

**Begin With the End in Mind**  
**Habit #4 to get to the Right Quadrant**  
**Monday, June 6, 2005**

***Incentive:*** 6 weeks to go...where are you? Next week we'll do Blitz!  
How many points do you need? divide by 6 and commit to this many  
each week as a minimum. Just Do It!

***Denver National:*** Review...see attached

1. The four Quadrants: Kiyosaki "Rich Dad Poor Dad"

Examining the four quadrants:

E: Employee

S: Self-employed

**B: Business Owner: Effective Mannatech Distributor**

I: Investor

To move from E or S to B (which should be your goal if you want to be successful in network marketing), there are a number of habits you want to develop. One is to Begin with the End in Mind (see Stephen Covey's "The 7 Habits of Highly Effective People")

2. What does it mean to Begin with the End in Mind?

A. To start with a clear understanding of your destination.

Those in the S and E quadrant many times spend more time on the "Do" in the Be-Do-Have triangle. They work at keeping busy. It is very easy to get caught up in the keeping busy mode, the activity trap...especially in Mannatech. Analyze your own daily behavior. It is easy to be busy and not effective.

B. We need to determine our deep fundamental values. How? A great technique is to isolate yourself with no distractions. Then picture a funeral, with all your friends, relatives, business associates. Now, see it as your funeral...what do you want people to be saying about you? What memories of your life? The contributions you have made? The person you became? The obituary they would write? Take the time to write this out in detail.

3. Everything is created twice.

A. There is a mental or first creation which is this Habit. Then there is the physical or second creation which is carrying out the first. This is true about all we do: build a house (first have blueprints), build a

business (have a business plan, an end in mind, etc.).

B. Do you live by design or by default? If you fail to draft your own “script”, other people will script your life. Do you see that in your life today? Whose ideas of your life are you living? Your parents? Your spouse? Your pastor? Or are you a blade of grass that changes design as new people enter your life? Are people dictating to you or truly helping you find your script? This is one reason you can not draft someone else’s goals...they must be that person’s or they will never be inherently successful.

“These scripts come from people, not principles. And they rise out of our deep vulnerabilities, our deep dependency on others and our needs for acceptance and love, for belonging, for a sense of importance and worth, for a feeling that we matter. Whether we are aware of it or not, whether we are in control of it or not, there is a first creation to every part of our lives. We are either the second creation of our own proactive design, or we are the second creation of other people’s agendas, of circumstances, or of past habits.”

C. Leadership is the first creation...where are you going? What are you going to accomplish? Management is the second creation...how are you going to accomplish it?

We need leadership first, and then management...so many of us just have management especially in the S quadrant.

“No management success can compensate for the failure in leadership.”

D. With imagination and conscience together with self-awareness, we can re-write our own script.

Imagination: we can visualize the uncreated worlds of potential that lie within us

Conscience: we can come in contact with universal laws or principles with our own singular talents and avenues of contribution.

#### 4. Most effective way to Begin with the End in Mind: develop your own Mission Statement

A. Each individual is unique so we all have a unique statement.

Whatever is at the center of our life will be the source of our guidance, security, wisdom and power.

Security: is your sense of worth, your self esteem, your emotional anchorage, your basic personal strength or lack of it.

Guidance: your source of direction in life; principles and implicit criteria that govern moment by moment decision-making and doing.

Wisdom: your perspective on life, your sense of balance, your understanding of how various parts, principles apply and relate to each other.

Power: is the faculty or capacity to act, the strength and potency to accomplish something. It is the vital energy to make choices and decisions.

B. Common centers experienced by people:

Spouse centeredness, family, money, work, possession, pleasure, church, friend/enemy, self-centeredness.

Which one are you? What is common for the S quadrant?

Our ideal is to create one clear center from which you consistently derive a high degree of security, guidance, wisdom and power. By centering our lives on principles, we create that solid foundation for development of these four life support factors.

C. Start by collecting notes, quotes and ideas you may want to use as resources in writing your personal mission statement. Make this happen and the abundance will flow endlessly in your life. The process is as important as the product...for writing a Personal Mission Statement will change your life.

You may find your missions statement will be better balanced, easier to work with if you break it down into the specific role areas of your life and the goals you want to accomplish in each.

"Personal leadership is not a singular experience. It does not begin and end in writing a Personal Mission Statement. It is, rather, the ongoing process of keeping your vision and values before you and aligning your life to be congruent with those most important things."