

INSTRUCTIONS

1. Under the “Initiatives” column, list the 3 to 7 initiatives or areas you will focus on next year. I wrote “Speaking,” “Consulting,” “Training,” “Fund,” “Media,” and “PhD.” These are the five areas of my career.
2. Starting with the last column, “Dec 31, 2012,” fill in 1 to 3 outcomes you want to achieve for each initiative by the end of the year. Ask “what do I want to be true?” For example, for “Speaking,” I wrote my target keynote speaking fee and the number of speeches I want to give in 2012. For “Media,” I wrote that I want to launch my own TV show.
3. Fill in the matrix. Work backward from your year-end desired outcomes and fill in what must be true in each prior quarter. For example, if I want my speaking fee to be X, I need it to be at 80% of that the quarter before.
4. Every morning invest 10 minutes envisioning. Pull out your matrix and imagine quarter by quarter you realizing your goals and see how that build up to you realizing your year-end vision. Think about what it would look and feel like to have achieved or exceeded your goals across each row. Thomas Edison supposedly did something similar, thinking about what it would feel like to have found a solution. Being attached to the feeling of victory makes you want it; wanting it makes you take the action and see the opportunities to realize it.