

"How Will You Measure Your Life?"

Monday August 2, 2010

ISKA: New Ad on ESPN2

Last week of BP 8

Reactivation with Real Passion

Accelerated Income Plan...Monday Call material?

Mannaquest...do not miss! Price goes up August 10; weekly drawings

Tuesday Night: Merri-jo is speaking at corporate

"How Will You Measure your Life?" by Clayton Christensen, Harvard Business Review...recalibrating your worldview and definition of success

1. Disruptive technology
 - a. When people ask you what they should do, run it through one of your models
 - b. Teach people how to think...then they will answer their own question more insightfully than you could

2. Apply to Personal lives: answer 3 questions
 - a. How can I be sure I will be happy in my career?
 - b. How can I be sure my relationships with spouse and family become an enduring source of happiness?
 - c. How can I be sure that I'll stay out of jail?

3. Theory to give insight into question #1
 - a. Frederick Herzberg asserts that the powerful motivator in our lives is not money...it is the opportunity to learn, grow in responsibilities, contribute to others, and be recognized for achievements.
 - b. Imagine working and feeling unappreciated, unimportant, not growing...how does this affect your beingness with your kids and spouse?
 - c. Now imagine learning daily, getting more responsibilities, pouring into others, contributing to the success of the team and getting recognition? How do you now behave at home?
Management is the most noble of professions, offering the ability to impact people on all these levels.

4. Theory that is helpful in answering question #2
 - a. Concerns how strategy is defined and implemented. Most

companies decision-making systems are designed to steer investments to initiatives that offer the most tangible and immediate returns. This results in shortchanging investments in initiatives that are crucial to their long-term strategies. Compare to grads of Harvard coming back, unhappy, divorced, alienated from their children. And yet a lot of them implemented that strategy...they did not keep the purpose of their lives in front of them as they decided how to spend their time, talents and energy.

5. Author viewed understanding his purpose as essential so every night while in grad school he dedicated 1 hour reading, thinking praying about why God put him on this earth. "It's the single most useful thing I've ever learned." He applies it every day, while all else he learned in grad school might get applied a couple times a year.

"The choice and successful pursuit of a profession is but one tool for achieving your purpose. But without a purpose, life can become hollow."

6. Allocate Your Resources

a. Time, energy and talent are your resources. When you have a high need for achievement (like Harvard grads), you tend to allocate your resources unconsciously to short term perspective...activities that yield the most tangible accomplishments. On the other hand, investing in your spouse, kids does not generally have immediate results...that is investment in long term relationships.

b. In business, the same sobering results occur by being predisposed toward endeavors that offer immediate gratification: failure of those things that really matter.

7. Create a Culture

a. Model called "Tools of Cooperation": being a visionary is not enough. We must have the ability to persuade employees (associates) who might not see the changes ahead to work cooperatively to take the company in the new direction.

b. Culture is critical when coercion is not going to work. Look at the teenagers...if had established a culture of behaving respectfully toward another, obey their parents, and choose the right thing to do...what a difference.

c. What is the culture you want for your downline? Strong self esteem and confidence come from bite-size success. So, what is your

strategy?

8. Avoid the "Marginal Costs" Mistake...answering question #3
 - a. In business, in evaluating alternative investments, taught to ignore sunk and fixed costs. Base decisions on marginal costs and revenues. This causes companies to bias themselves on leveraging off what worked in the past instead of guiding them to create the capabilities they will need in the future. If past =future, this is fine. But if not, it's the wrong thing to do.
 - b. Unconsciously we often employ the marginal cost doctrine in our personal lives when we choose between right and wrong. The marginal cost of doing something wrong "just this one time" always seems alluring. It suckers you in. "Justification for infidelity and dishonesty in all their manifestations lies in the marginal cost economics of "just this once."
 - c. Author found that it is easier to hold to your principles 100% of the time than it is 98% of the time.

9. Remember the Importance of Humility
 - a. One characteristic of these humble people is they all had a high level of self-esteem. Humility is not about lessening one-self rather the esteem with which you regard others.
 - b. Always take the attitude that everyone has something to offer you...you can learn from anyone. Your learning opportunities are unlimited.

10. Choose the Right Yardstick
 - a. Author was diagnosed with cancer. Overcame but the experience gave him some insight into his life.
 - b. It is clear how his ideas created great revenue for companies but that became unimportant. "Don't worry about the level of individual prominence you have achieve; worry about the individuals you have helped become better people."