

# **7 Habits of Highly Effective People: Habit 2**

**Monday Call, June 4, 2007**

**Incentive: 2 more weeks...still time**

**20/20: Had enough already?**

Habit 2: Begin with the End in Mind

“What lies behind us and what lies before us are tiny matters compared to what lies within us.” Oliver Wendell Holmes

## 1. Attend your own funeral

Set the stage for this habit by going to your own funeral...4 speakers: one from your family, friends, work and church. What would they say? What would you like them to say?

If you really worked at this, you will have touched upon many of your fundamental values.

Begin with the End in Mind is about starting today and hereinafter every day with the image, picture or paradigm of the end of your life as your frame of reference.

Each day contributes in a meaningful way to the vision you have of your life.

Helps with your ability to separate busy from effective.

We may be very busy, very efficient but never effective if we fail to begin with the end in mind.

## 2. All things are created twice

There is a mental creation first before the physical creation.

Examples: a house first has blueprints and then the construction.

Business is first started with plans and then built...failure to plan is plan to fail.

We are either the second creation of our own proactive design or we are the second creation of other peoples' agendas, other circumstances, or of past habits.

## 3. Leadership is the first creation; management is the second

Leadership versus management: know the difference

Give the example of producers cutting through the jungle

Effective is not how much effort, but is the effort in the right

direction.

“Efficient management without leadership is like straightening the chairs on the Titanic.”

So as a leader you must stop dealing with the urgent, daily matters, and be the visionary of the future.

We really are in the job of re-scripting versus creating...why?

Because our values, programs, paradigms have been scripted from our past, our experiences. So we first must go through self-awareness to find them, then with our imagination and conscience, re-script.

Then and only then are the paradigms from which our behavior and attitude flow are congruent with our deepest values.

#### 4. Method to Begin with the End in Mind

##### 1) develop a mission statement

Base your mission statement on

- a) what you want to be, your character
- b) what you want to do, your contributions
- c) the values and principles upon which being and doing are based.

Have balance by first looking at all roles you play in your life.

A personal mission statement is like the US Constitution, fundamentally changeless. This can not be done in one sitting but takes time, in depth analysis, and rework until you create it. Start today by collecting notes quotes and ideas of what you may want to use in yours.

The key to the ability to change is a changeless sense of who you are, what you are about and what you value.

##### 2) develop a mission statement for your family

Get all family members to participate. It becomes the framework for thinking and governing the family.

Place on a wall in the house.

##### 3) develop a mission statement at your employment

All employees to be involved. It will set the criterion for how decisions will be made and how the people will interact with each other as well as treat customers.

It creates a great unity and level of commitment.

Code of Honor in a Team is one example of this.

#### 5. Must know/re-choose your “Center of your Circle of Influence”

- a) Whatever is at our center will be our source of

- 1) security: on a continuum from extreme insecurity where life is buffeted by fickle sources to a high intrinsic self worth
- 2) guidance: on a continuum from dependence on a social mirror or other unstable view, to strong inner direction.
- 3) wisdom: on a continuum from an inaccurate map where everything is distorted, no fit, to a map of life where all parts and principles fit.
- 4) power: on a continuum from immobilization or a puppet on someone else's strings, to a high level of proactivity, acting from your own values.

b) Here are several centers or core paradigms people tend to have and the four factors as they relate:

Family centered:

Spouse centered:

Money centered:

Possession centered:

Friends centered:

Church centered:

Self centered:

Pleasure centered:

Work centered:

Enemy centered:

More often than not a person fluctuates between different centers, a center is activated and then another displaces it as other circumstances arise.

Best results are achieved if you have one clear center from which your strength in all 4 categories (security, guidance, wisdom, power) is maximized.

Thus, our goal should be to be Principle Centered: centering our lives on truths, timeless unchanging principles: a center that puts all other centers in perspective.

c) Example of how this looks: You have invited your wife to a concert on Thursday night after work. At 4:00p.m. Thursday your boss comes in and needs your help through the evening for a 9:00 a.m meeting the next morning. How do you respond? Answer for yourself and then let's run through all the "centers."

## 6. Ways to keep Focus on your vision and values around leadership

- 1) visualization is critical so tap into that creative side of the brain  
Peak performers in athletics always visualize

2) affirmations are critical to keep the focus/regain the focus

Written affirmations should have 5 basic ingredients:

- a) personal
- b) positive
- c) present tense
- d) visual
- e) emotional

ie “It is deeply satisfying that I respond with wisdom, love, firmness and self-control when my children misbehave.”

Now instead of living out the scripts given to you by your own parents you will change your behavior to live out your own core values.