

10 ESSENTIAL KEYS TO PERSONAL EFFECTIVENESS

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Keys to Personal Effectiveness

The Art and Joy of Being Efficacious

HAVE YOU EVER WONDERED why some people seem to accomplish so much while others struggle along barely able to attend to their daily needs? Highly effective people usually fulfill their achievements with less work and effort than those who accomplish little. The difference is in their focus, intention and skills—all of which can be mastered.

In the pages to follow, we'll touch on several techniques and strategies that can enable you to optimize your potential. This report is for people who want to be more effective—people who want to get more done in less time while enjoying the process. It's for people wanting to experience greater fulfillment and create more value in their lives and the lives of those around them.

We all enjoy the satisfaction that comes from getting things done and doing them well. I've even gone so far as to write things on my to-do list after they were done just to experience the little joy of checking them off. When we feel productive, when we think we've accomplished something worthwhile, our confidence and self-esteem increases. Even our endorphins are triggered. We feel exhilarated. Our life is more fun.

Efficacy

The goal is efficacy—one of my favorite words. Efficiency is doing something with the least amount of effort, time and resources available. Effectiveness means getting positive results—doing things which are worthwhile.

You can be efficient without being effective—doing things that don't matter—like rearranging the deck chairs on the Titanic. You can be effective without being efficient—doing something worthwhile, but taking too much time or having it cost too much. What we want to strive for is efficacy.

Doing the Right Things

The intention of this report is to help you do more of the right things faster, easier and with less frustration. It's intended to help you get a better handle on your life—to make more useful choices and to effect those choices in ways that make your life a more rewarding experience.

Many of the suggestions may appear simplistic. But don't let their simplicity cause you to overlook the insight and miss the nuggets of wisdom they contain. Many of the concepts are simple, but they're not simplistic. They're proven principles and systems that have worked for many others. Some are ancient and have been used by

the masters for centuries. Others are relatively new. We invite you to try them and see for yourself how helpful they can be.



Clarity Leads to Power

It's absolutely critical that we become and remain clear on our intended outcomes. Mark Twain said, "I can tell anyone how to get what they want if I could only find someone who knew what it was."

When you're absolutely clear on what it is that you want, and are determined to get it, there's no stopping you. Lack of clarity and focus is one of the most common failings.

The subconscious mind doesn't deal well with generalities. It likes specific messages. As someone once wrote, "You can't play an uncertain instrument." By giving your mind clear instructions and no vagaries, you'll develop a powerful congruence, which will almost magically seek out and attract your objectives.

Have specific outcomes for everything— telephone calls, meetings, tasks, etc.—for each day and each month.

Live in the Question

Tony Robbins says, "Quality questions create a quality life. Successful people ask better questions, and as a result, they get better answers." One of the biggest payoffs in retaining a consultant or counselor isn't so much the advice they give, but rather the questions they ask. They make us think.

Learn to ask yourself questions that increase your clarity and generate solutions. Ask IWWCW questions. IWWCW stands for In What Ways Can We . . . always be asking why, when, how, why not, what if, etc.



Values

INTEGRITY

It is not what we eat
but what we digest
that makes us strong;
not what we gain
but what we save
that makes us rich;
not what we read
but what we remember
that makes us learned;
and not what we profess
but what we practice
that gives us Integrity.
—Anonymous

Each of us has our own value system. We're not talking morality here. We're speaking of the beliefs we have that are well established, even if they're not consciously apparent. When you operate outside this value system, you can't be effective. And it's paramount that you discover these values and honor them.

Abraham Maslow referred to this unity between our values and our everyday performance as self-actualization. "It is a bringing together of what I do and what I really value."

In *The Ten Natural Laws of Successful Time and Life Management*, Hyrum Smith writes, "The secret to achieving inner peace lies in understanding our inner core values—those things in our lives that are most important to us—and then seeing that they're reflected in the daily events of our lives."

Keep Your Word

When you break your word—to others or yourself—you're out of integrity, and your self-esteem and confidence suffers. You need confidence to optimize your productivity, and it's drained by not keeping your promises.

Bucky Fuller said it best: "Integrity is the essence of everything successful." Success in any endeavor demands an unshakable character.



We recommend this eCourse:

<http://YourCoreValues.com/>



First Things First

There's no way to do everything we'd like to do. We can do anything we want, we just can't do everything we want. We have to prioritize. We need to be working on the things that are the most important. By doing so, we'll see the greatest payoff. Plan your work, and work your plan.

ABC List

When you make a list of things to do, assign a value to each one. "A" means something you're absolutely committed to doing—something that must be done. "B" is for tasks you want very much to get done and eventually will be done—they're just not urgent. "C" items are for those things you'd like to do, have an intention to do, or what I call, "It'd be nice." By assigning these priorities, you'll find it easier to determine on which items you should be working. If you're working on C items, it's probably because you're avoiding the As and Bs.

The 80/20 Rule

80 percent of your results will usually come from 20 percent of your efforts. Find out what that is and focus on that 20 percent.

Covey's Quadrant

Stephen Covey developed a matrix to enhance our perspective on our tasks and gain a greater awareness of their priorities.

Urgent	Not Urgent
Immediately productive activities Problems Crises Productive Meetings Deadlines 1	Prevention Seizing opportunities Preparation Planning Relationships True recreation 2
Important	
Interruptions Some calls Mail, some reports Nonproductive meetings Pressing matters 3	Trivia, busywork Some mail Some phone calls Time wasters Many pleasant activities 4
Not Important	

The greatest payoff comes from working on projects that are in quadrant II (important, but not urgent). By focusing on quadrant II activities, we'll position ourselves to spend less time handling crises.

Do You Have To?

Some things you may not really have to do. Ask yourself this question, "Would something terrible happen if I didn't do this?" We often spend time doing things that we only thought were necessary.

Learn to Say "No"

It's not easy at first, but you'll get better at it. If you don't set your priorities, someone else will do it for you—with their requests.

Ask Lakein's Question

What's the best use of my time right now? With very little effort, you can usually determine the answer, but you have to ask the question. And ask it often.

Schedule Our To-Dos

It's not enough to list the things you plan to do. You need to schedule them just like they were an appointment. Otherwise, they often won't get done. Keep in mind, however, that as you plan, the key is not to prioritize your schedule, but to schedule your priorities.



Tools & Technology

Call it your Success Toolbox. We must keep up to date on the tools technology has to offer.

Computers

Operating successfully in the new century without being competent with computers and being online isn't too likely. If you don't have a computer, get one. If you don't know how to use it, take a class.

If you're not online, sign up with one of the commercial online services or a local Internet service provider and get your feet wet. It's fun, inexpensive, efficient, entertaining and educational.

Software

Today's programs are powerful tools for getting your work done. Spend the time necessary to learn the most up-to-date office suites like MS Office or WordPerfect.

Contact Manager, Scheduler, Task Manager

Part of your computer system should be a personal information manager (PIM) that will make it easy to keep track of people and schedule your tasks and appointments. Once you have one, you'll wonder how you ever got by without it. We recommend Microsoft Outlook. Act! and Gold Mine are two other good ones.

Personal Planner

If you're not near your computer most of the time, you need a planner. The DayRunner™ and The Franklin Planner™ are good choices. The key here is to have everything in one place. Most PIMs for the computer allow you to print out your schedule, address book and task list for you to put into your carry-around planner.

Strive to Have a Paperless Existence

It's not easy, but you can come close. Get things into your computer system, print out only the things you have to, and remember to back it all up regularly.

Tape Recorders, CD and MP3 Players

Most of us enjoy audio technologies in our car—a cassette tape player, CD player or MP3 player. While you're driving, you can stay up to date on your industry, improve your people skills or even learn a second language. Most of us spend a fair amount of time in our cars, and we can be educating ourselves while we travel. It's also a good idea to carry a hand-held tape recorder for noting thoughts and ideas as they occur to us.



Systematize

Create systems that support you. Automate and systematize as much as you can so they happen by themselves without thought, action or attention on your part. In doing so, you free yourself to do what humans are best designed to do—think, create and enjoy.

Be Organized

There's no such thing as a disorganized person—only one who doesn't organize themselves. You can do it, and it will make your life more fun. Handle things once whenever possible. Every time you pick something up, look at it and think about it, it consumes time and takes away your focus from something else.

Have a Place for Things

Make things easy to find. Time spent looking for items is not only wasteful, it's frustrating, causes us to be late for appointments and makes us less fun to be around. Put things in the same place so you don't have to think about where they are. Life is too short to spend looking for things.

Delegate

You don't have to do it alone—get help. Big things require big plans with lots of resources. One of the biggest challenges facing the entrepreneurial or intreprenurial type is the difficulty of delegating tasks and responsibilities. It's a learned skill and one we need to master. Ask a lot of yourself, but ask a lot of others as well. People rise to your expectations. If you can't afford to hire or contract with someone, perhaps you can find a volunteer. People like to do things worthwhile, and they don't always have to be remunerated in money. Be creative.

Write it Down

A short pencil is better than a long memory any day. Make your notes in one place where you can easily access them—preferably your computer. Write out your goals, your plans, ideas, and keep track of the results. Keeping a personal journal is highly recommended.

KISS

Your slogan should be KISS— Keep It Short & Simple. The more complicated something is, the harder it is to understand and the less interested people will be in it. Emerson said it best almost a hundred years ago, "Simplify. Simplify. Simplify." But Thoreau said, "One simplify would have been enough."

Let Go of the Past—Without Guilt

Most people go around carrying yesterday's, last year's and even 20-year-old baggage. It drags you down and detracts from your focus and power. Get things done and put them behind you. There's a power, a release and a satisfaction that comes from being complete. Sometimes you simply need to declare something complete in order for it to be so.



Become a Master

“One who works with his hands is a laborer; one who works with his hands and his head is a craftsman; one who works with his hands, his head and his heart is a master.”

Dedicate yourself to being your best. We can't be masters of everything, but we can all be masters of something. Resolve to be an authority in your industry. Here again, your self-confidence will increase dramatically when you become an expert. We need general knowledge, but we also need specialized knowledge. What are you willing to be a master of?

The novelist James Michener wrote, “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's always doing both.”



Health & Energy

Vince Lombardi said, “Fatigue makes cowards of us all.” You can't expect to do your best if you're sick or tired. Get plenty of rest. Take care of yourself. Take a good vitamin supplement. Don't do things that are unhealthy. You know what they are.

Take breaks in your routine, in your day and in your life. Take charge of your moods and attitudes. You are not your emotions, you have emotions—and you can master them.

Find your most productive time(s) of the day. Everyone has his or her own rhythm. You may be a night person or perhaps the morning is your most productive time. Don't fight it, make it work for you! Schedule your most challenging work during your most alert and productive times.

Make it Fun

Jerry Greenfield, co-founder of Ben and Jerry's Ice Cream, has a saying, “If it's not fun, don't do it.” It's a great motto. Anything worth doing has parts of it that aren't always fun, but that doesn't mean the project itself can't be fun. Look for ways to make your work more festive. You can be serious without being grim.

Keep a Sense of Humor

When problems and catastrophes occur—and they will—remember this: If you’re going to laugh about it later, you might as well laugh about it now. Life is too important to take seriously. Be patient. Enjoy the ride.



Inspiration

Find Things that Motivate You

Maybe it’s books, tapes or music. Certain people are inspiring to be around. Hang out with them, and don’t spend time with the “stinking thinkers.”

Your goals should turn you on. Be immersed in a vocation that has meaning and value to you—a purpose bigger than yourself. Whatever it is, find it and use it to your advantage. By being engrossed in something you feel passionate about, you’ll stay motivated.

Remember why you’re doing this. Concentrate on your goals—big and small alike. Pay attention to why you chose to do what you’re doing. Think about your family. Focus on the payoff.

Reward Yourself

It’s important to mark the achievement of a goal or milestone. Take some time off. Celebrate. Enroll the family. Let them see the joy of winning. Go out to dinner. Make it fun. We all like to be acknowledged, and we need to do it for ourselves as well as others.

Overcome Procrastination

Procrastination is so easy. It’s like darkness, it’s what shows up when there’s no light.

When you just can’t seem to do something, commit to at least starting it. Beginning is half done. Many times I’ve found myself working on a project long after I had planned, simply because I promised myself I would just start it. Once I’d begun, I had some momentum, and I kept going.



Consistency

Nothing worthwhile is ever achieved easily or quickly. Success may not be easy, but it is simple. Anyone can be successful, if they’re clear on their objectives and consistent and diligent in their efforts.

Consistency is where most people fall down. The habits and tasks needed to live a successful life are things that anyone can and usually does do. It’s just that the successful person does them consistently.

It's not how long it takes, it's the results produced. When it comes to accomplishment, time is clearly relative. Einstein once explained his Theory of Relativity in this way. "If you sit with a beautiful girl, two hours seem like two minutes. If you sit on a hot stove, two minutes seem like two hours. That's relativity."

The results produced in an hour of focused, committed, high-intentioned activity can be hundreds of times more valuable than the same effort without these ingredients. And there's no obstacle that will not submit to consistent, focused, hit-it-hard, all-out massive action.

In order to reap, we must sow. And then we must water, cultivate and have patience. You can't be digging up what you've planted to see how it's doing.

There's a season for everything. Trust in what Covey calls, "The Law of the Farm." And Harvey McKay recommends, "Dig your well before you're thirsty."



Support

Create Your Own Success Team

Don't try to go it alone. It's too big a world, there are too many negative influences, and it's too easy to lose focus. No company would operate without a board of directors. You can have the same principles working for you by having your own team of advisors—for free!

And stay away from the doomsayers—the people with mental BO. You can't afford being around them. Learn to care less about what other people think. They don't have to live your life—you do.

Build Reserves

You can't do your best when you're worried about the telephone bill. Most people allow themselves to be "nibbled to death by ducks"—the ducks being the little nagging things that eat up our patience and our creativity. Clear the decks. Get things out of the way. Effect completions.

In doing so, you'll be able to create reserves of money, time and energy. The best thing you can do is get out of debt. Other than disease, we know of little else that hampers our efficacy more than this. Perhaps it *is* a disease.



How to Form Your Own Success Team

Make the mastermind principle work for you.

<http://SuccessNet.org/files/teams.pdf>

And Finally . . .

In order to accomplish our dreams and live the life we have imagined, we must maintain constant diligence in becoming and remaining effective. It's a life-long process and it takes a commitment to being our best.

We'd like to help. If you liked the ideas and concepts in this report, you'll definitely benefit from the information, inspiration and ongoing support SuccessNet has to offer. If you're not already a subscriber or member, we invite you to enroll today.

Membership to Success Networks
<http://SuccessNet.org>

Knowledge Isn't Free

"Facts are cheap, information is plentiful—knowledge is precious."

FOR MANY PEOPLE, especially seasoned Internet users, the idea of paying for information is a hard one to swallow. There's so much data, so many sources, and the access so easy, many people feel they shouldn't have to pay for it. And yet, we do it all the time. We go to seminars, we hire consultants, we take classes, we retain professionals. Why? Because we need to gain knowledge in a palatable, efficient and organized fashion. We pay high hourly rates to professionals because they have specialized knowledge, and they provide trusted advice and dependable solutions to problems.

Even though we now have the means of accessing virtually all the documented knowledge the world has to offer, don't ever think that it's free. Even without paying outright for information, there's a substantial, albeit usually hidden, cost.

The expenditure is in terms of the time required to retrieve and integrate *useful* information. There's a substantial cost attached to the time involved in sifting and filtering the data we all seek in order to be more profitable, effective and fulfilled.

If you don't put a price on your time, then it might not seem like your research and study time is costing you much. But you need to. Time is the "gold" of the new century. You can always make more money, but you can't get any more time. Can you really afford to search and surf several hours a day for the information you desire? Can you subscribe to—and read—30-40 publications? Probably not. And yet staying up-to-date is critical to our success.

"It's not a shortage of information, but rather a shortage of *time* to obtain, study and focus this knowledge of which we're in short supply."

Paul Zane Pilzer has predicted adult education will soon be the number-one industry in the U.S. Things are changing so rapidly that we must constantly be learning new technologies and new skills. Our education is truly a life-long endeavor. It's not enough to have a general education, we need to know where to turn for information, how to access that information, and more importantly, who we can trust.

By knowing what a customer wants, and having a good sense of the needs of its clients, an information company can keep its members abreast of trends, provide up-to-date news and information, and remind them of the keys and principles they need to keep in mind. As we're bombarded with information, we'll need more and more the services of a discerning staff to support us by supplying encapsulated wisdom on a regular basis. It is to this that SuccessNet is committed.

Some of our members have likened it to hiring someone to watch out for you—someone to keep your interests and well being in mind. Managers, leaders and heads of large companies have people they

“Whoever acquires knowledge but does not practice it is as one who plows but does not sow.”

pay to do this for them. Today’s entrepreneur and intrepeneur need this, too.

What’s it worth? If you plan to be a real success in your career, you need to begin to value your time at what it *will* be worth, not only what it’s worth now. For purposes of example, let’s use only \$25 per hour and say that you could save just two hours a week. That’d be \$2,600 a year. When you truly equate the cost of your time to sift and filter, you start to appreciate the value of someone doing this for you.

If we’re committed to leading a successful life—to optimizing our efforts—it’s critical for us to increase our skills, expand our knowledge and stay abreast of things that affect our future. We live in an age of information overload where data dumping is epidemic.

It’s not a shortage of information but rather a shortage of time to obtain, study and focus this knowledge of which we’re in short supply. We need help in filtering the data in order that we assimilate what’s important. Businesses that fill this need (whether it’s their main focus or not) will do well in the years ahead.

Like Ben Franklin said, “If a man empties his purse in his head, no one can take it away from him. An investment in knowledge always pays the best interest.” And remember, information—or rather the acquisition of knowledge—is rarely free.

SuccessNet Resources

Your Core Values™ eCourse

Discover, define and begin living in accordance with your true values.

<http://YourCoreValues.com>

Make it a Great Day™

Daily motivation and inspiration to help you excel. For employers and employees who want to make every day more productive and fulfilling—to make *every* day a great day.

<http://MakeitaGreatDay.biz>

World Class Business™

Take your business to the next level.

<http://WorldClassBusiness.com>

101 Best Ways to Get Ahead

What if the most successful people in the world gave you their best advice to help you achieve your highest potential? What kind of difference would that make in your life—personally and professionally?

<http://101BestWays.com>

101 Best Ways to Be Your Best

Practical Wisdom to Help You Maximize Your Unique Potential
A compilation of the most popular articles Michael Angier has written over the last 10 years—now all in one book.

<http://101BestWays.com>

SuccessMark™ Cards

Inspirational and motivational online greeting cards—free!

<http://SuccessMarkCards.com>

Michael Angier, speaker, coach and consultant

Michael works with senior executives who want to build world class companies and with people who want to do value-driven work.

<http://MichaelAngier.com>

About Success Net

SuccessNet is an international association of people committed to operating at their best—to creating excellence in every aspect of their lives and throughout their respective organizations. We support people in developing the skills, knowledge, belief and passion to achieve their dreams.

OUR MISSION:
to inform, inspire and
empower people to
be their best—
personally and
professionally.

SuccessNet is dedicated to helping you become more knowledgeable, prosperous and effective. In addition to our publications, we provide a complete membership package dedicated to making your road to success easier and more fun.

Since 1995, over 150,000 people from all around the globe have benefited from the SuccessNet experience.

People from all walks of life become members: small-business owners, managers and people who want to get ahead in their careers. Our members want to maximize their potential, improve the quality of their lives and make a lasting difference in the world.

SuccessNet is for great people who want to become even better.

Free Access (and free reports)

Visit <http://SuccessNet.org> or by sending an email to subscribe@SuccessNet.org

Visit our web site at <http://SuccessNet.org>

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