you* are continually maximizing and expanding your capabilities; and doing what you have envisioned for your life rather than following someone else's expectations.

LEADERS MUST CREATE THEIR OWN VISION

The standard you must live by is to be outstanding.

If you do a **poor** job, you get no rewards.
If you do a **good** job, you get poor rewards.
If you do an **excellent** job, you get good rewards.
If you do an **outstanding** job, you get all the rewards.

The rewards are disproportionate at the level of outstanding —and outstanding is just one small notch above excellent.

IF 99.9% IS GOOD ENOUGH, THEN . . .

- Two million documents will be lost by the IRS this year.
- 22,000 checks will be deducted from the wrong bank accounts in the next sixty minutes
- 12 babies will be given to the wrong parents each day.
- 2,488,200 books will be shipped in the next 12 months with the wrong cover.
- Two plane landings daily at O'Hare International Airport in Chicago will be unsafe.
- 5,515,200 cases of soft drinks produced in the next 12 months will be flatter than a bad tire.
- 107 incorrect medical procedures will be performed by the end of the day today.

Remember, outstanding isn't just skill, it's *heart*.

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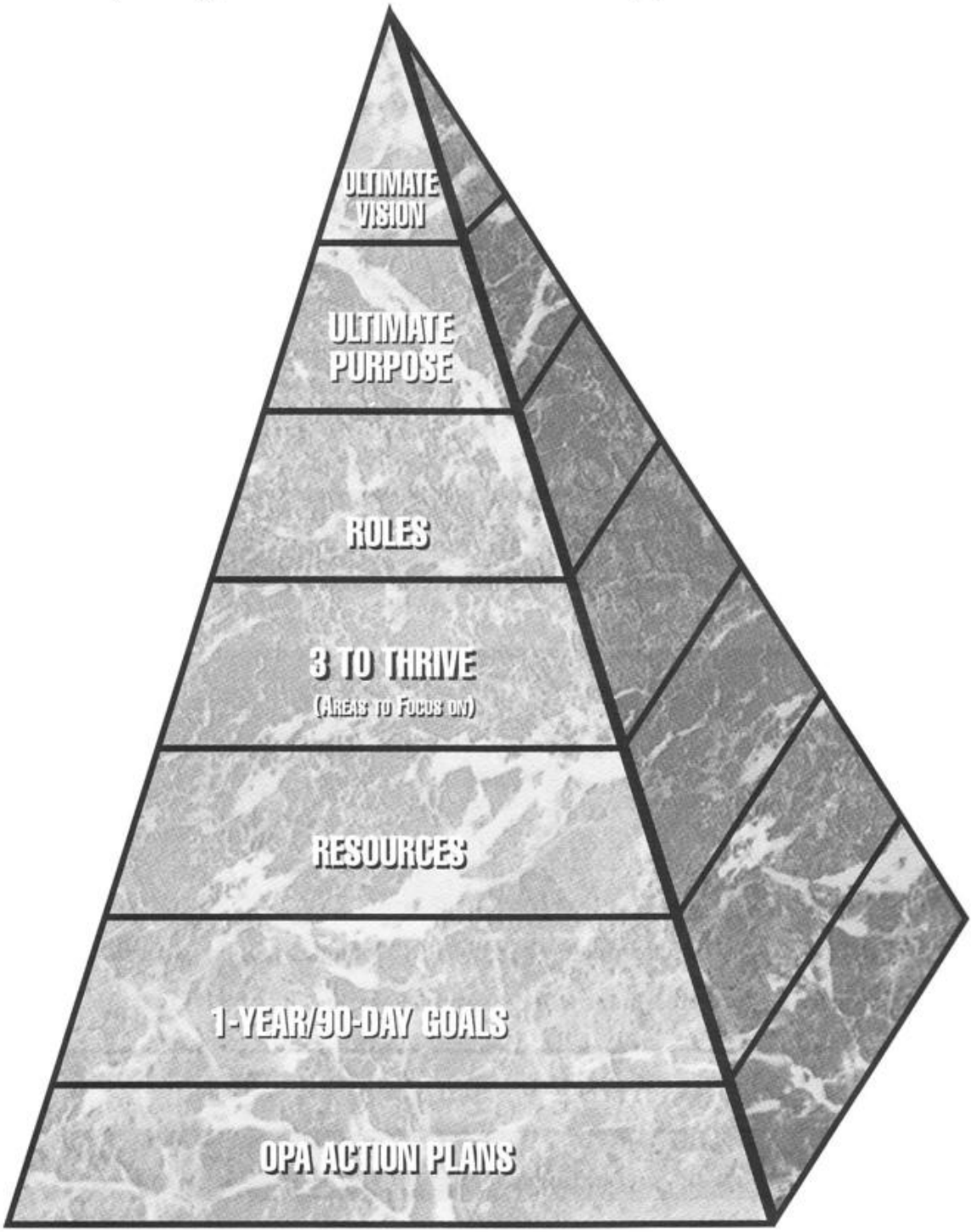
CREATING MY LIFE PLAN

STEP 3

MY VISION FOR SUCCESS

My Magnificent Seven for Unstoppable Momentum!



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PERSONAL EXAMPLE

CREATING MY LIFE PLAN

PHYSICAL

TONY ROBBINS

• ULTIMATE VISION •

Health and fitness are my identity and lifestyle. I am fabulously buff, muscular, flexible, and strong with extraordinary aerobic capacity and structural strength and balance. My physiology is "first" for me. I have regenerated my body with a greater sense of youth than ever before. I live a powerful and sporting lifestyle.

• ULTIMATE PURPOSE •

To give me the energy to burn that I need and deserve in order to deliver on my life's mission. To live life to the fullest and have an ever-expanding sense of capacity to give. To be an inspirational example for people for what level of energy, passion, and juice of life is available with consistent focus. To inspire people to raise their standards.

• ROLES •

Kick-Butt Athlete
Adonis
Extraordinary Example of Health & Fitness
Energy Dynamo
Snowboarder
Weight Lifter
Runner
Polo Master

• 3 TO THRIVE •

Structural Strength
Diet
Exercise

• RESOURCES •

1. Pete Egoscue
2. Mark Lamb
3. Jack Trout
4. Stu Middleman
5. Deepak Chopra
6. My determination
7. My discipline

• 1-YEAR •

1. 250 lbs & 14% body fat
2. 2-week detox & liver cleanse
3. Polo Trip

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CREATING MY LIFE PLAN

Once you've completed your pyramid, including your 1-year goals, you can break those yearly goals down into quarterly goals.

HERE'S AN EXAMPLE OF MY FRIEND MARY'S QUARTERLY GOALS, ALSO IN THE AREA OF PHYSICAL HEALTH:

MARY'S QUARTERLY GOALS

Q1

1. Lose 15 lbs.
2. Develop an exercise fitness plan.
3. Create a meal plan that works and is easy.
4. Locate a gym that is close to work and home, and has great personal trainers
5. Find an exercise buddy.

Q2

1. Lose an additional 10 lbs.
2. Hire a personal trainer
3. Meet with Pete Egoscue to strengthen my structure and realign my body.
4. Wear a size 14.
5. Add outdoor activity to my exercise routine.

Q3

1. Lose another 8 lbs.
2. Do Optimum Health for 1 week.
3. Readjust exercise to tone and shape.
4. Do Life Mastery.
5. Wear a size 12.

Q4

1. Lose 8 more lbs.
2. Re-evaluate exercise plan and redesign as needed
3. Go on an awesome shopping spree for fun, size 10, sexy, bright, stylish clothes and accessories!

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PROFESSIONAL EXAMPLE

CREATING MY LIFE PLAN

EMPOWERED EMPLOYEES

• ULTIMATE VISION •

To create a world class organization of outrageously empowered employees who are passionately committed to the mission of the company and whose lives personally, professionally, and financially are unbelievably empowered by the resources and rewards the company gives them. To create a magical environment that transforms the quality of our customers' and each other's lives, and that creates extraordinary drive and passion to excel in all that they do. To create a united family that is literally bursting at the seams to work each morning, and that helps fulfill our passionate social and economic mission.

• ULTIMATE PURPOSE •

- It will create an everlasting Force for Good
- It will create a compelling future for every person here
- It will create a team of people so committed, dedicated, and skilled that any dream is instantly turned into reality
- It will create a reputation as the best in our field
- It will reduce turnover
- Because our employees deserve it
- Work is play!
- It will make a difference and build a legacy that lives on beyond us

• ROLES •

- Inspirational visionary to the team
- Heat seeking talent missile
- World-class communicator
- Heartbeat of the company
- OPA babe

• 3 TO THRIVE •

- Recruitment of 'gold medal' employees
- World-class training—psychology and skills
- Create an empowering environment to ensure safety and security of employees, and compliance of regulatory agencies

• RESOURCES •

1. OPA product and software
2. Faith Gorski
3. Anthony Robbins' live events and products
4. Leadership team of our company
5. Incentive programs—modeling other companies
6. Books on creating outstanding organizations
7. '1001 Ways to Reward Employees' book

• 1-YEAR •

1. To be a lean, mean OPA machine
2. To have a clear orientation and integration progress for all new employees
3. To eliminate sub-grouping company wide
4. To develop an HR department to monitor and manage the legal liability of the company
5. To recruit skilled, creative, mission-driven gold-medal employees with a maximum turnover of 10%
6. To develop a system for quarterly evaluation of our organization to ensure that we have solid 'gold & silver' employees

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CREATING MY LIFE PLAN

QUARTERLY GOALS

Q1

1. Create a family tree/organization chart
2. Employ an outstanding HR director
3. Make significant and well thought-out progress toward the integration of OPA company-wide
4. Implement system for quarterly evaluation of all employees

Q2

1. Develop a training program and schedule time for all employees to attend outside training events. Sponsor continuing education programs
2. Schedule Date with Destiny/OPA training for all employees in Palm Springs in June
3. Recruit, select, train, manage, and motivate six outstanding gold-medal sales people

Q3

1. Save $50,000 on the use of temporary employees
2. Schedule departmental open houses for teams to get to know each other
3. Create team of employees to design and implement our company's interior to create a fun and professional environment

Q4

1. Schedule and produce an amazing holiday party that blows everyone's socks off
2. Schedule leadership team retreat to recap the year and determine 1999 outcomes
3. Create, implement, and communicate company bonus system for 1999

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CREATING MY LIFE PLAN

• ULTIMATE VISION •	• ULTIMATE PURPOSE •

• ROLES •	• 3 TO THRIVE •

• RESOURCES •	• 1-YEAR •

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CREATING MY LIFE PLAN

QUARTERLY GOALS

Q1

Q2

Q3

Q4

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CREATING MY LIFE PLAN

• ULTIMATE VISION •	• ULTIMATE PURPOSE •

• ROLES •	• 3 TO THRIVE •

• RESOURCES •	• 1-YEAR •

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CREATING MY LIFE PLAN

QUARTERLY GOALS

Q1

Q2

Q3

Q4

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CREATING MY LIFE PLAN

YOUR ASSIGNMENT

Identify your ultimate vision, purpose, resources, and goals. Use the tape or CD to guide you through the process and help you with the visualization. You can do this exercise in one of two ways:

- If you're the kind of person who likes to just go for it, do it all at once. You'll need a quiet place where you won't be interrupted for about 90 minutes.
- Or you can do two or three categories at a time for three or four days.

FOLLOW THESE THREE STEPS:

1. With your Categories of Improvement in front of you, get into a peak state.
2. For each category, close your eyes and visualize the six parts of the pyramid.
3. Immediately capture your vision by writing it down.

Leaders go first and produce the results to make it possible for others to do the same.

—ANTHONY ROBBINS

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DAY 5

OPA: HOW TO GET WHAT YOU REALLY WANT

- OPA: A SYSTEM OF THINKING THAT PRODUCES EXTRAORDINARY RESULTS
- THE POWER OF A CLEAR OUTCOME
- HOW TO SIMPLIFY YOUR LIFE THROUGH THE POWER OF 'CHUNKING'
- MAKING OPA PRACTICAL: CREATING OPA BLOCKS
- USING OPA TO CREATE MORE CHOICES FOR YOUR LIFE

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OPA

HOW TO GET WHAT YOU REALLY WANT

HOW DO YOU TURN DREAMS INTO REALITY?

In order to turn your dreams into reality, you have to have a structure — a system to make it happen. Remember, there is a difference between a goal and an outcome. A goal is really an idea with a deadline. It becomes an outcome, however, when you actually begin to develop a plan — i.e. your strategy for how you are going to achieve it. This strategy is called "OPA." An OPA plan is one in which you have a clear outcome, a compelling purpose to drive you, and an action plan that's flexible, giving you unlimited choices about how to achieve your outcome.

This session is about teaching you the basics of creating an OPA plan and specifically identifying the fundamentals upon which the system is based. Remember, however, OPA is a system of thinking that will lead you toward the results you want. What the planner and software do is provide you with the specific tools that will cause you to think that way consistently.

OPA: CREATING AN OUTCOME-FOCUSED, PURPOSE-DRIVEN, ACTION PLAN

Remember the three questions upon which OPA is based:

OUTCOME

The first question you want to ask when planning anything is, "What is my outcome?" The key here is to be as specific as possible and the result you really want. Clarity is power. As you formulate your outcome, you will probably refine it a few times as you become more clear about that target you're after.

PURPOSE

The second question you want to ask yourself is, "What is my purpose? Why do I want to do this? What will it give me? How will that make me feel?" Your purpose will create the drive and meaning for you to follow through. The secret here is to use words that will move you emotionally. Don't use complicated, professional language like, "To facilitate change in the organizational structure..." when it will give you more meaning to simply say, "To change lives, make a difference and have fun!"

ACTION

Once you have a clear outcome and a compelling purpose, you must ask yourself the third question of OPA, **"What specific actions do I need to take to achieve this outcome?"** And, remember, you don't always need to complete all your action items to achieve your outcome. When you know your outcome and purpose, you may find that it takes a lot fewer actions to get the result you're really after. And, you might even come up with a better set of actions than if you had just come up with a 'to-do' list.

TURN THE PAGE FOR AN EXAMPLE OF THE POWER OF OPA . . .

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OPA

HOW TO GET WHAT YOU REALLY WANT

THE POWER OF 'CHUNKING'

In order to succeed at anything and not be stressed, you have to be able to take a whole variety of action items and group them together so that they help you accomplish a common outcome. We have the ability in our minds to take any experience in life and pull it apart into a million pieces or to tie it all together into one piece. For example, if you take on a project and try to do the whole thing all at once (eat the whole whale in one bite), you're going to be a bit overwhelmed! Similarly, if you take a task and make it into too many small steps, it's equally daunting, overwhelming and frustrating.

Most people are only able to focus on a limited number of things at one time. When most people are learning they tend to remember things that are grouped into threes. *We tend to remember one, two, three, many!* In other words, most people tend to get overwhelmed after three different pieces, or chunks, of information. In fact, the process of getting good at something is learning to take a whole bunch of tasks and turn them into only one or two chunks of your focus.

Definition

Chunking:

(chungk'ing), v., Grouping together information into ideally-sized pieces so that they can be used effectively to produce the results you want.

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OPA

HOW TO GET WHAT YOU REALLY WANT

Look at the following example of a person's "to-do" list for their day:

- Go running
- Pick up dry cleaning
- Board meeting
- Take dog to vet
- Update CEO
- Buy running shoes
- Call wife
- Lift weights
- Call daughter
- Schedule massage
- Meet with marketing director
- Prepare for stockholders meeting

Do any of these action items relate to a similar outcome?

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OPA

HOW TO GET WHAT YOU REALLY WANT

With the OPA system, you can easily 'chunk' your to-do list from twelve items to three or four results or outcomes you're after, and create an OPA block: an outcome, a purpose, and a set of action items.

As you can see, four of the twelve action items can be grouped into one OPA block:

- **Go running**
- Pick up dry cleaning
- Board meeting
- Take dog to vet
- Update CEO
- **Buy running shoes**
- Call wife
- **Lift weights**
- Call daughter
- **Schedule massage**
- Meet with marketing director
- Prepare for stockholders meeting

OPA BLOCK

ACTION	OUTCOME	PURPOSE
1. GO RUNNING 2. BUY RUNNING SHOES 3. LIFT WEIGHTS 4. SCHEDULE MASSAGE	MAKE MAJOR PROGRESS ON MY PHYSICAL BODY.	TO RENEW THE ENERGY WITHIN ME; TO DEVELOP A SENSE OF INNER STRENGTH LIKE NEVER BEFORE; TO HAVE FUN!

The power of OPA is that a listing of 12 different action items can be grouped together into only a few outcomes.

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OPA

HOW TO GET WHAT YOU REALLY WANT

OPA IS A VISUAL "CHUNKING" DEVICE

OPA is a visual chunking device. What that means is that it allows us to know specifically where to put information so we'll remember it. Remember when we said people have a hard time remembering more than three chunks of information at a time?

Now take a moment and give yourself the following test. Look at the group of letters below for just five seconds and then cover them up and write down as many as you can remember on a piece of paper.

QELBEUUARUQ

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OPA

HOW TO GET WHAT YOU REALLY WANT

"Chunking helps you make sense out of chaos!"

How did you do? If you were successful, you probably chunked it into three pieces. For example: QELB EUUA RUQ. Or, if you've had some experience, you might be able to chunk it this way:

ALBUQUERQUE

Wouldn't it be easier to remember the eleven letters on the previous page three chunks, or better yet, in one? That's the power of chunking.

WHEN DO MOST PEOPLE CHANGE? WHEN THEY REACH AN EMOTIONAL THRESHOLD, MOST PEOPLE BEGIN TO TAKE ACTION.

Action

One spring morning Elvis wakes up, takes a good look at himself in the mirror, and shudders in disgust. He just can't bear carrying around those twenty extra pounds (and subsequent love handles) he's gained in the last few years. That morning he decides to solve his problems by adding going for a ten-mile run to his to-do list. By the end of the run he is exhausted; his lungs hurt, he's sweating like a pig, and his heart feels like it's going to pop right out of his chest. The next morning his muscles are so sore he can barely move, and he has a big, fat, ugly blister on his big toe. To console himself, he goes to Denny's for a Grand Slam breakfast and decides that exercise is simply not for him.

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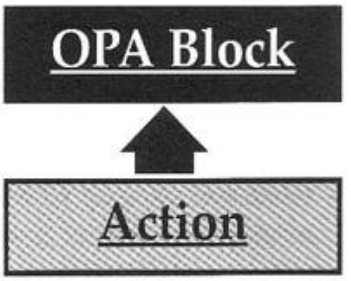
Transform Your 'Action' into an 'OPA Block'



The problem is that Elvis focused only on the action item of going for a run instead of establishing a clear outcome of what he *really* wanted. Was his outcome to run 10 miles? No, he wanted to lose 20 pounds. So often we forget what our real outcome is, and we start thinking we have to write out a "to-do" list to make it happen. There are many ways Elvis could have achieved his outcome if he knew what it really was. He needed to create an OPA block, starting with the question, "What's my **outcome**?" then follow up with "What's my **purpose**?" and finally "What **actions** do I need to take to make it happen?"

STEP 2 CREATE YOUR MASTER PLAN

What are the most important outcomes/results I must produce in order for this week to be both successful and fulfilling?

CATEGORY/ROLES: Elvis the Stud OUTCOME #:_____ ACCOUNTABLE:_____ DATE:_____

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
	2.5hr	1*	Consult a nutritionist and set up a diet plan so that I'm eating healthful foods at the right time of day.	To lose 20 pounds and enjoy the process of reaching my ideal weight and vitality. By: 12/25/97	To feel great about myself; To increase my sense of control over my life; To increase my strength and vitality; To raise my self-esteem and feel sexy!
	1hr	2*	Clean out my kitchen; get rid of all junk food and temptations.		
	1hr	3*	Go shopping for healthful foods.		
	2hr	4	Meet with a cook who can share distinctions about preparing foods in a healthful way.		
	1hr	5	Join a gym and schedule a time to workout a minimum of five times per week for one hour.		
7hr30m/4hr30m					

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OPA

HOW TO GET WHAT YOU REALLY WANT

YOUR ASSIGNMENT

1 **Jot down an event in your life where you had a *clear* outcome and purpose.** Choose a time when you came up with a plan and even though the plan didn't work, you still got the outcome or the result you were after anyway because you were so clear about what you *really* wanted.

2 **Think about an event in your life where you had *unclear* outcomes and an *unclear* purpose.** Did you get frustrated and miss out on something in the end? Can you see the importance of having clear a outcome?

3 **Think of something you fail to do on a regular basis.** What's an area of your life in which you don't seem to be able to motivate yourself to follow through because you either make the task seem too big and overwhelming or you break it down into a million pieces that make it seem as though the job could never get done? Take a moment and jot down an example of this.

4 **Is there something you find easy to do that other people find difficult?** For instance, exercise or paperwork may come naturally to you. Think of something that seems to come easy to you because you think of it as only one or two steps.

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DAY 6

THE FIVE MASTER STEPS OF PLANNING

- THE FIVE MASTER STEPS
- CREATING AN OUTSTANDING DAY
- FIVE QUICK TIPS FOR EFFECTIVE OPA PLANNING
- WHAT DID YOU *DO* TODAY? VS. WHO ARE YOU *BEING*?

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THE FIVE MASTER STEPS

HOW TO CREATE AN EXTRAORDINARY QUALITY OF LIFE

There are five master steps to planning and producing results. Whether you're planning your day, your week, or a project, they're the same. They are:

1 **CAPTURE:**

IDEAS, WANTS, AND NEEDS

2 **CREATE:**

YOUR **OPA** MASTER PLAN

3 **COMMIT:**

YOUR TIME, RESOURCES, AND RESPONSIBILITIES

4 **SCHEDULE IT:**

IMAGINE AND ANTICIPATE THE RESULTS AND REWARDS

5 MEASURE, MANAGE, MASTER, AND **CELEBRATE THE RESULTS**

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A DAY IN THE LIFE OF TONY ROBBINS

We often condition ourselves for stress by telling ourselves we're so busy we don't have time for anything else. Tony caught himself indulging in this incantation when he had an activity-packed nine-day seminar. So he decided to prove to himself that with quality planning he could accomplish as much in a day in which eleven hours were already booked speaking as most people could do in a full day. On the following pages is an example of such a day—and this entire planning process took him only fifteen minutes to complete!

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A DAY IN THE LIFE OF TONY ROBBINS

CAPTURE

The first step in the process is quickly capturing your ideas, phone calls, and communications. In this step you're simply getting the ideas out of your head and onto paper quickly—this is not your actual plan! The second half of this step is to begin chunking. This requires that you group together action items that have a natural relationship.

Now, quickly match up the items below that are related to each other:

- **Call Lenny**
- **Call my son Josh**
- **Meet with my stockbroker**
- **Dinner with Becky**
- **Go running**
- **Meet with Sam**
- **Dictate a note to Peter Guber**
- **Lift weights**
- **Call Greg Renker**

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A DAY IN THE LIFE OF TONY ROBBINS

CAPTURE

Remember, chunking requires that you group together action items that have a natural relationship. There is clearly a relationship between calling Lenny, the editor Tony uses for his infomercials and Greg Renker, who is his partner in producing the infomercials. There is clearly another relationship between calling his son, Josh and having dinner with his wife, Becky. Same thing with going running and lifting weights.

- Call Lenny
- Call Greg Renker

- Dinner with Becky
- Call my son Josh

- Go running
- Lift weights

- Meet with Sam

- Dictate a note to Peter Guber

- Meet with my stockbroker

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A DAY IN THE LIFE OF TONY ROBBINS

OPA PLAN

Step two is creating an OPA plan. Ask yourself "What is my most important outcome?" Tony saw a relationship here between calling Lenny and Greg Renker because they both relate to the infomercial. That's how the process begins.

MASTER PLAN · 199_ SEPTEMBER 1

2: CREATE YOUR MASTER PLAN

What are the most important outcomes/results I must produce in order for this day to be both successful & fulfilling?

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
TK	50m/5m	3*	Call Lenny	Make major progress on producing my most outstanding infomercial to date.	• Change lives
	10m	2*	Brainstorm possible testimonials		• Impact
TK	40m/5m	5	Call Greg Renker		• Have fun
	10m	4	Brainstorm how to present value of budget to Greg		• Expand my identity
	15m	1*	Call Greg Norman about endorsement		• To get paid $3 million
	45m/3.0hrs				
	TIME TOTAL				

CREATION · PROGRESS · MAINTENANCE · COMPLETION

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A DAY IN THE LIFE OF TONY ROBBINS

19 SEPTEMBER — DAILY CALENDAR · 199_

1: PREPLAN: CAPTURE
Brainstorm all the outcomes, actions, projects & communications that need to happen today.

OUTCOMES · ACTIONS · PROJECTS

- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑

COMMUNICATIONS / FOLLOW-UPS

- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑

NOTES:

3: COMMIT: TIME RESOURCES & RESPONSIBILITIES

4: SCHEDULE IT!

TIME SCHEDULE

12 MIDNIGHT
1
2
3
4 — Sleep
5
6

7 — 0 - I Physical Prep • Egoscue / Chiropractor
(7:15) 0 - II Prep for Life Mastery
(7:30) 0 - III Progress on Infomercial • Greg Norman

8 — 0 - IV Family - Josh
(8:15) 0 - V 200% Plus Broker
(8:45) 0 - VI ARC Progress / Sam

9 — Daily Routine (0 & R)
(9:45) 0 - II Life Mastery • TR on Stage

10
11
12 NOON
1
2
3

4 — (3:45) 0 - I Physical • Lift Weights

5 — (4:45) 0 - IV Dinner w/Becky

6
7
8 — (6:00) 0 - II Life Mastery • TR on Stage
9
10
11
12 MIDNIGHT — 0 - I Acupuncturist

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A DAY IN THE LIFE OF TONY ROBBINS

MASTER PLAN · 199 8 — Thu. APRIL 23

STEP 2: CREATE YOUR MASTER PLAN

What are the most important outcomes/results I must produce in order for this day to be both successful & fulfilling?

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
	20m	1*	Do my Egoscue work	III Prepare my body for demands. Make significant progress in expanding my physical strength and endurance	Pure energy; Power; Deliver change, influence, and impact; Have fun!
	45m	2*	Lift weights		
	20m	3	Go running		
	5m	4	Schedule acupuncture		
	30m	5	Chiropractic visit		
2hr/3hr5m					
	10m	1*	Review my outcome for the day	II Conduct an outstanding Life Mastery Program today on Emotional Mastery	Emotions are life; the way people feel determines who they are, what they do and what their life turns out like. I am master of they make fun. Change lives, make a difference, have an impact!
	20m	2	Review syntax for the day		
	5m	3*	Do my incantation and get in state		
	6hr	4	Conduct the morning session 9:45-3:45		
	6hr	5	Conduct evening session 6:00-11:45		
12hr35m/15m					
TK	30m/2m	3*	Call Lenny	I Make major progress on producing my most outstanding informercial to date	Change lives
	10m	2*	Brainstorm possible testimonials		Impact
TK	45m/5m	5	Call Greg Renker		Have fun
	10m	4	Brainstorm how to present value of budget to Greg		Expand my identity
	15m	1*	Call Greg Norman about endorsement		To get paid $3 million
45m/30m					
	10m	1*	Call Josh re: two things he's doing	IV Support my family in taking the next step in their careers and in feeling loved	They deserve my support; love them more than anything on Earth. I've been put on this Earth for a reason. Support them in making decisions that make a difference. I'm an outstanding father and an extraordinary husband.
	10m	2	Call Jolie re: move to LA		
	5m	3	Call Tyler to check in		
	5m	4	Make sure Jairek gets postcard from me		
	60m	5*	Have dinner with Becky		
1hr30m/1hr10m					
	15m	1*	Do quick technical analysis of DOW	V Ensure my return on investment remains above 200% this year!	To be an example; To ensure the $1 million I've already made is safe; It feels fun to be a Financial Genius!
TK	5m	2	Download information from the Internet		
	10m	3*	Call my broker to ask his opinion		
	5m	4	Talk to broker about Josh's account		
35m/25m					
	TIME TOTAL		CREATION · PROGRESS · MAINTENANCE · COMPLETION		
	10m	1*	Meet with Sam re: update systems integration	VI Make major progress in supporting ARC's systems integration and the implementation of marketing programs	To make Chris Rose for the PARS, for our clients, deliver our product support. Make sure we reach the largest number of people in the shortest time. To cause the commitments our organization constantly represents to being executable. Live footer of the Earth – make sure I live up to it everyday!
	5m	2*	Call Deb Hinz and get update		
PR	5m	3	Conference call with PARs re: LM update		
20m/15m					

TOTAL EST. TIME:_____ TOTAL MUST TIME:_____ ACTUAL TIME:_____

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STEP 5: MEASURE, MANAGE, MASTER & CELEBRATE!

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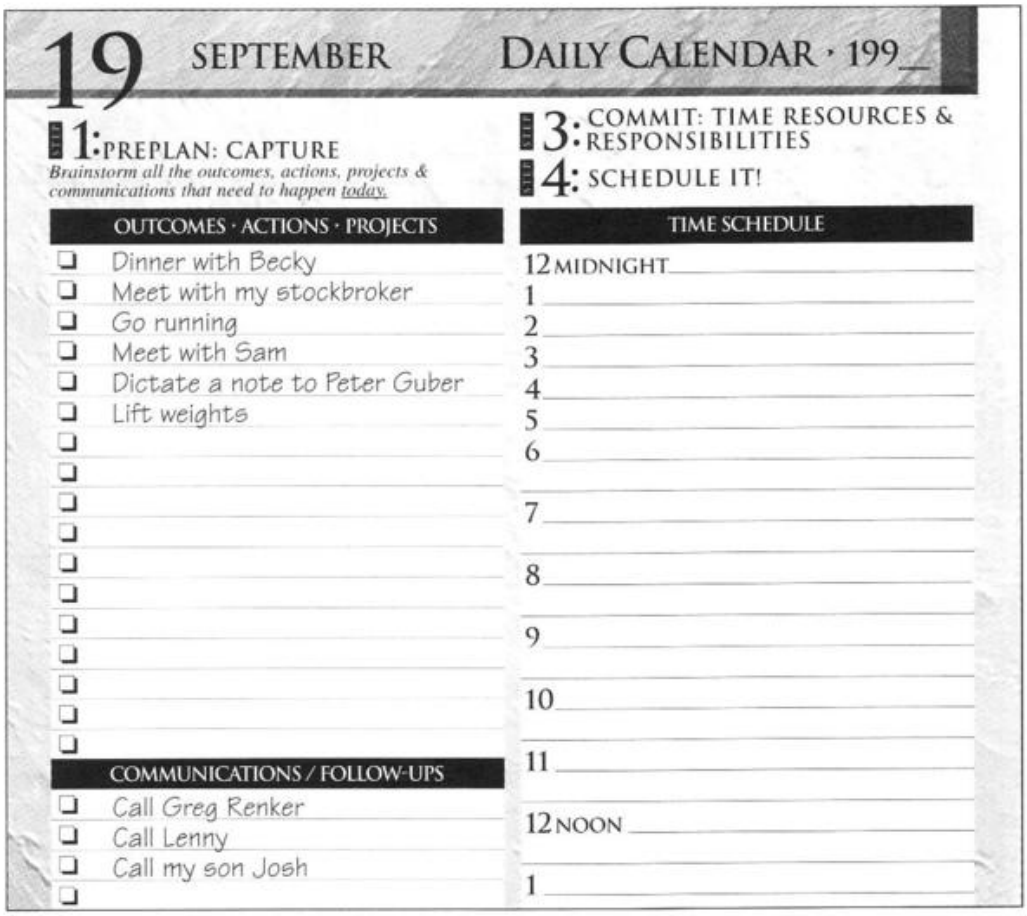
STEP 1: CAPTURE

IDEAS, WANTS, AND NEEDS

The left side of this page will be used as the base of information from which you will create your OPA Master Plan. Quickly capture your ideas, to-dos, phone calls, and communications. This is a page to capture your brainstorms—a place to get ideas quickly out of your head and onto paper. This is not your actual plan. Rather, this is the foundation from which your plan will be created. It will provide all the information you will need to remember when you create your action plan.

ASK YOURSELF

What are the things I need to do, accomplish, create, maintain, make happen, or follow-through on? With whom do I need to talk, meet, or connect?



19 SEPTEMBER DAILY CALENDAR · 199_

STEP 1: PREPLAN: CAPTURE
Brainstorm all the outcomes, actions, projects & communications that need to happen today.

STEP 3: COMMIT: TIME RESOURCES & RESPONSIBILITIES

STEP 4: SCHEDULE IT!

OUTCOMES · ACTIONS · PROJECTS
❑ Dinner with Becky
❑ Meet with my stockbroker
❑ Go running
❑ Meet with Sam
❑ Dictate a note to Peter Guber
❑ Lift weights
❑
❑
❑
❑
❑
❑
❑
❑
❑
❑

COMMUNICATIONS / FOLLOW-UPS
❑ Call Greg Renker
❑ Call Lenny
❑ Call my son Josh
❑

TIME SCHEDULE
12 MIDNIGHT
1
2
3
4
5
6
7
8
9
10
11
12 NOON
1

NOW IT'S YOUR TURN!

Pull out your daily planner and capture all the outcomes, actions, projects, calls, communications, and "to-dos" that need to happen today!

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STEP 2: CREATE
YOUR OPA MASTER PLAN

CREATE AN ACTION PLAN THAT IS OUTCOME-FOCUSED AND PURPOSE-DRIVEN

Step 2, Creating Your OPA Master Plan, is the critical step in taking you from making "to-do" lists to creating a real action plan. The second step requires that you answer three questions, which we will answer on the next three pages.

The first question directs you to identify the most important outcome or result you need to accomplish for this day, week, month, or project. The second question directs you to determine why you want to do this, what it will give you, and what your true purpose is. The third question directs you to discover what actions you must take in order to achieve this result.

When you have completed these three questions, you will have completed Step 2 and may move on to Step 3—Commit Yourself. **Do not go on to Step 3 until you have answered these three core questions:**

1. **What is the most important OUTCOME (result) I must produce in order for this day (week/project) to be both successful and fulfilling?**

2. **WHY do I want to do this? What outcome will it give me? How will it make me feel to produce this outcome (result)?**

3. **What SPECIFIC ACTIONS must I take in order to achieve this outcome (result)? What's the very first thing I must do in order to achieve this outcome (result)?**

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STEP 2: CREATE

YOUR OPA MASTER PLAN

REVIEW YOUR CAPTURE LIST:

ASK YOURSELF

1. What is the most important OUTCOME (result) I must produce in order for this day (week/project) to be both successful and fulfilling?

2. Why do I want to do this? What will it give me? How will it make me feel to produce this outcome (result)?

3. What specific ACTIONS must I take that are necessary to achieve this outcome (result)? What's the very first thing I must do in order to achieve this outcome?

MASTER PLAN · 199 8 Thu. APRIL 23

STEP 2: CREATE YOUR MASTER PLAN

What are the most important outcomes/results I must produce in order for this day to be both successful & fulfilling?

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
		1*	Call Greg Norman about endorsement	Make major	• Change lives
		2*	Brainstorm possible testimonials	progress on	• Impact
		3*	Call Lenny	producing my most	• Have fun
		4	Brainstorm how to present value of budget to Greg	outstanding	• Expand my identity
		5	Call Greg Renker	informercial ever	• To get paid $5 million

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STEP 2: CREATE

YOUR OPA MASTER PLAN

KEYS TO JUICING UP YOUR OPA BLOCKS AND MAKING THEM SIGNIFICANTLY MORE EFFECTIVE

1. **PRIORITIZE.** Give each action item a priority by numbering it (i.e., '1,' '2,' '3,' etc.). '1' = extremely important

2. **WHAT IS THE 20% THAT MAKES 80% OF THE DIFFERENCE?** In life, 20% of your actions usually make 80% of the difference in achieving your results. Thus, all of the actions you wrote down will not be necessary to make major progress toward (or even achieve) your outcome. Place an asterisk next to each of the action items that are the "must" items for you to accomplish this day, week, month, etc. These are the items that will create the most significant progress toward the completion of your outcome.

3. **ESTABLISH THE DURATION:**
   1. Establish the amount of time it will take to complete each action item.
   2. Then, most importantly, add up the total time it will take to complete the project.
   3. Finally, add up the total time it will take to complete only the 'must' items.

   For example, you may plan 9 hours for the project, but only 2 hours of that will be spent on your "must" items (i.e., the 20% that makes 80% of the difference). This chunking device will allow you to take the most important actions and achieve your result in the shortest period of time.

4. **LEVERAGE.** Ask yourself, "How can I leverage this result? What other resources do I have available (assistant, outsourcing, trades, etc.)?" Some of these actions can be accomplished without the use of time and brainpower.

   Now, skip a few lines so that you have room to add more actions as you think of them.

5. **DRAW A BOX AROUND YOUR OPA BLOCK AND CIRCLE THE OUTCOME** to give you a visual chunk. This short cut provides focus and empowers you to take the most effective action. Congratulations! You have just completed your first OPA block! Now, go on to create your next OPA block—but be sure to skip a line so the blocks aren't right up against each other.

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STEP 2: CREATE

YOUR OPA MASTER PLAN

MASTER PLAN · 1998 Thu. APRIL 23

STEP 2: CREATE YOUR MASTER PLAN

What are the most important outcomes/results I must produce in order for this day to be both successful & fulfilling?

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
	15m	1*	Call Greg Norman about endorsement	Make major	• Change lives
	10m	2*	Brainstorm possible testimonials	progress on	• Impact
TK	25m/5m	3*	Call Lenny	producing my most	• Have fun
	10m	4	Brainstorm how to present value of budget to Greg	outstanding	• Expand my identity
TK	20m/5m	5	Call Greg Renker	informercial ever	• To get paid $5 million
	4hrs/30m				

By the end of this process, you'll have a plan for your day that's **OUTSTANDING**. While you may have 20-30 actions for your day (which you probably wouldn't remember off the top of your head), you only have 3-4 outcomes. This is so much more manageable and focuses you on the results you're committed to instead of a massive "to-do" list.

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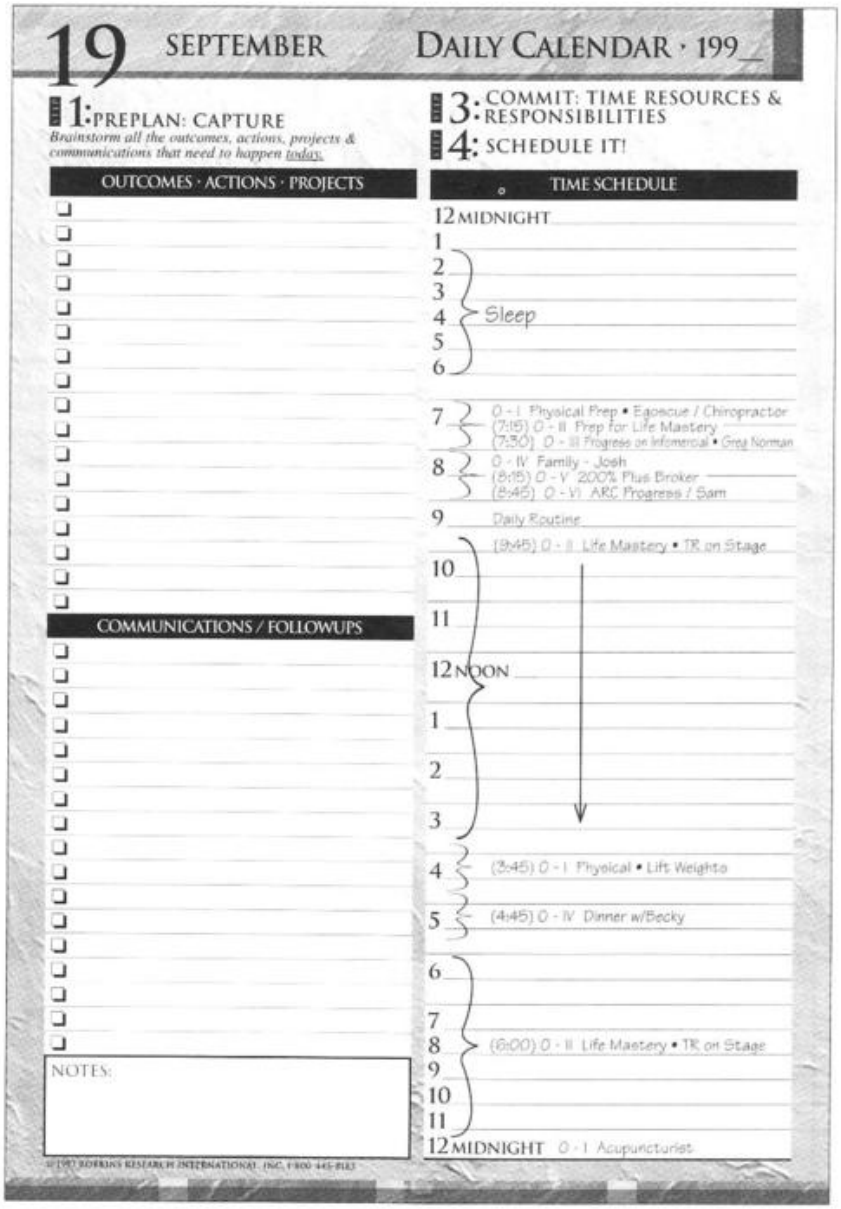
STEPS 3-4: COMMIT & SCHEDULE

YOUR TIME, RESOURCES AND RESPONSIBILITIES

No plan will be worthwhile unless you bring the emotion to the plan that will make it happen: **Commitment.** Remember, 80% of the battle is emotional—train yourself to think about your outcome and resolve that it is a 'must' to do whatever it takes to achieve it. The other 20% is mechanics. You must commit your time, resources, and responsibilities. **Now that you've committed your time, you can intelligently schedule blocks of it.**

1. **First, schedule those items for which you have made specific time for meetings, telephone conversations, etc. These items must occur at a specific hour and cannot fluctuate.**

2. **Next, schedule blocks of time to work on outcomes. For example, from 7:15-7:30 work on the outcome of preparing for Life Mastery; from 7:30-8:00 work on the outcome of progress on the infomercial; and from 4:45-5:45 work on the outcome of supporting my family by having dinner with Becky.**


19 SEPTEMBER DAILY CALENDAR · 199_

1: PREPLAN: CAPTURE
Brainstorm all the outcomes, actions, projects & communications that need to happen today.

OUTCOMES · ACTIONS · PROJECTS

COMMUNICATIONS / FOLLOWUPS

NOTES:

3: COMMIT: TIME RESOURCES & RESPONSIBILITIES
4: SCHEDULE IT!

TIME SCHEDULE

12 MIDNIGHT
1
2
3
4 Sleep
5
6
7 O - I Physical Prep • Egoscue / Chiropractor
(7:15) O - II Prep for Life Mastery
(7:30) O - III Progress on Infomercial • Greg Norman
8 O - IV Family - Josh
(8:15) O - V 200% Plus Broker
(8:45) O - VI ARC Progress / Sam
9 Daily Routine
(9:45) O - II Life Mastery • TR on Stage
10
11
12 NOON
1
2
3
4 (3:45) O - I Physical • Lift Weights
5 (4:45) O - IV Dinner w/Becky
6
7
8 (6:00) O - II Life Mastery • TR on Stage
9
10
11
12 MIDNIGHT O - I Acupuncturist

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STEP 5: CELEBRATE!

MEASURE, MANAGE & MASTER THE RESULTS

Measure: At the end of each day, go through your OPA Blocks and check off items that are done, carry over items that aren't to the next day or week, and cross off items that you've decided are not necessary to achieve your outcome. When you carry items over, simply transfer the items to the capture form for the day you want, and then you can forget about them!

• KEY •

✘	Done	✔	In progress
○	Leveraged	➪	Carried over to new capture form
■	Didn't need to be done to achieve outcome!		

MASTER PLAN · 199 8 Thu. APRIL 23

STEP 2: CREATE YOUR MASTER PLAN

What are the most important outcomes/results I must produce in order for this day to be both successful & fulfilling?

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
	15m	✘	Call Greg Norman about endorsement	Make major	• Change lives
	10m	✘	Brainstorm possible testimonials	progress on	• Impact
TK	30m/5m	③	Call Lenny	producing my most	• Have fun
	10m	➪	Brainstorm how to present value of budget to Greg	outstanding	• Expand my identity
TK	20m/5m	✘	Call Greg Renker	informercial ever	• To get paid $3 million
45m/30m					

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STEP 5: CELEBRATE!

MEASURE, MANAGE & MASTER THE RESULTS

Now it's time to celebrate!

This is the section where, in your journal, you:

1. Capture your achievements
2. Capture your Magic Moments
3. Create a list of rewards

Any thought, feeling, emotion, or behavior that is consistently reinforced will become habit.

Keep score of your wins. Remember, you can be winning when you think you're losing if you don't keep score.

JOURNAL:

Achievements: Supported Becky and Josh; Conducted outstanding Life Mastery; Got Greg Norman to do infomercial; Kept body in peak form; Supported ARC; Kept investments on target.

Magic Moments: Laughter and love with Becky for dinner; Laughter with Josh—"Big Brother is Watching!"; Extraordinary work on stage at Life Mastery turning woman around who was sexually abused.

YOUR ASSIGNMENT

Follow the Five Master Steps and plan a day!

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DAY 7

PROJECTS: TURNING DREAMS INTO REALITY

- THE FIVE LEVELS OF LIFE MANAGEMENT
- NEECIE'S INCREDIBLE WEDDING
- MEGA-PROJECTS: MANAGING MULTIPLE OUTCOMES
- TEST YOUR OPA KNOW-HOW
- PATHWAYS TO POWER:
  - BUILDING A HOUSE
  - GETTING YOUR SON INTO COLLEGE
  - LOSING WEIGHT WITH "BIG BAD DOG"
- PATTERN RECOGNITION: THE SECRET TO SUCCESS

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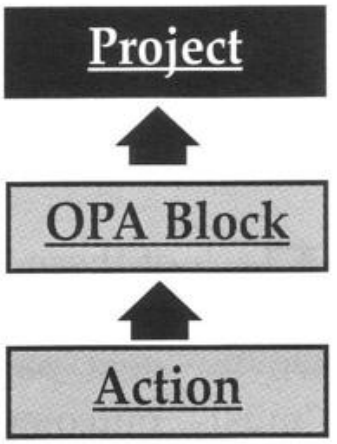
PROJECTS

TURNING DREAMS INTO REALITY

As we've shown earlier in the Elvis example about chunking, the first two levels of management are an action and OPA block. However, sometimes in order to achieve a large outcome or result, you must first achieve several smaller outcomes. Thus, you need more than one OPA block, which constitutes a *project*. A project has an ultimate outcome and there are often many OPA blocks (or smaller outcomes) that must be achieved in order for the ultimate results of a project to be met.



ULTIMATE OUTCOME:

To **assist my son** in getting into the **ideal college** that will facilitate his development as a young man and prepare him for a career in **international business.**

ULTIMATE PURPOSE:

- I want him to have a compelling future
- To make sure he has all the resources to "write his own ticket"
- So that he develops his own identity
- So I have the excitement and "juice" of seeing his face when he comes home and he knows things I don't know
- To give him the identity of being the first of four kids to graduate from college

What are the "must" outcomes to be achieved in order to meet the ultimate outcomes?

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PROJECTS

TURNING DREAMS INTO REALITY

SENDING YOUR SON TO COLLEGE
STEP 1: MUST OUTCOMES

Each of these "must" outcomes will turn into an OPA block. In the example above, your project will have four OPA blocks. On the next page you'll see an example of the OPA block for "must" outcome #3—Assisting my son in selecting the ideal college.

OPA PROJECT PLAN

PROJECT:_____

CATEGORY/ROLES:_____ OUTCOME #:_____ ACCOUNTABLE:_____ DATE:_____

LEV	DUR	PRI	MUST OUTCOMES	ULTIMATE OUTCOME	ULTIMATE PURPOSE
TR	38hr	1*	Make sure my son is fully prepared for the SAT Test and is ready to pass with the highest score possible.	To assist my son in getting into the ideal college that will facilitate his development as a young man and prepare him for a career in International business.	• I want him to have a compelling future; • To make sure he has all the resources to "write his own ticket;" • So that he develops his own identity; • So that I have the excitement and "juice" of seeing his face when he comes home and knows things I don't; • To give him the identity of being the first of four kids to graduate from college.
BR	45hr	2	Assist my son in selecting the ideal college.		
BR	33hr	3	Assist my son in completing his applications in time.		
TR	3hr	4	Ensure that the financial arrangements are in place for him to attend.		
119hr/38hr					

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PROJECTS

TURNING DREAMS INTO REALITY

SENDING YOUR SON TO COLLEGE

STEP 2: CREATE YOUR OPA PLAN

EVERY 'MUST' OUTCOME WILL BE TRANSFORMED INTO AN OPA BLOCK

MASTER PLAN FOR PROJECT:_____

A Master Plan must be Outcome Focused & Purpose Driven.

CATEGORY/ROLES:_____ OUTCOME #:_____ ACCOUNTABLE:_____ DATE:_____

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
			Meet w/ my son re: his goals	I'll Assist my son in selecting the ideal college.	To make sure he gets the best possible education; To ensure he'll be in an environment that supports him; to make sure he has a lot of options; to make sure he enjoys himself.
			Go on Internet for research		
			Brainstorm questions for each school		
			Write to schools to get prospectus		

Remember, when you create your OPA master plan, whether it's for a project, a week, or a day, you'll use the Five Master Steps:

1. **Capture**
2. **Create Your OPA Plan**
3. **Commit**
4. **Schedule**
5. **Measure, Master, Manage, and Celebrate**

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The way to expand our lives is to model the lives of those people who are already succeeding.

—ANTHONY ROBBINS

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PROJECT PLANNER EXAMPLE #1
BIG BAD DOG

OPA PROJECT PLAN

PROJECT: "Big Bad Dog" Physical Transformation

PROJECT: Physical Transformation

CATEGORY/ROLES:_____ OUTCOME #:_____ ACCOUNTABLE:_____ DATE:_____

LEV	DUR	PRI	MUST OUTCOMES	ULTIMATE OUTCOME	ULTIMATE PURPOSE
	5h 15m	2	Determine my current physical condition	Produce an extraordinary level of energy and vitality that results in a 227-lb Master Trainer who can accomplish anything.	So I can accomplish anything I want; become a role model to my children and those who I love; experience ultimate pride.
	10h 5m	5	Begin a detoxification program		
	15h	3	Create a dietary life-style and strategy		
	10h 45m	1*	Create a philosophy, a triad that creates absolute certainty		
	2h 15m	4	Create an exercise program		

TOTAL EST. TIME: 50 hrs 15m TOTAL MUST TIME: 10h 45m ACTUAL TIME:_____

STEP 1 CAPTURE: IDEAS, WANTS & NEEDS

What are the most important outcomes/results I must produce in order to complete this project successfully?

COMMUNICATIONS	OUTCOMES · ACTIONS · PROJECTS
• Make a public commitment	• Change my eating habits
• Call my wife	• Learn to cleanse myself
• Call my daughters	• Set up a support system
	• Get more leverage on myself - create ways to feel good
	• Develop an exercise program
	• Set a high standard for myself
	• Create many ways to feel good about the process

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PROJECT PLANNER EXAMPLE #1
BIG BAD DOG

PROJECT: Physical Transformation

STEP 2 CREATE YOUR MASTER PLAN

What are the most important outcomes/results I must produce in order to complete this project successfully?

CATEGORY/ROLES: "Big Bad Dog" OUTCOME #:_____ ACCOUNTABLE:_____ DATE: 8/14/97

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
	5m	4	• Weigh myself during physical testing at Life Mastery	Determine my current physical condition in terms of my weight, measurements, body fat and percentage of triglycerides. By: 8/30/97	To know exactly where I am today; to get a reality check; to produce more leverage; to create more pain to drive me to my goal. To be proud and know that I can accomplish anything.
	5m	5	• Get blood analysis at Life Mastery and compare to my last test		
	10m	6	• Determine fat content with Stu Mittleman		
	5m	7	• Determine Triglycerides at Life Mastery		
	5m	8	• Determine cholesterol level at Life Mastery testing		
	10m	1*	• Purchase journal and fill out the first day's progress		
	5m	2*	• Photograph myself in current state		
	10	9	• Meet with Stu Mittleman and determine heart rate		
	5m	3	• Measure blood pressure at Life Mastery testing		
A5	15m	10	• Get a glucometer to measure my blood sugar levels		
1hr/15m					
	DA	2*			
	5m	5	• Pay close attention to Saturday's session to precisely learn the healthiest way to do this	Begin a detoxification program in order to assist my body to produce a maximum level of energy and health. By: 9/18/97	To create a healthy environment (terrain): to start with a good base; to feel clean, healthy and have more vitality
BR	1h	6	• Select date to begin cleansing process		
		1*	• Go to health food store and purchase supplies		
	3h	4	• Start program		
	1h	3*	• Interview people who have done the cleanse and discover what I can expect so that I am prepared		
			• Create a support system and find someone to do it with me at Life Mastery		
10hr5m/6hr*					
	TIME TOTAL		▲PLANNED ▼UNPLANNED	CREATION · PROGRESS · MAINTENANCE · COMPLETION	

TOTAL EST. TIME: 11 h 20 m TOTAL MUST TIME: 5hr 15m ACTUAL TIME:_____

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PROJECT PLANNER EXAMPLE #1
BIG BAD DOG

MASTER PLAN FOR PROJECT: "Big Bad Dog" Physical Transformation

A Master Plan must be Outcome Focused & Purpose Driven.

CATEGORY/ROLES:_____ OUTCOME #:_____ ACCOUNTABLE:_____ DATE: 10/14/97

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
	6h	1*	• Educate myself on Living Health Principles at Life Mastery and review binder	Create a dietary life-style and strategy that I don't have to think about, is enjoyable, and supports my current life-style	It is Time! To give me a sense of power, pride, achievement, leading by example and absolute congruency.
	30m	3	• Brainstorm food options that are healthful and I enjoy		
	1h	2*	• Create a menu for one month and an ongoing set of rules		
	30m	9	• Brainstorm ideas for eating on the road		
	10m	3	• Share menus with my family		
	45m	7	• Test menu for enjoyment		
	30m	5	• Establish serving sizes for healthy enjoyment		
	2h	6	• Interview potential cooks and select one I like		
	1h 15m	4	• Gather recipes from people who are already receiving the results I want	By: 9/26/97	
12hr40m/7hr					
	30m	1*	• Call my wife and two daughters to enlist their support	Create a philosophy – A TRIAD that creates absolute certainty that this is the most important thing I can do for myself, my family and the greater good	To love myself and be completely happy with who I am. The more love I give myself the happier I will make my family and those who I love. I am here for a purpose; I am here to show others that there is a way out.
	20m	2	• Discuss plan with my parents when I see them next and get them to appreciate my efforts		
	20m	3	• Discuss plan with my employees next time I see them		
	45m	4	• Call Don, Gary, and Bob to discuss my plan and get them to appreciate my efforts	By: 9/16/97	
1hr55m/30m					
	TIME TOTAL		▲PLANNED ▼UNPLANNED	CREATION · PROGRESS	MAINTENANCE · COMPLETION

TOTAL EST. TIME: 14hr 5m TOTAL MUST TIME: 7hr 30m ACTUAL TIME:_____

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PROJECT PLANNER EXAMPLE #1
BIG BAD DOG

OPA PROJECT PLAN

PROJECT: "Big Bad Dog" Physical Transformation

What are the most important outcomes/results I must produce in order to complete this project successfully?

CATEGORY/ROLES:_____ OUTCOME #:_____ ACCOUNTABLE:_____ DATE: 8/29/97

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
	30m	8	• Create activities for the times when I am feeling bored	Create an exercise program to burn fat, build endurance and strength, and live at a level above "Big Bad Dog"	It is time! To give me a sense of power, pride, achievement, leading by example and absolute congruency.
	6h	1*	• Educate myself on exercises by meeting with Stu Mittleman and paying close attention to Saturday's Life Mastery program		
	2h	6	• Check out local gyms and select one I like and is convenient		
	2h	7*	• Talk to Stu Mittleman at Life Mastery on how to burn fat and make it enjoyable		
	30m	2	• Schedule day to start the process		
	5m	9	• Walk each day (get rid of my rental car)		
AS	5m	10	• Schedule appointment with Don Johnson to establish what I need to do to tone my body	BY: 9/9/97	
	30m	11	• Create schedule for ongoing measurement of my weight, body fat, triglycerides, heart rate and blood pressure		
	40m	5	• Record six of my favorite motivating songs		
SM	10m	4	• Schedule time for exercise every day-Monday through Thursday morning and Friday/Saturday evening		
	15m	3	• Create alternative plan for working out in the evening in case I miss a morning session		
	11hr/6hr30m				
	TIME TOTAL		▲PLANNED ▼UNPLANNED	CREATION · PROGRESS · MAINTENANCE · COMPLETION	

TOTAL EST. TIME: 11 hrs TOTAL MUST TIME: 6hr 30m ACTUAL TIME:_____

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PROJECT PLANNER EXAMPLE #1

BIG BAD DOG

STEP 3 COMMIT: TIME, RESOURCES, RESPONSIBILITIES

STEP 4 SCHEDULE IT! 5 MEASURE, MANAGE, MASTER & CELEBRATE

PROJECT TIMELINE

PROJECT: "Big Bad Dog" Physical Transformation

OUTCOME · ACTIONS	Aug 28-Sept 4	Sept 5-12	Sept 13-20	Sept 21-28	RESOURCES RESULTS
I. Determine current physical condition					
Complete blood analysis at LIFE96	1 h 15 m				
Determine fat content with Stu Mittleman					
Photograph myself in current state					
Get a glucometer to measure blood sugar					
II. Begin a detoxification program					
Select a date to begin		10 h 5 m			
Purchase supplies					
Interview people who have done it					
III. Create dietary lifestyle and strategy					
Educate myself on Living Health		13 h			
Create a one month menu & rules					
Interview potential cooks and select one					
Clean out my cupboards					
IV. Create a philosophy: A Triad					
Call my wife and daughters for support		10 h 5 m			
Call Don, Gary, and Bob					
Create an incantation and schedule 5 mins/day					
V. Create an exercise program					
Educate myself (meet with Stu)	11 h				
Check out local gyms and select one					
Talk to Stu how to burn fat & enjoy					
Schedule time for exercise each day					
Create an alternative plan for working out					

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PATHWAYS TO POWER

THE FIVE MASTER STEPS OF PLANNING

People who are really good at something, utilize the power of Pattern Recognition. Once someone has created an OPA plan, such as "Big Bad Dog," you can use or adapt the same OPA plan to achieve a similar result. Rather than starting from scratch, if you want to produce a result called, "losing weight," "Big Bad Dog's" OPA plan will serve as a Pathway to Power. You may have a different purpose and slightly different action items, but many of these same things need to be done for anyone who want to produce this result. Anyone who wants to lose weight, for example, must create a dietary lifestyle that is enjoyable, determine their current physical condition, and develop a philosophy for success by creating a support system. Remember, pattern recognition saves you time, energy, and gives you the competitive dge.

HERE IS AN EXAMPLE OF THE POWER OF PATTERN RECOGNITION:

Repeat the following phrase out loud:

To hit a fastball in the World Series . . .

- In the time it took you to say the word, "'to"'—about 1/10th of a second—a hitter must decide to swing the bat.
- It takes another 2/10ths of a second to initiate the swing.
- It takes another 1/10th of a second to complete the swing.
- The ball reaches and passes the plate in 4/10ths of a second.

Hitting a baseball is one of, if not *the*, most difficult skills in any sport in the world. Not only must a hitter judge the speed, location, and rotation (to know if it's a fastball, curve, slider, etc.) of the ball, they must then manipulate their body in such a way as to get the bat to intersect with the ball's path. And if all that wasn't hard enough, they have the added challenge of hitting a round ball with a round bat ***squarely.*** Even the very best hitters fail 70% of the time. This is why the best baseball players in the world are experts at pattern recognition. They learn to recognize patterns in the pitcher — the position of his body, the look on his face, the way he releases the ball, etc. — and they decide whether or not to swing even before the ball is ever released.

So, as you are learning to create your OPA plans, you will begin to see patterns that will save you time and energy. What may have once taken you a significant amount of time to accomplish, will be handled much more quickly once you put the OPA system into practice. Like the hitter who knows the fast ball is coming, pattern recognition will enable you to hit consistent home runs in your life!

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PATHWAYS TO POWER

THE FIVE MASTER STEPS OF PLANNING

EXERCISE: EDWARD DEMING'S SIGNATURE EXERCISE

Get with a partner. You will be the writer and the other person will be the timer. When the timer says, "go," you will write your name ten times in cursive handwriting. The timer, however must time you each time you write your name — so, the timer will say "go" and you will write your name one time and you will say "stop" when you're done. The timer will write down exactly how long it took you to do this. Then, you will do this 10 more times. When you are done, calculate the average amount of time it took you to write your name (i.e. add up the total amount of time and divide by 10).

Now, you are going to do the same thing, but you are only going to write half as much. You are are going to skip every other letter — and only write every other letter of your name. For example:

Tn Rbis

Again, the timer will write down exactly how long it takes you to write every other letter of your name. You will again do this 10 times. When you are done, calculate the average amount of time it took you to write half the letter of your name.

Notice the pattern. When you were writing out your full name, twice as much information, it didn't take you very long. But when you went to write every other letter, half as much work, it initially took you longer. By the time you got to the 10th time, it actually took you less time than it did for you to write out your full name. **The same process happens when you start to learn the OPA system. Initially, it might take you longer, but over time, you will discover that your OPA plans take you less and less time because you are becoming a master of Pattern Recognition.**

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PROJECT PLANNER EXAMPLE #2
NEECIE'S INCREDIBLE WEDDING

OPA PROJECT PLAN

PROJECT: Neecie's Incredible Wedding

PROJECT: Incredible Wedding

CATEGORY/ROLES:_____ OUTCOME #:_____ ACCOUNTABLE:_____ DATE:_____

LEV	DUR	PRI	MUST OUTCOMES	ULTIMATE OUTCOME	ULTIMATE PURPOSE
	[illegible]	2	Handle enough events in advance so that I'm assured that the weekend will be a smooth, funfilled success.	Create a wedding of a lifetime that is an incredible experience for Gary and me, and fun for our guests.	A remarkable beginning for an awesome marriage, to express my love for Gary, my family and friends; to have fun.
	[illegible]	1*	Have a pleasurable Fri and Sat evening enjoying guests while details are taken care of by others.		
	[illegible]	3	Set up a fun day of shopping with Kim and Kay to spend time with them while shopping for wedding things.		
	[illegible]	4	Create a fabulous surprise 50th birthday party for Gary on Friday night during rehearsal dinner.		

TOTAL EST. TIME: 25hr 30m TOTAL MUST TIME: 3hr 30m ACTUAL TIME:

STEP 1 CAPTURE: IDEAS, WANTS & NEEDS

What are the most important outcomes/results I must produce in order to complete this project successfully?

COMMUNICATIONS	OUTCOMES · ACTIONS · PROJECTS
• Call KP to put out signs	• Take care of parking situation
• Call & Confirm band	• Rent two vans
	• Have a Fri. breakfast
	• Have a Sat. breakfast
	• Have a Sat. lunch
	• Order the direction signs
	• Order the meat trays and pick up Sat at Sam's
	• Pick up the donuts Fri. and Sat.
	• Plates for the cake table
	• Match the silver for the cake table
	• Get the caterer for Sat.
	• Get the caterer for Sun.
	• Find the M.C. for Gary's party for Fri.
	• Order the mic and podium for the party at the hotel

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PROJECT PLANNER EXAMPLE #2
NEECIE'S INCREDIBLE WEDDING

STEP 2 CREATE YOUR MASTER PLAN

PROJECT: Incredible Wedding

What are the most important outcomes/results I must produce in order to complete this project successfully?

CATEGORY/ROLES: _____ OUTCOME #: _____ ACCOUNTABLE: _____ DATE: 10/14/97

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
KP		4	• Pick-up signs	Create a fabulous surprise birthday party for Gary on Fri. night during rehearsal dinner.	To honor and delight Gary; to have fun; to create a magic moment; to share my love with him.
	10m	1*	• Order cake		
KP		2	• Pick up cake		
	30m	3*	• Get an M.C.		
KP		4	• Get an accurate count of guests		
KP		8	• Confirm count to hotel		
KP		10	• Get mic and podium		
KP		6	• Get good stuff to hang signs		
	2h	7	• Make program for Friday night	11/1/97	
KP		11	• Take program to Kinko's for printing		
KP		5	• Check on hors d'oevres		
2hr40m/40m					
			Shop for:	Set up a fun day of shopping with Kim and Kay to shop for wedding things.	To create a fun and productive day; to connect and spend time with my friends; to reduce stress.
	10m	8	• Sign-in book		
	20m	4	• Wedding photo album		
	10m	5	• Cameras for tables		
	1h	7	• Champagne glasses		
	1h	6	• Plates for cake tables		
	1h	10	• Matching flatware for cake tables		
	10m	9	• Sparkling grape juice		
	20m	1*	• Rebekah's basket		
	15m	2*	• Vases for tables	BY: 10/30/97	
	30m	11	• Fake bouquet to throw		
	2h	3*	• Sam's - chips plates, mints, napkins, olives, nuts, pickles, potato salad, orange juice, coffee, creamer		
	30m	12	• Pick up shoes		
8hr55m/2hr35m					
	TIME TOTAL		▲PLANNED ▼UNPLANNED	CREATION · PROGRESS · MAINTENANCE · COMPLETION	

TOTAL EST. TIME: 9hr 35m TOTAL MUST TIME: 3hr 15m ACTUAL TIME: _____

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PROJECT PLANNER EXAMPLE #2
NEECIE'S INCREDIBLE WEDDING

MASTER PLAN FOR PROJECT:_____

A Master Plan must be Outcome Focused & Purpose Driven.

CATEGORY/ROLES:_____ OUTCOME #:_____ ACCOUNTABLE:_____ DATE: 10/14/97

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
Jae	33m	1*	• Donuts for Fri AM	Have a pleasurable Fri and Sat evening enjoying guests while things are being taken care of by others	To create a cool, calm, collected and smiling pride; to connect with my friends and family; to spread my joy and happiness!
Rog	30m	4	• Donuts for Sat AM		
Rog	45m	5	• Meat tray - Sam's on Sat AM		
KP	1h	3	• Produce stand Fri (lettuce, tomatos, onion)		
Rog	3h	6	• Manage valet parking		
Jae	1h	2*	• Pick up trellis		
KP	20m	7	• Call renters insurance about adding jewelry		
7hr34m/0u30m				By: 11/2/97	
	45m	7	• Rent a van	Handle enough events in advance to ensure that the weekend is a smooth, fun-filled success!	To anticipate potential challenges; to create a relaxed enjoyable wedding.
KP		6	• Confirm caterer for Sat P.M.		
KP		4	• Confirm photographer & videographer		
	10m	8	• Confirm band		
	10m	5	• Decide whether to order tent or not		
	10m	20	• Send check to Ducky Bob's		
	20m	3*	• Get cash to pay caterer and parkers		
	30m	17	• Get cash to tip helpers	By: 10/31/97	
	2h	16	• Send invitations to neighborhood		
	2h	18	• Send letter to neighbors re: noise		
	2h	1*	• Get marriage license		
Vick		19	• Get video projector		
KP		15	• Get direction signs picked up		
Rog		9	• Get direction signs put out		
	10m	10	• Ask KP to coordinate attendants		
	2h	11	• Prepare program for band and dance		
	3h	2*	• Decide on ceremony		
	10m	12	• Ask Brent to do toast		
	1h	13	• Try on my dress		
	10m	14	• Call jeweler re: inscription on Gary's ring		
18hr25m/5hr20m					
	TIME TOTAL		▲PLANNED ▼UNPLANNED	CREATION · PROGRESS · MAINTENANCE ·	COMPLETION

TOTAL EST. TIME: 21hr 40m TOTAL MUST TIME: 11h ACTUAL TIME:_____

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PROJECT PLANNER EXAMPLE #2
NEECIE'S INCREDIBLE WEDDING

STEP 3 COMMIT: TIME, RESOURCES, RESPONSIBILITIES

STEP 4 SCHEDULE IT!
STEP 5 MEASURE, MANAGE, MASTER & CELEBRATE!

PROJECT TIMELINE

PROJECT: *Incredible Wedding*

OUTCOME · ACTIONS	Oct 13 - 14	Oct 20 - 26	Oct 27 - Nov 2	RESOURCES RESULTS
	13 14 15 16 17 18 19	20 21 22 23 24 25 26	27 28 29 30 31 1 2	
I. Pleasurable Fri-Sat evening				
• Pick up trells				
• Meat tray				
• Produce stand				
• Renters insurance				
• Valet parking				
II. Surprise 50th birthday				
• Order cake				
• Get an M.C.				
• Make program				
III. Handle Events in Advance				
• Marriage license				
• Decide on ceremony				
• Prepare program				
• Rent a van				
• Confirm Band				
• Get cash - tips				
• Check - Ducky Bob's				
• Decide on tent				
• Ask Brent - toast				
• Direction signs				
• Letter invites - neighbors				
• Try on dress				
IV. Set up fun day of shopping				

14h 45m
2h 40m
3h 30m
5h 35m

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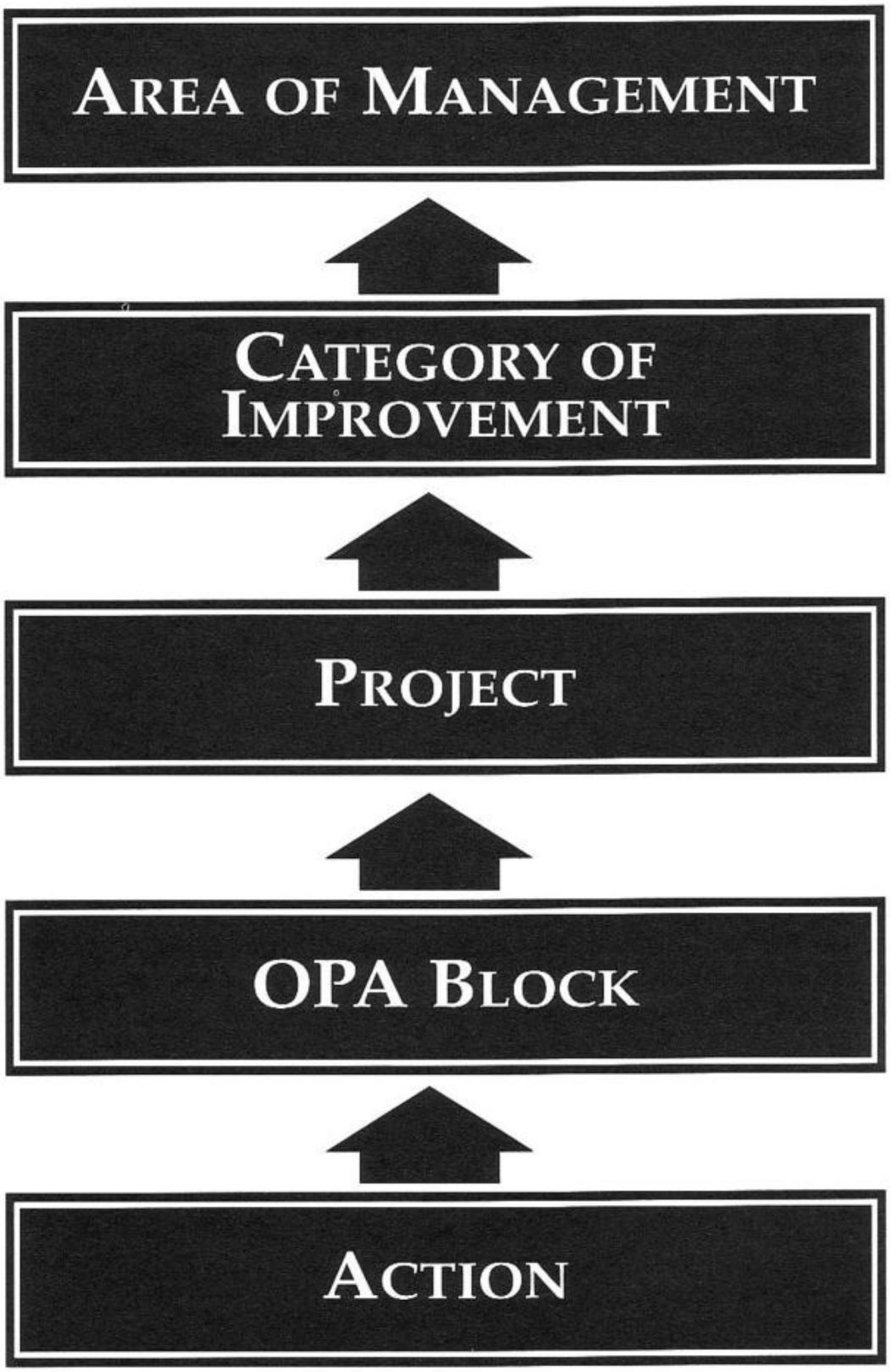
THE 5 LEVELS OF LIFE MANAGEMENT



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THE 5 LEVELS OF LIFE MANAGEMENT

Our goal is to constantly simplify. The OPA system of thinking organizes even the most complex life or business into manageable chunks. Instead of a million action items, we can narrow our focus first to one of two areas, either personal or professional; then to one specific category in that area; then to one project, one OPA block, and finally down to the individual action items.

Level 1. Action Items

An action item is one simple, specific, measurable action that you can take today. For example: "Research three companies on the Internet for 30 minutes."

Level 2. OPA Blocks

OPA blocks require more than one action item to accomplish. Each OPA block has an outcome, a purpose, and an action plan. An OPA block might take a day, an hour, or a week to complete.

Level 3. Projects

Projects usually take more than a week or sometimes even months to accomplish and require more than one OPA block to achieve the result you're after.

Mega Projects

A project that has so many outcomes that it feels overwhelming might be a mega-project. When it gets that big, create a table of contents for your must outcomes. Combine outcomes that related to each other into "key result areas."

Level 4. Categories of Improvement

Categories are the central components in making it easier to manage your life. Categories don't go away; they're ongoing areas of either your business or professional life that require consistent focus and improvement. Each category has a vision and a goal; the goals become either projects or OPA blocks.

If a category contains so many projects that it feels overwhelming, you might need to create "key result areas" or chapter titles to help you manage it *(see projects)*.

Level 5. Areas of Management

In most cases, you'll have two areas of management: personal and professional. If you're responsible for managing a division, a team or an entire company, you might want a third area of management.

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CREATING MEGA PROJECTS

If you handle an immense amount of responsibility, for example if you're a company leader, a CEO, an entrepreneur, or the head of a department or team, you may end up having some projects that are huge—that feel overwhelming because of the sheer number of outcomes they have. If this is the case, then you need to group together similar outcomes that relate to one another within the project, and give them a title—which we call a ***Key Result Area (KRA)***.

Key Result Areas function like the table of contents in a book: If you tried to absorb an entire book at once it would be overwhelming. Fortunately, books have a table of contents to break them down into manageable chunks called chapters which make them easier for you to read and understand. Your outcomes work the same way: You group together outcomes that relate to one another into a Key Result Area, and give it a title. This allows you to make it more manageable because now within the project there are only maybe six Key Result Areas to manage instead of twenty-five outcomes.

Key Result Areas also help when you have a category that becomes too large (i.e. it has so many Must Outcomes, individual projects and OPA blocks underneath it that it becomes overwhelming). It just needs a table of contents. When you give it a title, that grouping becomes easier to manage.

OPA MEGA PROJECT PLAN

DISTANCE LEARNING

I. ULTIMATE OUTCOME	II. ULTIMATE PURPOSE
Produce a new way of leveraging and expanding our distribution in 40-50 cities averaging X people per city for Tony Robbins live events and current new "Tony Not There" events.	Massive leverage, expanded impact, X dollars of potential additional revenue and profit, equivalent of additional UPW events in Mastery rollover.

LEV	CMP	DUR	PRI	III. MUST OUTCOMES
DH	3/31/98		1*	Resolve marketing plan for Chicago UPW
BR	3/30/98		2*	Define the cities where we have solid, strong trainers vs. need to recruit
DH	3/31/98		3*	Resolve the price point at door, in advance, and event special for all programs
EA	4/3/98		4*	Refine the budget and profitability for all events
DH	4/3/98		5*	Define the upside for all events (backend)and added profit potential
DH	3/31/98		6*	Resolve the marketing support available from Distance Learning Centers
TR	5/22/98		7*	DLC & RRI facilitators are trained at the SF UPW
MG	4/7/98		8*	Resolve sound system upgrade for DLC
EA	4/10/98		9*	Resolve registration and money handling procedures
BR	4/30/98		10*	Recruit an RRI local trainer for each city & resolve how to compensate
DH	6/12/98		11*	Recruit local sales reps to assist filling every program & build the Grad base
DH	4/30/98		12*	Design a comprehensive mktg strategy to promote all available programs
EA	4/3/98		13*	Create a set of financials for presentation to DLC to show the breakeven point
EA	4/3/98		14*	Analyze the benefit of renting the space vs partnering
MG	4/30/98		15*	Lock in calendar dates for events in 1998 & 1999
EA	4/8/98		16*	Finalize analysis of profitability for MoreTIme in 1998 & Financial Power
MG	5/3098		17*	Resolve each event's logistics that are unique to a distance learning format
SG	4/30/98		18*	Prepare offer, negotiate, and finalize agreement with DLC
DH	4/30/98		19*	Define and develop a PR campaign that will have national impact at low/no cost
DH	4/2/98		20*	Define ownership and team with RRI and conduct initial team meeting

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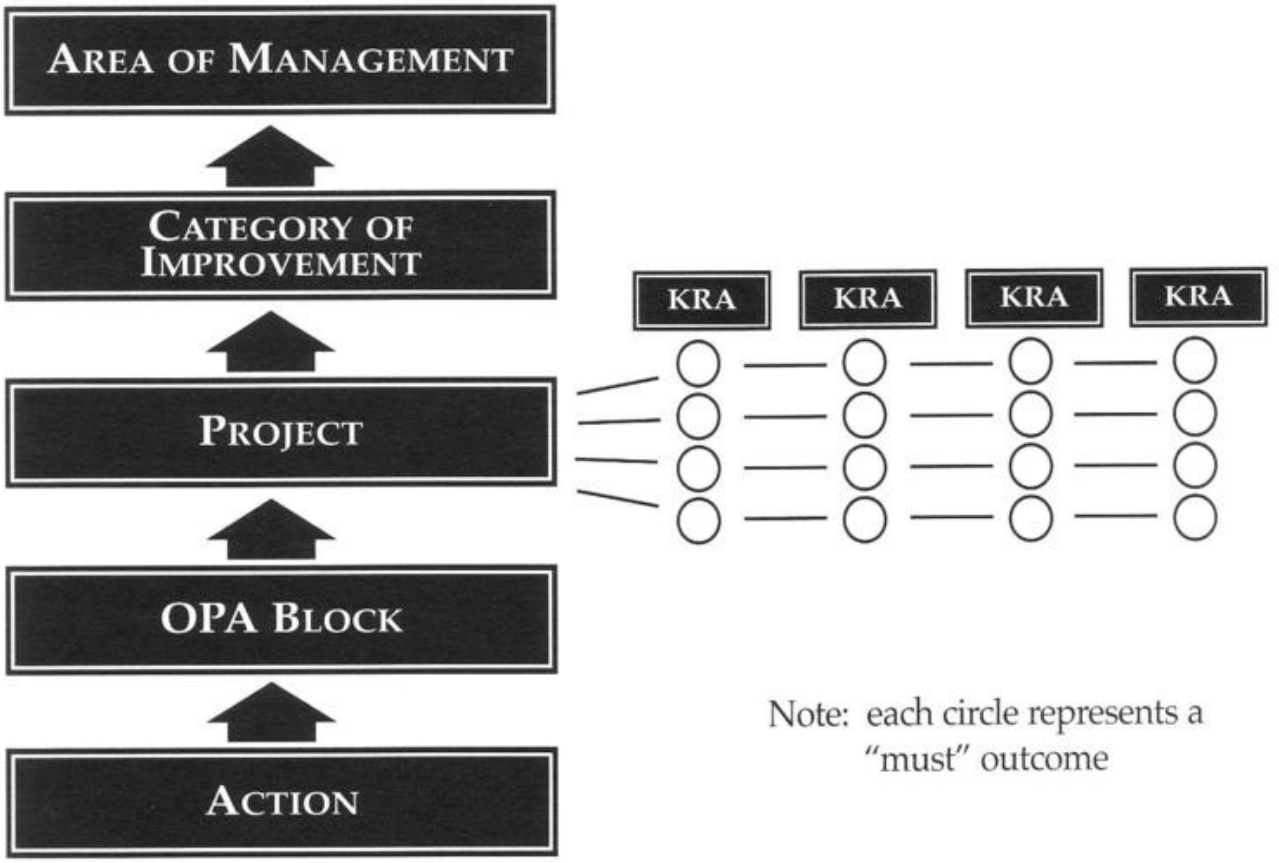
CREATING MEGA PROJECTS

Notice that several of these "must" outcomes relate to the area of marketing. For example, "Resolve marketing plan for Chicago UPW" "Resolve the marketing support available from Distance Learning Centers," "Design a comprehensive marketing strategy," and "Define and develop a public relations campaign" are all related to the area of marketing. Therefore, you create a *Key Result Area* called "Marketing" and you put these four "must" outcomes, or *key results* underneath it. Then, you look for other "must" outcomes that could be grouped together, and you might discover that there are several related to business and financial plans. Many of these outcomes surround developing financial and business plans.

Now, take a look at the example on the previous page and decide what you would create as Key Result Areas. Then, turn the page to see how you did!



Note: each circle represents a "must" outcome

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CREATING MEGA PROJECTS

OPA MEGA PROJECT PLAN

DISTANCE LEARNING

I. ULTIMATE OUTCOME	II. ULTIMATE PURPOSE
Produce a new way of leveraging and expanding our distribution in 40-50 cities averaging X people per city for Tony Robbins live events and current new 'Tony Not There' events.	Massive leverage, expanded impact, X dollars of potential additional revenue and profit, equivalent of additional UPW events in Mastery rollover.

LEV	CMP	DUR	PRI	III. MUST OUTCOMES
				KRA: BUSINESS AND FINANCIAL PLANS
EA	4/3/98		1	Create a set of financials for presentation to DLC to show breakeven
EA	4/3/98		2	Refine the budget and profitability for all events
DH	4/3/98		3	Define the upside for all events and added profit potential
EA	4/3/98		4	Analyze the benefit of renting the space vs. partnering
EA	4/8/98		5	Finalize analysis of profitability for MoreTime in 1998 & Financial Power
DH	4/2/98		5	Define ownership and team with RRI an conduct initial team meeting
SG	4/30/98		7	Prepare offer, negotiate & finalize agreement with DLC
				KRA: MARKETING SYSTEMS
DH	4/30/98		8	Design a comprehensive mktg strategy to promote all available programs
DH	3/31/98		9	Resolve marketing plan for Chicago UPW
DH	3/31/98		10	Resolve the marketing support available from Distance Learning Centers
DH	4/30/98		11	Define and develop a PR campaign with national impact at no cost
DH	6/12/98		12	Recruit local sales reps to assist filling every program & build the grad base
				KRA: TRAINERS
BR	3/30/98		13	Define the cities where we have solid, strong trainers vs. need to recruit
TR	5/22/98		14	DLC & RRI facilitators are trained at SF UPW
BR	4/30/98		15	Recruit RRI local trainer for each city & resolve how to compensate
				KRA: SECURE REVENUE
DH	3/31/98		16	Resolve the price point at the door, in advance, and event special
EA	4/10/98		17	Resolve registration and money handling procedures
				KRA: PRODUCTION
MG	5/30/98		18	Resolve each event's logistics that are unique to distance learning
MG	4/7/98		19	Resolve sound system upgrade for DLC
MG	4/30/98		20	Lock in calendar dates for events in 1998 and 1999

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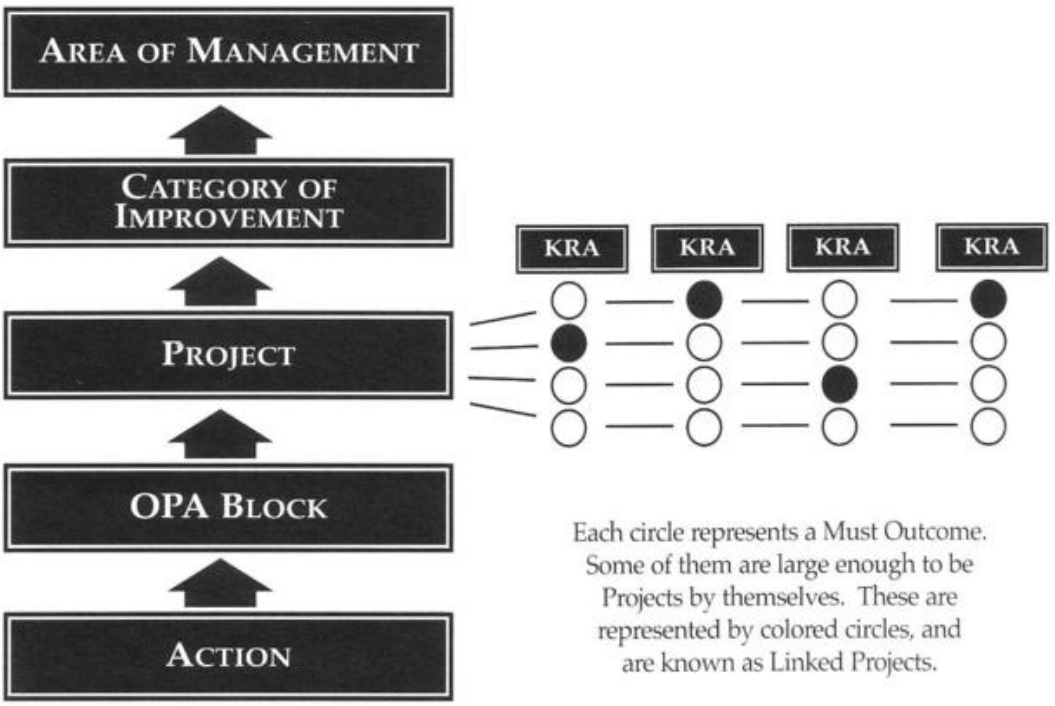
CREATING LINKED PROJECTS

Do you remember the Five Levels of Management? That's when something requires more than one *Action Item* and becomes an *OPA Block*, more than one outcome or OPA block creates a *Project*, multiple projects that all relate to one another can all be organized under *Categories*, and your categories are related to one of your *Areas of Management*.

Sometimes, however, when you have a *Mega Project*, some of your Must outcomes are Projects all by themselves. These are called *Linked Projects*. In this example, there is a Must outcome called "Resolve marketing plan for Chicago." This is linked or related to the Mega Project called "Distance Learning," yet it is a Project all by itself. Therefore, we call the project plan for "Resolve the marketing plan for Chicago" a *Linked Project*.

So, you might ask, why don't you just make "Distance Learning" a Category of Improvement and then have "Resolve marketing plan for Chicago" become a project under that category?

The reason is that "Distance Learning" is a project which already fits under the category called "Expand Distribution Systems." And remember, Categories are areas that you are going to constantly focus on and, more importantly, measurably improve on a regular basis. This "Distance Learning" project will not last forever—it will likely be converted into its own business. Also, it already fits under the Category of "Expand Distribution Systems." Thus, **"Distance Learning" is a Mega Project, and "Resolve marketing plans for Chicago" is a *Linked Project* directly under it.**



Each circle represents a Must Outcome. Some of them are large enough to be Projects by themselves. These are represented by colored circles, and are known as Linked Projects.

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CRITERIA FOR OPA

The Power of OPA is that it causes you to immediately focus on what it is you create your Action Plan to make happen.

The ability to learn this new way of thinking, however, requires the ability to identify and label information into specific, manageable segments.

The first step is learning how to 'Chunk' or group items into ideally-sized parts that can be used effectively to produce results.

How to identify the differences between the elements of OPA

Criteria for Categories of Improvement

If there is an ***area of your life (business or professional) that requires constant/consistent focus & improvement***, and it has several projects associated to it, then it's a **Category of Improvement**. This is an ongoing focus in your life and likely extends throughout a quarter, year or longer.

Criteria for Projects

If there are ***multiple outcomes*** required to achieve the result you're after, then it's a ***project***. Most likely, this will require more than a week or even months to accomplish.

Criteria for OPA Blocks

If the result you're after ***requires more than one action***, at a minimum it's an **OPA Block** (or outcome, to which you will add purpose to create emotional drive). Most likely, this can be done in a day or week.

Criteria for Action Items

An Action Item is ***one simple, specific, measurable action*** that you can take today.

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THE DIFFERENCE BETWEEN AN OUTCOME, A PURPOSE & AN ACTION

OUTCOME • **An outcome is a specific, measurable result that you want to achieve.** *Could your outcome be made more specific? Hint: Use words like create, establish, determine, begin, resolve, maintain, or make major progress on.*

PURPOSE • **Your purpose gives you the emotional reasons** *why* **you want to follow through. When you become associated to why you are doing something, you will create the emotional excitement and "juice" that will give you the drive to create the result.** *Is your language powerful? Did you use 5¢ words that move you or 50¢ words that sound important? Hint: Ask yourself "Why do I want to do this? What will it give me and others? How will it make me feel?"*

ACTION • **Action items are the specific activities that you must complete in order to produce the outcome/results you are committed to. The secret is that you do not need to accomplish every action item on your "to-do" list in order to achieve your desired outcome.** *Is it something you can take action on today? Hint: Be ruthlessly specific: who, what, where, when, and how—specifically!*

TEST YOUR OPA KNOW-HOW

Write down whether each item is an Action, a Purpose, an OPA block, a Project, or a Category.

1. Call Elvis to check in on how he's doing with his weight-loss plan _____
2. Resolve marketing plans for new products _____
3. Work out with weights _____
4. Lose 47 pounds _____
5. To change lives and make a difference _____
6. Create business plan for Internet marketing _____
7. Learn to scuba dive _____
8. Read a book on scuba diving _____
9. Plan a trip to the Bahamas _____
10. Call 10 potential prospects for my business _____
11. Create, monitor & manage outstanding, effective financial plans for my business _____
12. To be the super stud-muffin of my wife's dreams _____
13. Throw my sister a baby shower _____
14. Marry a millionaire _____
15. Buy a new Porsche _____

Answers on page 142

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PROJECTS

TURNING DREAMS INTO REALITY

YOUR ASSIGNMENT

1. **It's moving day—time to move in to your OPA Life Planner!** Use your monthly calendar only for specific events that must happen on a certain day at a certain time. Record addresses and phone numbers in your A–Z section.

2. **Using either your software program or a project planner, start planning a project.** Think of a project you really want to accomplish, maybe something important that you've been putting off because it seems too big.

   - **Identify your ultimate outcome.** What's the ultimate result you want from this project? If you start thinking of "to-dos," that's okay; just write them in the capture section. But take the time to come up with a clear outcome.

   - Ask yourself, "What's my ultimate purpose? What about this 'juices' me? What will it give my life to accomplish this? Why is this important to me?"

   - Come up with a set of must outcomes.

   - If you're really daring, do at least one OPA block!

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DAY 8

HOW TO GET STARTED: THE WEEKLY PLANNING PROCESS

- YOUR HOUR OF POWER
- CONNECT TO YOUR DRIVING FORCE
- OWN YOUR ROLES, GOALS, AND RESOURCES
- CREATE AN OPA MASTER PLAN FOR AN OUTSTANDING WEEK
- SET YOURSELF UP TO WIN

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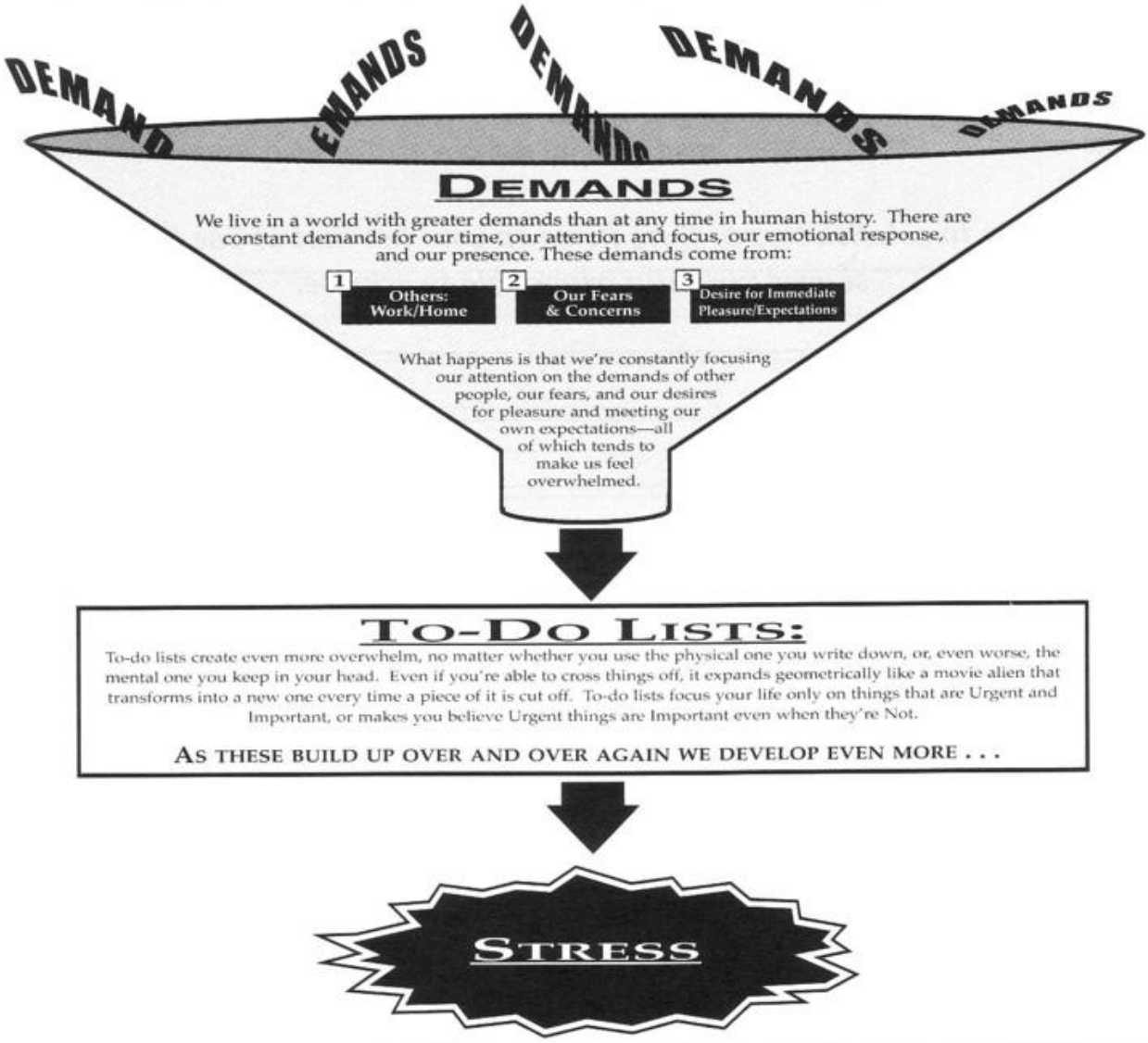
SYNTHETIC DEMANDS

If you're like most people, the most important things in your life get shoved aside in order to manage your "to-do" list—the things that are **Urgent**, rather than what's **Important**. People often say "I don't have time for my goals right now" or, after a while, "What's the point?" They're responding to the **SYNTHETIC DEMANDS** of our culture and our lives. With the Weekly Planning Process of the OPA Life Management System—which we call the Hour of Power—you will put your focus on what matters most, and bring yourself back to the **ZONE OF FULFILLMENT** by starting out with and concentrating on what you're really after. But first you have to realize that ***goals are not enough***—they're just a place to start. Once you've determined your goals, ***you have to turn them into reality through effective planning***. Most people don't even set goals anymore because they say, "Oh, I've tried that." The only time they set them is on New Year's Eve or when they have a birthday with a zero at the end of it like 30, 40, 50, or 60 because they feel like they should or have to. The reason is that they don't have a plan for achieving them, don't feel like they have time to follow up, and don't believe they can ever reach them.



Stack that day after day, and you get Learned Helplessness and/or the Desire to Escape

WHERE ARE YOUR GOALS? WHERE ARE YOUR DREAMS? WHAT HAPPENED TO YOUR PURPOSE?

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THE POWER OF CERTAINTY

Unfortunately, most people don't even believe that goals even matter, because we know that goals alone are not enough—**we must take our goals and turn them into a plan.** The following exercise was designed to help you restore your certainty that your goals really do matter. In fact, you have already been using OPA for most of your life!

Take a few moments to write down a list of things in your life that at one time were just desires, dreams, or goals. Write down both big and little things that at one time seemed extremely difficult or impossible to achieve or acquire. Some of these things you may have taken for granted. Your job, for example, at one time may have been a goal or desire, and somehow you made it happen. What about your current relationship? At one point it was a desire as well.

Be certain to asterisk two or three items on your list that at one time truly seemed virtually impossible to achieve.

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

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THE POWER OF CERTAINTY

Now take two of the asterisked items you thought were virtually impossible and write down the steps you went through to turn each of them into reality. You may not have done it consciously, but I'd be willing to bet that something stimulated you to want them badly—either you got sick and tired of a condition in your life (your body, relationship, finances, etc.) and it drove you to develop an Outcome, or you saw or experienced something that was pleasurable and said "I want more of this in my life." Did you focus on it continuously? Put a lot of emotional charge into it? Think about what it would mean to your life? This was giving it a Purpose—a powerful why. What was the next step? Did you actually create a plan? Or did your brain take over, your reticular activating system, and start to just magically attract things to you that would make it happen. What were the steps you went through? See if there's a similar process or pattern that you can identify here.

By doing this, you should have discovered that you've been using OPA all along. Anytime you achieved something significant, you developed a clear goal (Outcome), a burning desire (Purpose), and figured out some Action items to make it work. **You may not have called it OPA, but you've been doing this for years.** Now that you know goals can be turned into reality, think about what you've learned—**a system for managing your life to get the ultimate results you're committed to**—to taking dreams and making them a physical reality by turning them from missions into specific actions you can do today to make them happen.

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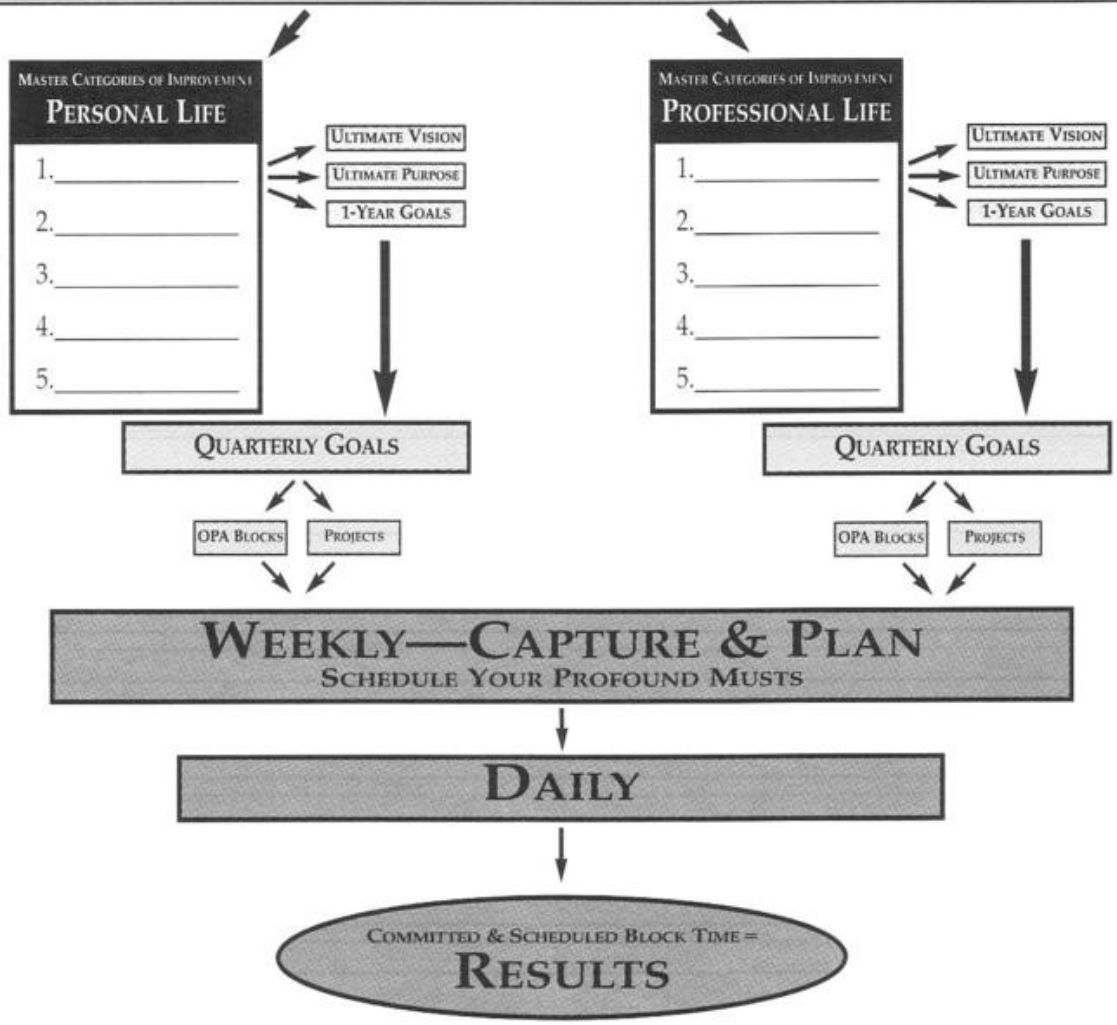
SUMMARY

THE OPA MASTER SYSTEM FOR MANAGING YOUR LIFE

• THE DRIVING FORCE OF YOUR LIFE • THE ULTIMATE VISION FOR YOUR LIFE •
• THE ULTIMATE PURPOSE FOR YOUR LIFE • YOUR CODE OF CONDUCT AND VIRTUES •

AREAS OF MANAGEMENT



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THE WEEKLY PLANNING PROCESS

THE HOUR OF POWER:

CREATING A CYCLE OF FULFILLMENT WITH EXTRAORDINARY REWARDS

CONNECT TO YOUR DRIVING FORCE

- The Power of Your True Identity
- Your Ultimate Vision
- Your Ultimate Purpose
- Your Values
- Your Virtues

OWN YOUR ROLES, GOALS & RESOURCES

Categories &Roles	Goals
Family	1-Year
Business	90-Day
Friends	
Community	
Physical	
Financial	
Spirituality	

A LIFE OF FULFILLMENT: HAPPY & DRIVEN, ALL 6 HUMAN NEEDS ARE MET

SET YOURSELF UP TO WIN

#1 Schedule your profound 'musts' first— i.e. block time for your top 5 outcomes (your 3+2). This will determine the level of fulfillment you achieve.

#2 Anticipate the likely challenges and barriers and resolve your strategy for success.

CREATE AN OPA MASTER PLAN FOR AN OUTSTANDING WEEK

1. *Learn from the past:* Review last week's roles, goals, and results.
   A. Brainstorm the top 10-12 accomplishments of last week.
   B. Brainstorm the most important things that needed to get done but didn't.
2. *Review your projects* to determine which actions must be taken this week.
3. *Create your 5-step Master Plan for an outstanding week:*
   A. Capture
   B. Create your OPA Plan
   C. Commit time and resources
   D. Schedule it
   E. Measure, manage, and celebrate
4. *Select and highlight your top 5 outcomes—your 3+2 (3 for professional and 2 for personal life) that are the most important to focus on this week.*

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HOW TO GET STARTED

THE WEEKLY PLANNING PROCESS

YOUR ASSIGNMENT

1. **Identify your Driving Force**. Put on some background music, get into a peak state of anticipation, and write a paragraph that describes your ultimate vision and your ultimate purpose. (You may want to use the tape or CD for this session as a guide.)

Ultimate vision questions:

- Who do I want to be?
- What do I want my life to stand for?
- What do I want from my life?
- What do I want to accomplish?
- Where do I want to go?
- What do I want to give?
- What do I want to create?

_____

_____

_____

_____

_____

_____

Ultimate purpose questions:

- Why do I want to do this?
- What's the purpose of my life?
- What's my mission?
- Why was I put here?
- Why do I want to be this kind of person?
- What will it give me?

_____

_____

_____

_____

_____

_____

2. **Follow the four-stage process outlined in this session and plan a week.**
You will use this process whenever you plan your week—usually Friday or Sunday afternoon before the week begins! This is the opportunity for you to create your "Hour of Power" and focus on what's most important to you so you know what coutcomes you've committed to producing next week.

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HOW TO GET STARTED

THE WEEKLY PLANNING PROCESS

MASTER PLAN FOR THE WEEK OF: _____

STEP 1A

CAPTURE: IDEAS, WANTS, NEEDS

Have fun! Brainstorm all the outcomes, actions, projects, calls & communications that need to happen this week!

BY WHEN	COMMUNICATIONS		OUTCOMES · ACTIONS · PROJECTS	BY WHEN

▲PROFESSIONAL ▼PERSONAL	CREATION · PROGRESS · MAINTENANCE · COMPLETION		

* FOR STEP 1B, TURN TO BACK PAGE AND CAPTURE ROLES & CATEGORIES

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HOW TO GET STARTED

THE WEEKLY PLANNING PROCESS

STEP 2 CREATE YOUR MASTER PLAN

What are the most important outcomes/results I must produce in order for this week to be both successful and fulfilling?

CATEGORY/ROLES:_____ OUTCOME #:_____ ACCOUNTABLE:_____ DATE:_____

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE

TIME TOTAL	▲PLANNED ▼UNPLANNED	CREATION · PROGRESS · MAINTENANCE · COMPLETION	

TOTAL EST. TIME:_____ TOTAL MUST TIME:_____ ACTUAL TIME:_____

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HOW TO GET STARTED

THE WEEKLY PLANNING PROCESS

MASTER PLAN FOR THE WEEK OF: _____

A Master Plan must be Outcome Focused & Purpose Driven.

CATEGORY/ROLES: _____ OUTCOME #: _____ ACCOUNTABLE: _____ DATE: _____

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
	TIME TOTAL		▲PLANNED ▼UNPLANNED	CREATION · PROGRESS · MAINTENANCE · COMPLETION	

TOTAL EST. TIME: _____ TOTAL MUST TIME: _____ ACTUAL TIME: _____

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HOW TO GET STARTED

THE WEEKLY PLANNING PROCESS

MASTER PLAN FOR THE WEEK OF:_____

A Master Plan must be Outcome Focused & Purpose Driven.

CATEGORY/ROLES:_____ OUTCOME #:_____ ACCOUNTABLE:_____ DATE:_____

LEV	DUR	PRI	ACTION	OUTCOME	PURPOSE
	TIME TOTAL		▲PLANNED ▼UNPLANNED CREATION · PROGRESS · MAINTENANCE · COMPLETION		

TOTAL EST. TIME:_____ TOTAL MUST TIME:_____ ACTUAL TIME:_____

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HOW TO GET STARTED

THE WEEKLY PLANNING PROCESS

STEP 3 COMMIT: TIME, RESOURCES, RESPONSIBILITIES

WEEKLY TIMELINE

FOR WEEK OF: _____

STEP 4 SCHEDULE IT! 5 MEASURE, MANAGE, MASTER & CELEBRATE!

ROLE	OUTCOME · ACTION	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

TOTAL DAILY TIME:

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HOW TO GET STARTED

THE WEEKLY PLANNING PROCESS

MASTER PLAN FOR THE WEEK OF: _____

STEP 1 B

CAPTURE: CONTINUED

Be fulfilled! List the key roles of your life, then brainstorm the most important outcomes you want to create this week and why!

ROLES (CATEGORIES)	ACTIONS	OUTCOMES	BY WHEN

▲PROFESSIONAL ▲PLANNED ▼PERSONAL ▼UNPLANNED	CREATION · PROGRESS · MAINTENANCE · COMPLETION		

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DAY 9

THE POWER OF EFFECTIVE DECISION MAKING

- THE CONSEQUENCES OF DECISIONS
- WHY PEOPLE PUT OFF MAKING DECISIONS
- FOUR RULES OF THE GAME
- THE SIX STEPS TO EFFECTIVE DECISION MAKING
- SOLVING PROBLEMS: FOUR BONUS TOOLS
- DECISION MAKING: A REAL WORLD EXAMPLE
- WHAT REALLY ENDED THE COLD WAR
- HOW DECISIONS HAVE CHANGED THE COURSE OF HISTORY

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THE POWER OF EFFECTIVE DECISION MAKING

Every decision carries consequences. Decisions have the power to create great rewards for your life; decisions can also cause negative consequences that denigrate the quality of your life. While the level of the consequences will vary — some will be more neutral whereas others will have a profound impact—every decision you make will affect the quality and direction of your life. Think of all the experiences you have had in your life and where your life is today. Would your life be radically different if you had made some different decisions? Even small decisions can have a profound impact when they are measured over the course of several years or decades.

MATURITY IS ANTICIPATING THE CONSEQUENCES OF YOUR DECISIONS IN ADVANCE OF MAKING THEM.

This session is designed to teach you a strategic process to make decisions so that you create choices for your life that empower you. In fact, this entire program is about deciding and resolving what you're going to do in your life and then utilizing the OPA system to create a plan to produce the results. Every decision can be converted into an OPA plan that will show up on a daily basis for you so that your dreams are quickly turned into reality.

YOUR BRAIN IS CONSTANTLY MAKING THREE DECISIONS:

1. **What am I going to focus on?**
2. **What does this mean?**
3. **What am I going to do?**

OPA provides a model for ensuring that you are answering these three questions consciously so that you move in the direction of what you want.

So, if decisions have so much power in our lives, why do we tend to put them off?
Turn the page for 4 reasons why people put off making decisions . . .

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THE POWER OF EFFECTIVE DECISION MAKING

FOUR REASONS WHY PEOPLE PUT OFF MAKING DECISIONS:

1. FEAR.

Many people are afraid of failing or of making the wrong decision. Remember, however, **the only failure is failing to decide** — putting off what you know you inevitably need to do. The hardest part is always making the decision because once the decision is made, the rest is easy. We need to learn to let go of our fear and make a decision even if it's the wrong one.

2. UNCERTAINTY ABOUT WHAT THE DECISION IS GOING TO MEAN.

Most of us have an illusion that decisions are made based on certainty. The truth is that **decisions must be made based on the greatest probability.** If you wait until you're certain to make a decision, it will be too late. This is why leaders are paid to make the tough decisions.

3. PEOPLE HAVE WEAK DECISION MAKING MUSCLES.

The way to get good at making decisions is to make more of them. Then, if you make the wrong ones, you'll learn more quickly and you can use what you've learned to make better decisions in the future.

Success is the result of good judgment.
Good judgment is the result of experience.
Experience is often the result of bad judgment.

4. PEOPLE FEEL OVERWHELMED.

In today's society, we all experience a constant deluge of information — it's on our e-mails, our voice mail, our pagers, our fax machines. And we are constantly pressured to make decisions based on the information that surrounds us . Often, we simply don't know where to start. **We need a system for making decisions that will cause us to focus on our outcomes and produce the results that will benefit us most in the long-term.**

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FOUR RULES FOR DECISION MAKING

1. **All important and/or difficult decisions must be made on paper.** Do not do it in your head! This causes a 'Looping Process' that makes effective decision making difficult to impossible, and makes people crazy!

2. The most important first step in all decision making is to be **clear about what you want** (your outcome) **and why you want it** (your purpose). How will you know when you've achieved your outcome? What is your evidence procedure?

3. Remember, **decisions are made based on probability.** Rarely will you have the luxury of absolute certainty. All decision making carries some consequence—that's its power. However, failing to make a timely and intelligent decision can also carry severe consequences to individuals and organizations.

4. **All decision making is Value Clarification.** Often, you will have several outcomes you want to achieve simultaneously. Therefore, you must be clear about the order of importance of all of these outcomes.

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THE POWER OF EFFECTIVE DECISION MAKING

THE 6 STEPS TO EFFECTIVE DECISION MAKING: O.O.C. / E.M.R.

1. OUTCOME(S):

What is the result you're after? Why do you want to achieve it? You must be clear about your outcome(s) and their order of importance to you.

2. OPTIONS:

Write down all of your options, including those that initially may sound far fetched. Remember the power principle:

One option is no choice.
Two options is a dilemma
Three options is a choice.

3. CONSEQUENCES:

What are the upsides and downsides of each option? What do you gain by each option and what could it cost you?

4. EVALUATE:

Weigh the consequences of each option. Review your options and evaluate each of their upsides and downsides.

1. What outcomes are affected?
2. How important is each upside/downside in terms of meeting your outcomes (on a scale of 0-10)?
3. What is the probability that the upside/downside will occur (0-100%)?
4. What is the emotional benefit or consequence if this option were to actually happen?

After completing this stage, you will be able to eliminate some options from your list.

5. MITIGATE:

Review the "downside" consequences for each of your remaining options. Then, brainstorm alternative ways to eliminate or reduce the downside.

6. RESOLVE

Based on the most probable consequences, select the option that provides the greatest certainty you will meet your desired outcomes and needs.

1. Select your best option and strengthen your resolve to make it work.
2. Resolve that no matter what happens, this option will give you a win.
3. Design your plan for implementation and then take massive action. You know your outcome — now it's time to develop an OPA plan for its attainment!

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THE POWER OF EFFECTIVE DECISION MAKING

THE PROBLEM SOLVER: 4 SIMPLE STEPS

Sometimes you are in the position of having to make a decision because you are in the midst of a full-blown problem or crisis. In these situations, you want to take 4 simple steps *before* going through the 6 steps to Effective Decision Making (O.O.C./E.M.R.)

1. GET RESOURCEFUL

A. **Decide you're going to solve this.** Decide to stop focusing on the problem and start focusing on the solution. Remember, most people spend 95% on the problem and only 5% on the solution. You must do the opposite.

B. **Get perspective from others who have successfully dealt with such a problem before.**

C. **Remember a tough time in your life when you pulled yourself through.** What was it that pulled you through? A belief? An understanding? How can you utilize that resource in this situation?

D. **Believe that you're guided as long as you're doing something for the greater good, and that if you're committed, there is always a way.**

2. DEFINE THE CURRENT SITUATION

You must define the current situation as factually as possible without your "story." For most of us, there is the actual event and then there is our story about the event. To solve a problem, you must remove yourself from your "story" and simply define the situation as it is.

HINT: Remember the power of language to actually change your experience. Stop calling it a problem and instead call it "the situation."

3. GET A CLEAR VISION FOR WHAT YOU REALLY WANT

What do you want to have happen that is different from how it is now? Again, write down exactly how you want this situation to turn out.

4. LIST THE RESOURCES AVAILABLE TO YOU AND ANY CONSTRAINTS OR LIMITATIONS YOU MAY HAVE

A. What are all the resources you could utilize to help solve this problem? Who do you know who could help you? What physical resources do you have (i.e., money, time, etc.)? What information is available to you that you are not maximizing?

B. What constraints do you have in solving this problem? List only the real limitations or parameters to solving this problem. Be sure that they are really constraints and not just limiting beliefs. For example, are you limited to spending a certain amount of money? Is there a time frame by which this must be resolved? Is there a resource that you don't want to tap into for this particular situation?

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THE POWER OF EFFECTIVE DECISION MAKING

AN EXAMPLE OF THE PROBLEM-SOLVER/DECISION MAKER

THE PROBLEM SOLVER

Step 1: Get resourceful.

Get determined to focus on a solution, not the problem. Remember, "there is always a way if I'm committed."

Step 2: Define the current situation.

1. Tony is scheduled to go to Fiji for a video shoot for his infomercial for one week — from Sunday to Friday.
2. Tony has also been given a great gift — the opportunity to travel with President Gorbachev and learn from him as well as an invitation from President Bush to attend a conference of world leaders to discuss the future.
3. The dates overlap — Tony is supposed to be filming the infomercial in Fiji from Sunday to Friday and he is supposed to be at President Bush's conference from Monday to Wednesday.
4. Tony has conflicting desires: Both seem extremely important to him and it does not seem feasible to do both simultaneously.

Step 3: Get a clear vision for what you really want.

Tony 's ideal vision was that he would attend President Bush's conference with the world leaders; that he would fly with President Gorbachev to find out what really ended the Cold War; that he would learn some leadership skills from some of the most powerful leaders of our time; that he would take advantage of the positioning in the media of being one of 100 people selected for this conference; and that he would complete an outstanding infomercial where he was healthy & fit and had the opportunity to connect with his host, Leeza Gibbons, in advance.

Step 4: List the resources available to you and any constraints or limitations you may have.

Resources:

- Tony's creativity
- Tony's time
- His influence — he has the skills to perhaps persuade someone to change something
- Tony's private plane
- Tony's wife, Becky, as she could connect with Leeza
- Tony's resort in Fiji — as he could utilize that as leverage to change something (i.e. trade for time at his resort)
- Tony's determination and belief that there is always a way

Constraints:

- Cannot move the President Bush event
- Tony needs to be fair to Leeza, who has already booked this time
- Tony cannot upset his partners in the infomercial
- Tony gave his word to President Bush that he would fly President Gorbachev from New York to the conference

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THE POWER OF EFFECTIVE DECISION MAKING

AN EXAMPLE OF THE PROBLEM-SOLVER/DECISION MAKER

THE DECISION MAKER

Step 1: Tony's Outcomes (*in order of importance*)

Outcome	Purpose
1. To attend the conference and spend time with President Bush, President Gorbachev, President Mitterand, and Prime Minister Thatcher.	To be a part of history. To experience the pride of having a small voice in what could help shape the direction of the world as a whole.
2. Complete an outstanding infomercial.	This is a primary tool to impact millions of people's lives. Because we've sold 30 million tapes, and that it has expanded my identity around the world so people get to know who I really am. And it provides me with income while I sleep.
3. To make sure that Leeza feels totally supported and respected, that I get to connect with her.	State is everything—real connection between us will translate on the show. And she deserves my support.
4. To ensure that my partners are happy.	They deserve my support as they are working hard to make this show work.
5. To ensure that my wife, Becky, is really happy.	She's been supporting me so much, and we haven't had much time together, so I want her to be supported as well.
6. To have the time to rest, relax, and recover before the show.	I've been on the road and I need to be in the best possible state for this show. I want to look good, feel good, and do a great job.

Step 2: Tony's Options

1. Tony flies President Gorbachev to the conference, attends the conference, and then works to reschedule the infomercial filming.
2. Tony flies to Fiji and films the infomercial, cancels the President Bush event and does not provide President Gorbachev with the flight.
3. Tony flies President Gorbachev to the conference, attends the conference, and then flies to Fiji and films the infomercial in just two days. (Remember, though, you cross the international date line flying to Fiji so you lose a day so this would really only leave 1 1/2 days to do the filming.)
4. Tony flies to Fiji and films the infomercial, cancels the President Bush event and still provides President Gorbachev with the flight so that he at least keeps his word.

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THE POWER OF EFFECTIVE DECISION MAKING

AN EXAMPLE OF THE PROBLEM-SOLVER/DECISION MAKER

Steps 3 & 4: Tony's Consequences & Evaluation

Option	Upsides	Outcomes Affected	Importance (0-10)	Probability (0-10)	Benefit or Consequence	Downsides	Outcomes Affected	Importance (0-10)	Probability (0-10)	Benefit or Consequence
1. Tony flies Gorbachev, attends concerence & reschedules infomercial	1. Experience history	1	10	9	+10	1. Upset Leeza—lose host	2,3,4	10	9	-9
	2. Have impact	1	10	9	+10	2. Upset partners	2,3,4	10	9	-9
	3. Learn what ended cold war	1	10	9	+10	3. Loss of $ for flights	2,3,4	9	9	-9
						4. Loss of revenue— show not on air	2,3,4	9	9	-9

Summary Option 1: I don't get a great show, Leeza and my partners will be unhappy, but I get the chance to participate in history.

Option	Upsides	Outcomes Affected	Importance (0-10)	Probability (0-10)	Benefit or Consequence	Downsides	Outcomes Affected	Importance (0-10)	Probability (0-10)	Benefit or Consequence
2. Tony films infomercial, cancels Bush & does not fly Gorbachev	1. Great infomercial	2,3,4,5,6	10	9	+9	1. Miss out on historic opportunity to be part of history	1	9	10	-9
	2. Leeza is happy	2,3,4,5,6	10	9	+9					
	3. Partners are happy	2,3,4,5,6	10	9	+9					
	4. Time to relax	2,3,4,5,6	9	9	+9					
	5. Save $30k on flight	2,3,4,5,6	9	9	+9					

Summary Option 2: I will get a great infomercial, everyone will be happy, but I miss out on history—a once-in-a-lifetime chance.

Option	Upsides	Outcomes Affected	Importance (0-10)	Probability (0-10)	Benefit or Consequence	Downsides	Outcomes Affected	Importance (0-10)	Probability (0-10)	Benefit or Consequence
3. Tony flies Gorbachev, attends conference, films infomercial in 1-1/2 days.	1. Participate in historic event and be part of history	1	10	10	+10	1. Quality of show may suffer	2	8	8	-8
						2. Leeza may be upset				
						3. Partners may be upset	3	7	5 to 6	-8
	2. Could still get great infomercial	2	10	3 to 4	-7 to -8	4. Tony physically burned	4	7	9	-7
						5. It could rain-hurt filming	6	4	9	-3
							2	5	5 to 6	-5

Summary Option 3: I get to participate in history, but the quality of the show probably won't be great, and Leeza and my partners will still be unhappy.

Option	Upsides	Outcomes Affected	Importance (0-10)	Probability (0-10)	Benefit or Consequence	Downsides	Outcomes Affected	Importance (0-10)	Probability (0-10)	Benefit or Consequence
4. Tony films infomercial, cancels Bush event, flies Gorbachev anyway	1. Keep my word		10	10	+10	1. Miss out on history now	1	9	9	-8
	2. Possibility to connect with Gorbachev in the future	1	9	4	+10	2. May never have chance to connect with Gorbachev	1	9	9	-8 to -9
						3. Gorbachev gets plane & doesn't know who I am	1	9	10	-9
	3. Infomercial will be great	2	10	10	+10					
						4. I spend $30k for nothing		6	6 to 7	-7

Summary Option 4: I could still get a great show, I get a chance to participate in some history (although not likely), and I spend $30,000 to feel like an honorable man.

At this point, Tony can eliminate Option 1 and Option 2 because he knows those won't get him his outcomes.

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THE POWER OF EFFECTIVE DECISION MAKING

AN EXAMPLE OF THE PROBLEM-SOLVER/DECISION MAKER

Step 5: Mitigate

At this stage, Tony looked at his two remaining options and asked himself, "Which one of these two options makes the most sense to me?" He decided that Option 4 makes the most sense at this stage. So, he then looked at how to mitigate the downsides to this option.

OPTION 4

DOWNSIDES	ALTERNATIVES, OPTIONS, STRATEGIES
1. Miss out on history	1. Call President Bush, let him know I'm still going to keep my word with Gorbachev even though I can't attend the conference, and ask to be kept in mind if there's an opportunity in the future to have lunch with Bush and Gorbachev.
2. May never have another chance to connect with Gorbachev.	1. Ask Gorbachev in advance to help us create a video tape to give to the kids I sponsor in Houston. 2. I could still ask him my burning questions via videotape about what ended the Cold War.
3. Gorbachev gets a plane, and doesn't even know who I am	
4. I spend 30k for nothing!	

Once alternatives are identified, the upside and downside of those must be determined

ALTERNATIVE	UPSIDES	DOWNSIDES
1. Ask Gorbachev to create video tape, ask President Bush for future opportunity.	1. Gain great video tape for kids in Houston. 2. I might still get to learn about history.	1. Gorbachev could say "no" to the video. 2. I don't want Bush to feel obligated to me.

Now, Tony must still look at option 3 and mitigate it because even though he initially thought option 4 would be better, he still thinks option 3 might be viable as well.

OPTION 3

DOWNSIDES	ALTERNATIVES, OPTIONS, STRATEGIES
1. Quality of show may suffer.	1. Fly with Gorbachev to the conference but then leave on Monday night to get to Fiji and miss the conference. I would still get to connect with Gorbachev, but I'd miss the conference. 2. By leaving on Monday to arrive in Fiji on Wednesday, this still gives me 2-1/2 days to film, which I've done before and produced a great show. 3. Call President Bush to inform him and ask for the privilege of spending time with him and some of the other leaders before the event begins.
2. Leeza may be upset.	1. Arrange with Leeza to connect with her in Los Angeles in advance of Fiji.
3. Partners may be upset.	1. My partners can film b-roll, Leeza's direct-to-camera, and do all fo the set-up before I'm there.
4. Tony physically burned	1. Sleep on the plane and arrange work-out clothes and gear so I can go for a run on layover in New Zealand
5. It could rain (hurts filming)	1. It could rain anyway, so make sure we have an indoor shot set up with aa view of the ocean and outside.

Again, the upside and downside must be determined

ALTERNATIVE	UPSIDES	DOWNSIDES
1. Fly with Gorbachev, connect with him, create video tape, and still get to Fiji in time to have 2-1/2 days to film. Connect with Leeza in advance. Have partners prepare and film b-roll before I arrive. Sleep on the plane and work out in New Zealand	1. Get to experience history 2. I get to ensure my infomercial is great because I'll have enough time to film it (2-1/2 days). 3. Still get to connect with Leeza in advance. 4. My partners still get the time they need to film everything. 5. I can still show up in Fiji in good shape.	

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THE POWER OF EFFECTIVE DECISION MAKING

AN EXAMPLE OF THE PROBLEM-SOLVER/DECISION MAKER

Step 6: Resolve

Tony now selects his best option (Option 3, mitigated as on previous page):

He will fly with President Gorbachev on Monday to the conference and spend a few minutes once he arrives connecting with President Bush and some of the other leaders. He will then leave Monday night for Fiji, and arrive on Wednesday, giving him 2 1/2 days to film the infomercial. Before he leaves for Fiji, however, he will visit Leeza Gibbons in Los Angeles to connect with her in advance and he will arrange with his partners for them to film Leeza's spots and the b-roll before he arrives in Fiji. Finally, he will make sure that he sleeps on the plane and goes running in New Zealand so that he is physically in good shape.

Now, remember, once you make a decision, you must resolve to make it work. You cannot reconsider and reevaluate once you've made your decision. Decision, in its latin root means, "to cut off." The moment you make a decision, you cut off any other possibilities.

You must also visualize the result you want and set yourself up to win. You must figure out what you will do so that even if your expectations aren't met 100%, you will still feel that the situation was successful. Remember, you must focus on things you can control, like your beliefs, the meaning you give the situation, etc.

YOUR ASSIGNMENT

Think of an important decision you want to make, maybe something to do with your business or your personal life.

If a problem is driving this decision, first do these four steps:

1. **Get resourceful.**
2. **Write down the situation without emotion** just so you can see it in front of you. Be as specific as possible.
3. **Describe your ultimate vision.**
4. **List your available resources** and any limitations or constraints.

Then take yourself through the OOC/EMR decision making process:

OUTCOME
OPTIONS
CONSEQUENCES
EVALUATE
MITIGATE
RESOLVE

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DAY 10

CREATING A LIFE OF FULFILLMENT

- A TOUR OF YOUR LIFE PLANNER
- ADDITIONAL TOOLS FOR SUCCESS: THE OPA SOFTWARE
- THE EMOTIONAL FLOOD
- WHAT YOU'RE REALLY AFTER: THE SIX HUMAN NEEDS
- YOUR CODE OF CONDUCT
- AN INVITATION

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THE ULTIMATE VICTORY

CELEBRATING YOUR LIFE

Congratulations! You've made it to Session #10! You're one of the "few who do" versus "the many who talk." And, you now have the equivalent of a master's degree in managing your life. In this session, you will **learn how each section of your OPA Life Planner works**. You will also learn a simple tool to maximize your level of fulfillment in life — something so simple that you can use it anywhere, anytime, forever! Finally, you will learn to create your own **Code of Conduct**; the standards by which you will live your life.

Your OPA Life Planner *

If you have your OPA Life Planner, pull it out now so that you can learn how each section works. If you don't have one, you will still receive amazing benefit from this system — remember, OPA is a system of thinking — but by now, you certainly realize its value, so go get your planner! The planner is what will ensure that you follow through and utilize this system you've worked so hard to master!

My Driving Force

This first section is designed as a way for you to capture and manage your life plan. Utilize this section as an overview for your life. For example, every week when you go to do your weekly planning, turn to this section to first review the Weekly Planning Process. Then, you will use this to actually plan your week as this section contains your Categories of Improvement, your ultimate vision, your ultimate purpose, your identity, your Code of Conduct, and your goals.

Monthly Calendar

This section is very similar to a typical monthly calander format and is designed for you to keep track of scheduled meetings or events that must happen at a specific time. Remember, you do not want to use your Monthly Calendar to write "to-do" lists, or anything else! This just gives you an overview of your scheduled time so that you can make sure your schedule is clear when you book new events or so that you can see an overview of your specific commitments for the current month, quarter, or even year.

* Please note: The enclosed video also walks you through the OPA Life Planner. You may want to refer to it so that you can see how each section works.

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Daily Planner

In this section you either have a traditional bookmark that you can move each day or, if you have our advanced edition, you have individually tabbed pages, providing easy access to each day. The value of this is that when you think of something specific that you have to do on Thursday the 17th, and today is Tuesday the 8th, you can instantly turn to the tab labeled "17," and behind it you will find that day to write down and capture your idea, appointment, etc. You can then close your book and forget about it until the night before when you begin to plan that day.

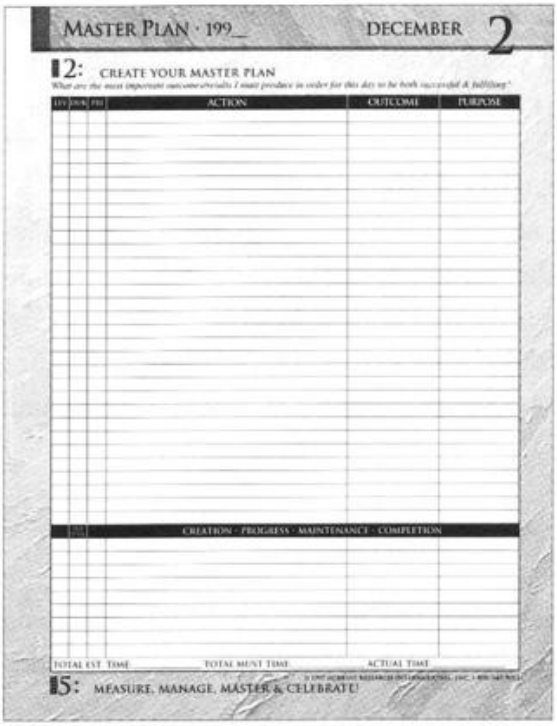
EACH DAY CONSISTS OF A TWO-PAGE SPREAD:

LEFT PAGE:

- The left column on the left-hand page is for your CAPTURE. This capture consists of two parts: a place to capture "Outcomes • Actions • Projects" and a place (directly below) to capture "Communications/Follow-ups."
- The right column on the left-hand page is for your SCHEDULE. This is your actual time schedule for your day. When you get to this step (after you've created your OPA Master Plan), you will first write appointments, meetings, etc., that are time sensitive. Then, you will commit time to work on the outcomes you want to achieve that day.

RIGHT PAGE:

- This is the page where you will create your OPA MASTER PLAN for the day.



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WEEKLY PLANNER

You'll use this section when you plan your week (usually Friday or Sunday afternoon). You will also use this section anytime during the week that you think of something you want to do — if you don't know the specific day on which you need to do it, you'll simply write it in your next week's CAPTURE (the front page of this section). This form will guide you through creating your OPA Master Plan for your week as it is numbered with the 5 Step Master system of OPA:

1. Capture
2. Create your OPA Master Plan
3. Commit
4. Schedule
5. Manage, master & celebrate your results

PROJECT PLANNER

The difference between planning a project and planning a week is that most projects will happen over a longer period of time than a single week. You know that you have a project when many outcomes are required to achieve the result you want. Whereas a week consists of several different outcomes, a project consists of several outcomes that are all related to the major result you want to produce. *(Turn to Session #7 to see examples of the project forms for "Big Bad Dog" and "Neecie's Wedding.")*

JOURNAL NOTES

If your life is worth living, it's worth recording. These "free-form" journal notes pages are designed to provide you with a place to capture your ideas, thoughts, and magic moments as well as a place to acknowledge your progress and solve the inevitable challenges that accompany leading a life of significance.

COMMUNICATION PLANNER (A – Z SECTION)

Although this looks like a normal A-Z phone log, this section has an additional function! There is your typical Address and Phone Log but in addition, there is a Communication Planner for you to actually plan your communications *(see sample on the next page).*

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Consider the people you speak to daily, weekly, or even monthly. Simply tear off one of the sheets from your COMMUNICATION LOG and write the person's name at the top. File it behind your A-Z filing system (i.e. write 'Pamela' at the top of a sheet and file it behind the 'P' tab). Then, anytime you think of something you need to communicate to Pamela over the next day, week, or month, you have a place to capture it. The next time you call her (or she calls you), you can instantly turn to 'P' and there her page will be, giving you a clear set of reminders of the results you need her help to produce.

For your most important conversations, you will actually create an OPA MASTER PLAN. All too often, conversations don't lead to results because they are not focused on a specific outcome. By taking the time to plan your specific outcome for a conversation (which can be as simple as making sure that your family feels loved and supported by you), **you will ensure that your communications produce the results you're after and give your life meaning.**

Benefits and uses of the Communications Planner:

1. **This system allows you to capture commitments made by you and others.** Keeping a record of this will not only give you leverage to follow through, but it will provide an accurate accounting of any agreements made during your communications with people. Similarly, people will soon learn that you are tracking their commitments to you, thus increasing their level of follow-through.

2. **You may also use your COMMUNICATION LOGS as an additional A-Z filing system.** Instead of recording a person's name at the top of these sheets, you can record any subject that you want to capture information on. For example, perhaps you want to collect inspiring quotes. Simply tear a sheet off your COMMUNICATION or JOURNAL PAD and write "Quotes & Power Questions" at the top. File it under "Q" in your A-Z tabs so that anytime you hear a profound quote or a power question, you can write it in this section. Also, you can add a page for "J" to capture any great jokes you hear. So many people say that they forget jokes after they hear them–by adding a page to capture jokes, you will accumulate a great list.

3. **One final note!** If Sam Smith asks you to follow up with him on 12/7 and you only have DAILY PLANS through 11/30 in your planner what would you do? Simply turn to your WEEKLY PLANNER for that week and write it in your CAPTURE section. Or you can take a single sheet from your COMMUNICATION PAD and write "December" at the top of it. Then write "Call Sam on 12/7" on this sheet. Simply file this with your WEEKLY PLAN or MONTHLY CAPTURE sheet so that when you go to plan that week, you can include this item.

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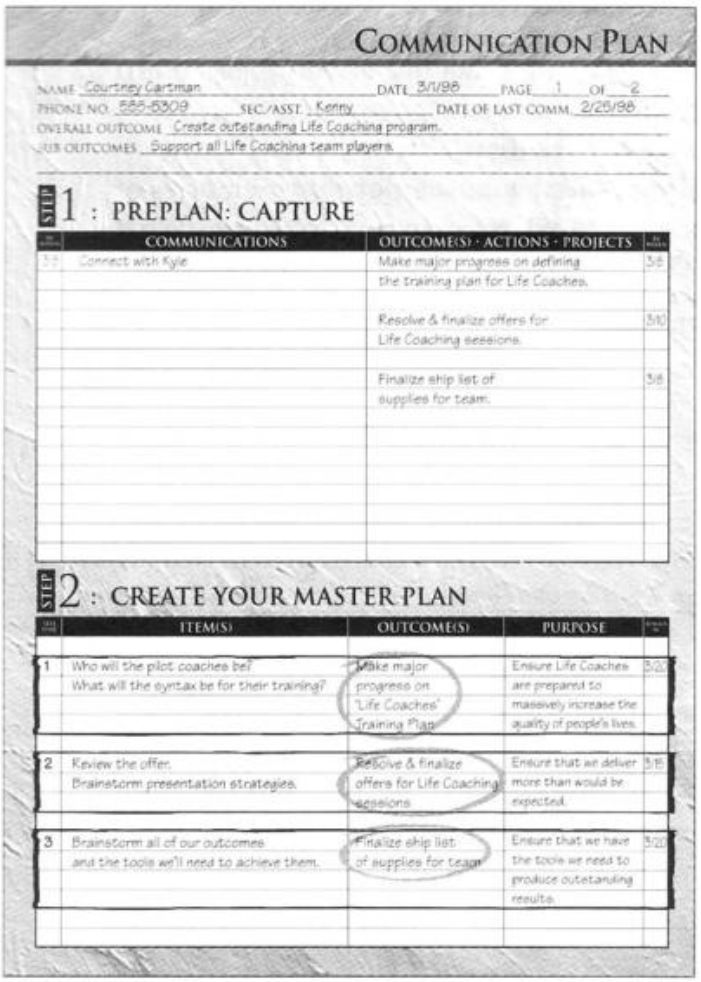
You can even take this one step further. Next to where you've written "Call Sam on 12/7," write "CP(S)." This notation tells you that you have a detailed communication plan (that is what we call this form) already written about this conversation filed under 'S' in your ADDRESS & PHONE section. This way, you don't have to scribble all the details of your conversation all over the December 7th daily plan. Rather, they are kept in a place where assuming you speak to Sam on the 7th or before, you have all the information available the moment you go to speak with him. Again, on that day, you'll know where to look to get the information you need.



COMMUNICATION PLAN

NAME Courtney Cartman DATE 3/1/98 PAGE 1 OF 2
PHONE NO. 888-5309 SEC/ASST. Kenny DATE OF LAST COMM. 2/25/98
OVERALL OUTCOME Create outstanding Life Coaching program.
SUB OUTCOMES Support all Life Coaching team players.

STEP 1 : PREPLAN: CAPTURE

	COMMUNICATIONS	OUTCOME(S) · ACTIONS · PROJECTS	
	Connect with Kyle	Make major progress on defining the training plan for Life Coaches.	3/6
		Resolve & finalize offers for Life Coaching sessions.	3/10
		Finalize ship list of supplies for team.	3/8

STEP 2 : CREATE YOUR MASTER PLAN

	ITEM(S)	OUTCOME(S)	PURPOSE	
1	Who will the pilot coaches be? What will the syntax be for their training?	Make major progress on 'Life Coaches' Training Plan	Ensure Life Coaches are prepared to massively increase the quality of people's lives.	3/20
2	Review the offer. Brainstorm presentation strategies.	Resolve & finalize offers for Life Coaching sessions	Ensure that we deliver more than would be expected.	3/18
3	Brainstorm all of our outcomes and the tools we'll need to achieve them.	Finalize ship list of supplies for team	Ensure that we have the tools we need to produce outstanding results.	3/20

COMMUNICATION PLAN

NAME Courtney Cartman DATE 3/1/98 PAGE 2 OF 2

STEP 2 : CREATE YOUR MASTER PLAN (CONT.)

	ITEM(S)	OUTCOME(S)	PURPOSE	

COMMITMENT TRACKING

	MY COMMITMENTS			Courtney'S COMMITMENTS	
3/6	Have Sam call Nate's Marketing Group to resolve conflict	3/18	3/6	Resolve with Kenny which trainers will facilitate pilot testing of Life Coaching June - August.	3/24
3/6	Create syntax for training Life Coaches	3/24	3/8	Review with Kyle and Kenny the offer and presentation of offers at next meeting.	3/12
3/7	Have Kenny transcribe supplies list	3/10	3/7	Call Kenny with results of Nate's focus groups.	3/7

THE OPA LIFE PLANNER COMPUTER SOFTWARE

The OPA software (for Windows 95, NT and the Palm Pilot III) is similar to the paper product and very easy to use.

- It includes daily, weekly, and project planners; a journal section; an A - Z section; and a CANI! section where you track your categories and roles.
- The software automates the Five Master Steps planning process and comes with a custom manual and customer support hotline.

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CELEBRATING YOUR LIFE

THE EMOTIONAL FLOOD

In order to be unhappy or upset, you'd have to forget all the great things in your life and focus on the negative. In order to feel good, you'd have to forget all the not-so-great things and focus on what's great. The Emotional Flood process is designed to help you take control of your life and focus on the positive!

1. **Eliminate your old problems and visualize blasting them out of your life.** When you're done, think about what it means to have all of those things out of your life!

2. **Flood yourself with positive images, feelings and the most enjoyable memories of your past.** When you're done, take a moment to write down how you feel. What were some of your favorite memories? What did you learn by doing this process?

3. **Step into the future.** See the images and feel the emotions you will experience when you finally achieve what you're really after in life. How would you feel if you knew you were going to get a picture of your future and you knew it was all great? When you're finished, take a moment to write down how you feel. What's different about this Emotional Flood than when you remembered the memories of your past? What did you discover about your future? How did it make you feel?

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YOUR CODE OF CONDUCT

Your Code of Conduct is your set of standards for how you're going to be every day of your life. By living by these standards, you will create a life of not only extraordinary results, but amazing levels of fulfillment.

In order to be fulfilled we all want the same thing from life: we want to make sure that we consistently meet our Six Human Needs. How each of us goes about meeting these needs will differ, but these six needs are the same for every person.

Need #1:	**Certainty**	**Need #2:**	**Variety**
Need #3:	**Significance**	**Need #4:**	**Connection**
Need $5:	**Growth**	**Need #6:**	**Contribution**

The question is: How are you currently meeting your Six Human Needs? Are you really growing? Are you pushing yourself and contributing beyond yourself in ways that you're not necessarily rewarded for on the surface?

Remember, the secret to living is giving.

The OPA Life Management System is designed to create a plan for your life where you achieve lasting fulfillment and the certainty that you can turn any vision into a reality. **Once you have this vision and purpose for your life and you understand the system for how to create the results you want, <u>what will determine whether you really achieve it, will be the states you live in on a consistent basis.</u>** The most important "list" you're ever going to make is your Code of Conduct for how you're going to show up on a daily basis.

What emotions or states are you committed to practicing and living every day? What is your Code of Conduct?

_____

_____

_____

_____

_____

_____

_____

_____

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A SAMPLE CODE OF CONDUCT

- Be fun
- Be loving
- Be grateful
- Be flexible
- Be disciplined
- Be healthy
- Be romantic
- Be happy
- Be playful
- Be nice
- Be focused
- Be passionate
- Be strong
- Be smart
- Be cheerful
- Be joyous
- Be an example of all the good that's possible in people's lives.

AN INVITATION AND CHALLENGE

You've worked so hard during this program to really master this system. It's now time to ***Step Up***—Take the time to create your life plan. Review the last 10 days and finish any assignments or exercises you may have missed. Follow through and discover everything you're really capable of. And, finally, be sure to celebrate — you now own the key to a life of amazing results and extraordinary fulfillment.

Do not follow me, for I am not your leader.
Do not lead me because I will not follow you.
Please, walk beside me now and be my friend.

Remember the gifts you've been given. You have all the time there is. Use it well. And each day, remember to *Live With Passion!*

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