

COMPLETE SET THE JIM ROHN GUIDES TO

JIM ROHN

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A NOTE ON THESE GUIDES

- The text of these guides is based on transcripts of Jim Rohn's most popular lectures and writings on the subjects of time management, personal development, leadership, goal setting and communication. His original words have been transcribed, edited, rearranged and slightly modified in some instances for greater clarity.
- You may recognize a familiar pace to the text. It is our hope that Jim's easy conversational tone and speaking style come across in your reading of each and every page.
- The intent of these guides is to provide a concise, easy-to-read treatment of the subject matter that can be read in a short sitting of 15 to 20 minutes per subject.

THE JIM ROHN GUIDE TO TIME MANAGEMENT

THE DIGNITY OF CHOICE

- Success is not a stereotype. Success is not a Ferrari. Success is not an automobile. It's not a house. It's not a place. It's not money in the bank. It's not a million dollars. Success is the continual unfolding of the design of your own life and pulling it off.
- Being successful in whatever you want to do that makes sense to you, for you and your family. Take on responsibilities or refuse them, it's all up to you. We've been given the power of choice.
- Every life form except human beings operates by instinct in the genetic code. It has no multiple choice. Humans can change and do anything they want to do. We've been given the dignity.

Every life form except humans strives to the max of its potential. How tall will a tree grow? As tall as it possibly can. You've never heard of a tree growing half as high as it could. No, that is impossible. A tree grows as high as it can, drives down every root it can, produces every leaf it can, extends itself as far as it possibly can. Every life form extends to the max, except human beings. Now why not human beings? Because we're not robots. We've been given the dignity of choice. (Also in 12 Pillars Book)

DO IT ALL OR DON'T

- Be part of or all of what you have the potential to be.
- You can do a little, do some, do some more. Take advice, but don't take orders. Take information, take training, take teaching, but don't take orders from anyone that tells you how you need to live and what you need to own and what you need to do.
- *"As I would not be a slave, so I would not be a master." - Abraham Lincoln*

WEIGH THE COST

- Time management might be to step down to something easier that doesn't stress you with the constraints of time.
- Don't put yourself in the straitjacket of something that's not to your choosing and not to your liking. Now if you really want the prize, to become a multimillionaire and run a company, fine. Then you've got to pay the price. But hey, it's strictly up to you. There are no requirements here. Where is it written? There is no law. The key is to try to design your life. Yes, you might try something and say, "This costs me too much. I'm away from my family, I'm gone." So this is valid.
- It's not the money. It's not the success. You've got to make sure everything works. Not something at the expense of everything. At the expense of everything turns out to be too costly.

BALANCING ACT

- Life at its best and most fulfilled, I think, is a balancing act to make everything work.
- It's a challenge to try to fit, compromise, make it work, make all systems work so you don't sacrifice everything for something.
- Make yourself more valuable. Get more from yourself so that you become much more accomplished in an hour that used to take a week. That is the easiest of time management

MAJOR VS. MINOR

- Here's a key phrase: Either you run the day or it runs you. Getting in charge, mastering the situation, this is the big challenge.
- It's not the hours you put in; it's what you put in the hours that count. Don't mistake movement for achievement. Busy, busy, busy, that may not be the deal. It's the doing what that's the deal. Some people are busy all day long doing figure eights. They're not making much forward progress.
- Here are some time management essentials: ***Learn to separate majors and minors.***
Here's what we teach in sales: *the most important time in a salesperson's career is time in the presence of the prospect -- that's called major time.*
Here's minor time—*on the way to the prospect. Thinking about prospects and how it's going to go in the future, that's called minor time.*
- You've just got to arrange your career so that most often you're in the presence of. Not on the way to, not keeping books on, not thinking about, and not making records for. Make sure you don't spend major time on minor things.

CONCENTRATION

- Many times it takes a lot less time when you concentrate. If you get distracted, it takes a whole day because of the distraction. But if you concentrate, it could take an hour instead of a day.
- "Wherever you are, be there." – from Reader's Digest
- Don't start the day till you get to the work. On the way, enjoy the way. At breakfast, enjoy the breakfast. Some guys in business, they're already at the office at the breakfast table.
- Learn to say no. Do you say yes, yes, yes, yes? Then you find yourself so overloaded on your calendar that it eats up all the time. Learn to say no politely. It's easier to say, "*I don't think so, but if that changes I'll call,*" than to say, "*Oh, yes,*" and then try to figure out ways to make the call and not to make it. "*Don't let your mouth overload your back.*"

WHEN YOU WORK, WORK

- When you work, work. When you play, play. Don't mix the two.
- Work is too serious. Economics is a serious business. Economics is a serious subject because you're trading part of your life being economically sustained and providing protection for you and your family for generations to come.
- Establish that reputation that you don't fool around at work. You've got to consider work like the farmer in the spring. He can't play around. He's only got a short season.
- Develop that reputation not just for other people but for yourself, for your own self-esteem, that says when you work, you work.

ANALYZE YOURSELF

- Analyze how you are and see if you can at least be covered. If you're not good at something, then get somebody to take care of it instead of delaying all of the time doing it yourself.
- Either you do it or you can let somebody cover for you and get it done so that you can concentrate on more essential, more important things.

BEWARE OF THE PHONE

- With all the new stuff now, here's what you've got to do at home—you've got to shut everything off and have dinner with your family. You just shut everything off. Now they've got it where the messages will be taken and everything will be taken, but you've just got to say this time, we shut out the world. It doesn't matter if the president calls. It doesn't matter who calls. They've got to wait for at least an hour till I'm finished with my family. Your family will take great delight in you shutting out the world.

READ THE BOOKS

- Here's another key on time management. Read the books. If you need some specific help, there's a book for it.

THINK ON PAPER

- Learn to think on paper. You solve problems on paper.
- Keep a journal.
 - I used to keep notes on pieces of paper, torn off corners, backs of old envelopes, restaurant placemats thrown in a drawer. Guess what? They didn't serve me well.*
- Start keeping more records of ideas that come your way, whether it's a recipe or a colossal business idea or the schedule for the next few ball games that are coming up. It doesn't matter what. Just load stuff in there and then load up another one and load up another one. You will be proud someday that you kept these journals.

PROJECTS BOOK

- Whatever project you're working on, get a three-ring binder and keep little notes on that project and how it's going. When you finish the project, you file it somewhere.
- If you're working with a person, you record that person's name and just keep a little running account of how it's going between you and the person. If you're in sales, you've got some salespeople in there to keep track of. Give them each a page. Give them each a partition in your projects book. When you're about to speak to them, do a little review of what you talked about last time.

A FINAL THOUGHT

- It's an obvious—yet often overlooked—truth: rich people have 24 hours a day and poor people have 24 hours a day. The difference between the rich and the poor is in the management of that time. Successful people often work harder and longer than most, but they almost always work smarter.
- If we get more from ourselves, if we can make an hour as valuable as 10 hours used to be, we can get as much done in a day as we used to get done in a week. Imagine the potential compounding effect of working smarter.

THE JIM ROHN GUIDE TO PERSONAL DEVELOPMENT

- Learn to work harder on yourself than you do on your job. The important question to ask on the job is not, "What am I getting?" Instead, you should ask, "What am I becoming?" What you become directly influences what you get. Think of it this way: Most of what you have today, you have attracted by becoming the person you are today.
- The great axiom of life: *To have more than you've got, become more than you are.*

PERSONAL DEVELOPMENT IS NOT AN EASY MATTER

- Personal development is a push. It's a struggle. It's a challenge. There wouldn't be any winning without a challenge.
- Inspiration is fine, but inspiration must lead to discipline. It's one thing to be motivated, but it's another thing to be motivated sufficiently to take the classes, do the reading, do the repetition, go through it

over and over, until it becomes part of you. And those are challenges. They're not easy, but they're challenges that if you win and develop and grow, that's what determines your place, your return, your equity, the worth you get from the marketplace.

THREE PARTS OF PERSONAL DEVELOPMENT

1. *Spiritual*

2. *Physical*

- *Physical well-being* -- feeling good about yourself physically, so that you stride into the marketplace with a sense of self-worth, self-confidence, having taken care of that end of it. It covers several parts, including good nutrition.
- *Physical appearance*. Be skillful enough to take care of your appearance in the marketplace. It has a lot to do with your acceptance. A big share of it is how you appear to other people—on the job, performing, company, community.
- Be conscious of self, but not self-conscious.

3. *Mental*

- Stretching your mind, developing good thinking habits, good study habits, pursuing ideas, and trying to find ways to apply them to human behavior and the marketplace. All of that takes mind-stretch and mind-exercise.
- If you always back away from something that seems a little difficult at first, you leave yourself weak. Don't be afraid to tackle the heavyweight stuff.

LEARN THE OTHER SIDE OF THE ARGUMENT

- Whether you're debating spiritual, political, physical, behavior, whatever it is, don't be afraid of the other side of the argument. If you're strong mentally, you can handle it.
- Give credit to somebody who's got a good point. Even though you don't agree with their argument, you must agree that they came up with a good point.

YOUR PERSONAL DEVELOPMENT LIBRARY

- Education is a lifetime process. We keep putting ourselves through the paces to learn.
- *"Standard education gets you standard results."* -- Mr. Shoaff
He said why not go beyond the standard and the average and the acceptable and become the advantaged, the extraordinary, or the extra-capable?
- Your library needs to be balanced like the pantry in your kitchen. You can't be strong just on the easy stuff. You've got to tackle the full range. We should study history, biographies and autobiographies. Study people who have done unique things, both admirable and despicable. We need to be students of both.
- We need the full range of culture: dance, the arts, literature. Then we need books on geography and language. We need to study a bit of law. No matter what you're going to do in life, we all need a bit of fundamentals on law, contracts, what to sign, what not to sign. Almost everything now has legal implications.

FOUR STEPS TO SUCCESS

1. *Good Ideas*

- Ideas are the life seeds of enterprise. Never cease your quest for knowledge. Finding ideas can be life-changing. Business ideas, social ideas, personal ideas—nothing is as powerful as an idea whose time has come.

2. *Good Plans*

Plans give birth to ideas. Riches do not come by crossing your fingers and walking through the day hoping. Riches and wealth come from well-laid plans.

3. *The Passing of Time*

You planted in the spring and now the creditors are on you in the summer. We have a tendency to walk out into the field and say, “Grow crop, grow, they’re on me.” But we have to learn to wait. Part of success is patience. We Americans probably have to learn patience more than any other people on earth in our push-button society, right?

4. Solving Problems

Problem solving is where enterprise comes from. This is how you build worth and wealth.

Neil Armstrong put it fairly simply. He said going to the moon and back was simply a matter of solving problems.

Problem 1: how to get there.

Problem 2: how to get back. That’s simple, right?

He said make sure you don’t leave until you’ve solved both problems.

Some things are complicated, but if you take it one piece at a time—solve the problems, put it back together—you can’t believe the enterprise you can build, the life you can build, the skills you can build. Take it a piece at a time, master it, and then put it back together to solve it.

PUT IT ON PAPER

- Take a piece of paper and just spend a little time outlining the problem. It helps you to focus. It helps you to zero in.
- When you state the problem to the best of your ability, you just add this one question. Is that all of it. We’re not to dwell on problems but at least you have got to state them. Because you can’t solve them until you clearly define them.

THREE SIMPLE QUESTIONS

1. What Can I Do?

Start by developing what we call working papers. Working papers simply are doing your best. You just start laying out possible solutions. Then go back and analyze these solutions.

2. What Can I Read?

Sure enough, there may be a book, there may be a text, there may be an audio program, there may be a video, and there may be some form of an outline on your particular problem.

3. Who Can I Ask?

Don’t hesitate to ask. Don’t ask first. If you always just ask, usually you don’t develop the skills in solving problems. What’s more valuable than the solution to a problem? Answer: the skills of solving problems

THE FIVE ABILITIES

1. Absorb

Develop the ability to absorb, the ability to soak in, take in, be like a sponge. See how much you can get from a day—how much advice, how much information, how much color, how much sight and sound to add to your worth and your wealth and your equity of mind.

2. Respond

Develop the skill to respond, the ability to be affected by what you see and hear and sense. Success is not just knowledge. Success is response to knowledge. Success is not just experience. Success is emotion created from experience.

3. Reflect

Let me give you some good times to reflect. Take just a few minutes at the end of the day and go back over the day. Find a place, if you can, to be alone, and just go back and think through the day. Where have you been? What did you see? What did you hear? What did you feel? If you’ll just relive it, go back through it, I’m telling you it will add multiplied value to you.

Why go back over, why run the tapes again? To make the past more valuable.

Why try to make your life valuable? To invest it in the future.

4. Act

Develop the ability to act, the ability to take action on your feelings and your knowledge. Disciplined activity is the most demanding of arts to take you where you want to go. The books you read, the actions you take, the disciplines you engage in on a daily basis, those are the activities that are taking you somewhere, and all of us need to take a look at where our daily activities are taking us. The activity of learning, the activity of mind, health disciplines, wealth disciplines, culture disciplines, all values come from disciplines. Ideas put into disciplined activity create value.

5. **Share**

Sharing is a unique human capacity. Sharing is a phenomenon, especially in the human experience. It seems when we share we are the bigger and better for it. It seems like if you share something and give it away, you'd have less. But it's a paradox. What you share creates more for you. You're not diminished by sharing. You're increased.

HAVE SOMETHING GOOD TO SAY

- You can't speak what you don't know. Talking is like writing a check. You want to make sure you've got a verbal check that will cash when you get ready to talk. Have something good to share. Have something good to say.

SAY IT WELL

- Part of the gift of language is saying it uniquely.
Winston Churchill had the unique ability to take the English language and send it into battle. The words he composed and the speeches he gave and the language and style gave such hope and uniqueness and structure to the free world that soon the enemy was defeated. But part of it was the structure of the language, the skill, the gift of saying things well. It is one of those incredible skills.

READ YOUR AUDIENCE -- Learning to read, to see, to study the reflection of whoever you're communicating with. That's an art, a skill.

SAY IT WITH INTENSITY -- Words can have power if they're loaded with emotion and belief, courage, love, understanding, awareness, sympathy, concern, being touched by somebody. If you put more of that into what you say, it'll have an incredible effect.

THE PERSON YOU WISH TO BECOME

- Promise is on the other side of price. For the promise, you must always pay the price. If you want the glory of success, the glory of a unique family, the glory and the recognition of a unique enterprise, the glory of a job well done, then you've got to pay upfront. And the discipline of developing skills for the marketplace is part of the pay. But once you get a taste of value, you don't mind paying the discipline

THE JIM ROHN GUIDE TO LEADERSHIP

- I want to begin by recognizing one of the most challenging roles in leadership—parenting. Unless we take our children by the hand and strengthen the family foundation, the nation is shaky. Parenting is where it all begins. A lot of parents are hoping someone else will exercise the leadership role— teachers or the church or the school or the community—somebody will take up the task of being the example of leadership. But this is a challenge for parents to take up themselves, to become leaders.

THE CHALLENGE OF LEADERSHIP

- It was said of **Abraham Lincoln** that when his mother died he was at her bedside, and her last words to him were: "*Be somebody, Abe.*" That's a good challenge. Be somebody. Be somebody wise. Be somebody strong. Strength is attractive. Be somebody kind. All of the attributes of leadership are a unique challenge.

- Leadership is the challenge to step up to a new level, a new dimension. Here's what this new dimension has: opportunity and responsibility.
- *Leadership by invitation. Not leadership by threat. Not leadership by aggravation. Not leadership by intimidation*—that shows the weakness of the leader or shows ego at work instead of skills. Leadership by invitation. Invite somebody to a better way of doing things.
- *Leadership by inspiration.* Inspire somebody to make the necessary changes to move up or to get the job done. As leaders, we inspire.

BE STRONG BUT NOT RUDE

BE KIND BUT NOT WEAK -- Some people mistake kindness for weakness. And it's a great mistake. Kindness isn't weak. Kindness is a certain unusual strength.

BE BOLD BUT NOT A BULLY

BE HUMBLE BUT NOT TIMID -- Some people mistake timidity for humility. Humility is a virtue. Timidity is an illness. Humility is a virtue. Expand your ability to understand the vastness of it all and how small we are in relation to everything

BE THOUGHTFUL BUT NOT LAZY

BE PROUD BUT NOT ARROGANT -- There's something to be said for team pride and community pride, company pride, personal pride. But don't cross the line to where being proud becomes arrogance. Arrogance from ignorance. That's the worst kind. If a guy's smart and arrogant, we can tolerate that. But if a guy's dumb and arrogant, that's hard to take.

HAVE HUMOR WITHOUT FOLLY

THE LAW OF SOWING AND REAPING

- In order to reap, you must sow. Reaping is reserved for those who sow, who plant. To deserve the harvest, you must plant the seed.
- Here's something else about the law of sowing and reaping. You don't reap only what you sow. That's important to understand. You reap much more than what you sow.
- An important thing to understand about that is it works both positive and negative. "If you sow the wind, you don't reap wind, you reap a whirlwind."
On the positive side. If you plant a cup of corn, how much do you get back, a cup? No, a bushel for the cup.

THE LAW OF AVERAGES

- One of the most important basic laws of leadership to learn is the law of averages. If you do something often enough, you'll get a ratio of results. Once you understand that, the world is yours.
- Here's what happens with the law of averages: Once it starts, it tends to continue. If you talk to ten and get one, chances are excellent that if you talk to ten more you'll get another one.
- Here's what I do if I'm new. I make up in numbers what I lack in skill. I make up in numbers what I first lack in skill. Now when my skills increase, I don't have to do a hundred to get ten.
- Here's what else is exciting: The law of averages can be increased. At first you only get one out of ten. But the better you get, the more skills you develop, and you can get two out of ten, and then three out of ten. And you don't need more than two or three out of ten to get rich.

THE 80/20 RULE

- There's an old leadership rule that's been around a long time. It says twenty percent of the people do eighty percent of the business, and eighty percent do twenty percent. This is something you don't try to change or rearrange. It's part of the deal. These laws are just something you understand and work with.

- How do you work with The 80/20 Rule?
Part of it is time management. You can only give twenty percent of your time to the eighty percent because they're only producing twenty percent. Now, you can give eighty percent of your time to the twenty percent. Remember, the pull is in the opposite direction. You can work individually with the twenty percent, but you can only work in a group setting with the eighty percent.

THE LAW OF FAITH

- Faith is the ability to see things that don't yet exist. Faith, though, can turn difficulty into reality, positive reality.

SEE IT AS IT IS

- Faith doesn't mind seeing it as it is because faith is a miracle worker. Faith does not ignore the negative. Faith uses the negative because if there was no negative then there'd be no need for faith. You need faith because it isn't okay. If it isn't working, then it isn't working. If it's a mess, then it's a mess. Faith doesn't mind admitting that.

SEE IT BETTER THAN IT IS

- Humans have this incredible ability to look into tomorrow, to look into next week. So we not only have the ability to see it as it is—the beginning of faith—but also to see it better than it is. Dream the dreams, make the plans, visualize, use your imagination and see it better than it is.

MAKE IT BETTER THAN IT IS

- If you invest faith in the action, you can take any situation and make it better than it is.

DON'T SEE IT FOR MORE THAN IT CAN BECOME

- Don't see it for more than it can become so that you move into folly instead of faith. Plenty is possible without being foolish in your faith exercise.

IT MIGHT BE WORSE THAN YOU FIRST SEE IT

- Sometimes you just look at the surface. You'd better look underneath. Not to overblow it now, but to make sure you see it as bad as it really is.

IT MIGHT BE FAR MORE IN THE FUTURE

- Take the early steps of faith. Whatever you can see as possible to become, start believing that. As that starts to take hold, you'll be able to see it for more and for more and for more, and the possibilities will start to increase in your own imagination.

WORK WITH THE PEOPLE WHO DESERVE IT

- In leading people, learn to work with the people who deserve it, not the people who need it. You've got to set up objectives ahead of time to determine who deserves it. Monitor results, accomplishments, then you know who deserves it. Don't respond to need. Respond to who deserves.

TEACH PEOPLE HOW TO DESERVE IT

- Teaching people and moving them from need to deserve starts to accelerate their self-esteem. Self-esteem leads to action, action leads to progress, and progress leads to fortune.

LET PEOPLE GROW AND DEVELOP

- You cannot change people, but they can change themselves. The best you can do is to inspire, teach, pray and hope. Be happy with the smallest progress, give some rewards and a pat on the back.

KNOW THAT THERE IS BOTH GOOD AND EVIL

- That's the beginning of civilization—becoming the most of the good and the least of the bad. Character is a core element of leadership.
- The story about the frog and the scorpion

The frog and the scorpion appear on the bank of the river at the same time, and the frog is about to jump in and swim to the other side. The scorpion sees what's about to happen and engages the frog in conversation. He says, "Mr. Frog, I'm a scorpion and I can't swim. Would you be so kind as to let me hop on your back? You swim across the river, and just deposit me on the other side. I'd be grateful." The frog looks at the scorpion and says, "No way. Scorpions sting frogs and kill them. I'd get out there halfway, you'd sting me, and I'd drown." The scorpion said, "Mr. Frog, with your frog brain, you're not thinking. If I stung you out there halfway, you'd drown and I'd drown. And I'm not interested in committing suicide. I just want to get to the other side. Please do me the favor." The frog says, "Okay, that makes sense. Hop on." The scorpion hops on the frog's back, and the frog starts across the river. Sure enough, halfway across the river the scorpion stings the frog. They're both in the water about to go down. The frog cannot believe what's happened, and he says, "Why did you do that? I'm about to drown and die, but so are you. Why would you do that?" And the scorpion said, "Because I am a scorpion." It's his nature, his character. Make note of this: You can't take a chance. You've got to know the scorpion.

SIX ESSENTIAL TRAITS OF GOOD CHARACTER

1. **Integrity**

The root of integrity means "whole" or "undivided" You don't act one way in one situation and another in a different situation. There is integrity and wholeness to your life.

2. **Honesty**

Honesty is the only policy for great leaders.

3. **Loyalty**

People want to follow a leader who will stretch them beyond where they are now, but who'll also allow them to try—and to fail.

4. **Self-Sacrifice**

When a leader shows sacrifice of personal gain, it says to the followers that they are willing to come alongside of them—and followers reward that almost universally.

5. **Accountability**

The need for accountability doesn't prove lack of character. Rather, it proves the presence of character.

6. **Self-Control**

SKILL DEVELOPMENT

- Skill development is important in and of itself, if for no other reason than the fact that as humans, we were designed to grow.
- It is important because it brings us fulfillment and it will advance our career.

THE SKILLS GREAT LEADERS MUST MASTER

1. **The Ability to be Inspirational**

2. **Good Communication—Especially Vision.**

3. **The Ability and Will to Delegate**

There is an *old proverb that says, "One can put 1,000 to flight and two can put 10,000 to flight."* When we delegate to capable people, we increase our effectiveness and impact exponentially.

4. **The Ability to Teach Important Principles**

Christ, the greatest leader in history (his organization thrives in every country 2,000 years after his death), primarily led people by teaching them with stories. A good example of a modern-day business leader who used teaching is Jack Welch, former CEO of General Electric. When Welch began leading GE, it had a market

cap of \$4 billion. Before he retired, it had reached as high as \$400 billion. The core of his leadership? Teaching.

5. *The Ability to Set Goals, Strategies and a Course of Action*

6. *Keep People Focused on the Goal*

Leaders are big-picture people. They know that the organization will outlive them, and because of that, the perspective must be for the good of the organization, not just the individuals. The Japanese business community is renowned for setting 100-year goals. Leadership involves not only setting a course for today, but also further into the future. Skilled leaders have learned not only how to inspire those following to catch a vision and pursue it, but they've also learned how to paint a vivid picture of the results that will continue to motivate them to accomplish the goals of the organization, long after they are gone.

THE JIM ROHN GUIDE TO GOAL SETTING

- A life best lived is a life by design. Not by accident. If you can start giving your life dimensions and design and color and objectives and purpose, the results can be absolutely staggering.

USE YOUR IMAGINATION

- Goal setting gives you the chance to experience the power of your imagination. Imagination conquers disease. Imagination develops careers. Imagination sets up relationships. Imagination is where all tangible values and intangible values begin. So what you've got to learn to do is use this powerful resource.

FIVE THINGS THAT AFFECT US

1. *The Environment*

2. *Events*

3. *Knowledge*

Ignorance is not bliss. Ignorance is tragedy. Ignorance is devastation. Ignorance creates lack. Ignorance creates disease. Ignorance will shorten your life. Ignorance will empty your life and leave you with the husks, nothing to account for.

4. *Results*

5. *Our Dreams*

THE PULL OF THE FUTURE

- You want to make sure that the greatest pull on your life is the pull of the future.

STRONG DREAMS

- Excellent goals and high dreams pull you through all kinds of down days, down seasons. They pull you through a winter of discontent. They pull you through distraction on every side. Strong dreams and goals pull you through a disaster.

THREE COMPONENTS OF POWERFUL GOALS

- They must be inspiring.
- They must be believable.
- They must be goals you can act on.

KEY ASPECTS OF GOAL SETTING

1. *EVALUATION AND REFLECTION*

The only way we can reasonably decide what we want in the future and how we will get there is to first know where we are right now and what our level of satisfaction is for where we are in life.

Those who never take time to evaluate and reflect will blow to and fro through this life, living by the forces of culture, circumstances, societal pressures and, unfortunately, personal weaknesses.

Those who take the time to evaluate will find they are like an oak tree in a storm: They have a firm foundation, they know where they are going, they know how to get there, and, ultimately, they will get there no matter what comes their way!

“The unexamined life is not worth living.”

WHY EVALUATE?

1. It gives you an objective way to look at your accomplishments and your pursuit of the vision you have for your life.
2. It shows you where you are so you can determine where you need to go. In other words, it gives you a baseline from which to work.

The basic process for evaluation and reflection:

- Find a Quiet Place
- Take a Regular Time
- Look Back -- Be specific. Be truthful. Be ruthlessly honest.
- Write It Down
- Look Forward -- Set your next goal. Stretch yourself according to what works for you.

2. DREAMS AND GOALS

This isn't what someone else says you should have or what culture tells us successful people do or have. These are the dreams and goals born out of your own heart and mind, goals unique to you and that come from who you were created to be and gifted to become.

3. SMART GOALS

SMART means Specific, Measurable, Attainable, Realistic and Time-sensitive.

- **Specific:**
Don't be vague. Exactly what do you want? Ambiguous goals produce ambiguous results. Incomplete goals produce incomplete futures. When we are specific, we harness the power of our dreams and set forces into action that empower us to achieve our goals.
- **Measurable:**
Quantify your goal. How will you know if you've achieved it or not? Our goals should be such that we know when we are advancing and by how much.
- **Attainable:**
Be honest with yourself about what you can reasonably accomplish at this point in your life while taking into consideration your current responsibilities.
- **Realistic:**
It's got to be doable, real and practical.
- **Time:**
Associate a time frame with each goal. When should you complete the goal?
Life is much more productive for us as humans because there is a time frame connected to it. Could you imagine how much more procrastination would happen if people never died? We'd just never "get around to it." We could always put it off.
One of the powerful aspects of a great goal is that it has an end, a time in which you are shooting to accomplish it.

4. ACCOUNTABILITY

Accountability is a very broad word, yet accountability is essentially follow-up. Human nature is such that when we know someone else is going to ask us about it, we are much more motivated to get it done—if for no other reason than we don't want to look lazy and uncommitted to those we are accountable to.

- **INTERNAL ACCOUNTABILITY**

Internal accountability is essentially the level of integrity you maintain not only throughout the evaluation process but also in life. It means that when you look at yourself, you judge yourself with honesty. Be ruthlessly honest with yourself when you assess whether or not you have met the goal.

- **EXTERNAL ACCOUNTABILITY**

The external part of accountability will not work without the internal aspect. If you are not honest with yourself, then you will probably not be honest with others.

A few things to keep in mind as you set up an accountability partner:

- Choose someone who cares about you but can be tough and honest with you.
- Tell them specifically what your goals are.
- Commit to being honest with them
- Give them permission to speak words of encouragement, as well as words of challenge when the situation calls for it.
- Agree on a reasonable time frame in which you will allow them to evaluate your progress and hold you accountable.
- Follow up on their words when they challenge you or call you to action.

THE CHALLENGE

- Let your goals challenge you to become a unique person of incredible dimensions, not necessarily in anyone else's eyes, but in your own eyes.

THE JIM ROHN GUIDE TO COMMUNICATION

PREPARE TO COMMUNICATE

1. **Interest**

Sharpen your curiosity and your interest in life and people. Those are the big subjects: life and people. You should sharpen your interest and keep a journal of your impressions when you visit another city or when you visit another region. You just pick up all of that flavor and the style and the language and the idiosyncrasies of wherever you go. You pick all that up as preparation so that your conversation will be more interesting to someone else. And you can flavor it with the color of your experiences of where you've been and what you've seen and what you've heard.

2. **Fascination**

Interested people want to know, does it work? Fascinated people want to know, how does it work? What goes on below the surface? I can see that it works, but what makes it work? Substitute fascination in place of frustration.

3. **Sensitivity**

You've got to learn to be a little more sympathetic, a little more understanding. This is vitally important. Sometimes it's difficult, unless you are like that person, to sympathize or to have sensitivity. But here's what you must do: You must try. People know when you try.

4. **Knowledge**

Collect knowledge in your journal, from your ongoing education. Fill up your mental and spiritual and emotional bank so that it becomes like an unending reservoir to draw from. That begins to help you prepare

THE FUNDAMENTALS OF EFFECTIVE COMMUNICATION

COMMUNICATION IS POWERFUL

- “The tongue has the power of life and death.” What a person says can build people up or tear them down.
- You have within you the incredible power of communication. You can create tremendous things in your life if you take communication seriously and use its power to help others and yourself.

COMMUNICATION MUST BE PURPOSEFUL

- Know what you want to communicate, when you want to communicate and how you want to communicate. Decide what kind of communication will enhance your life and the lives of those around you, and plan your steps for communicating in that way.

WHAT YOU SAY MUST MATCH WHAT YOU DO

- What you do always outweighs what you say. If you say something and back it up with your actions, you will provide the “proof” for people who are listening to you, and they will much more willingly follow your lead.

IMPROVE YOUR SPEAKING AND WRITING

- Here are a few tips for becoming a better speaker:
 - Join Toastmasters
 - Take a college course on public speaking
 - Give a speech in front of a mirror
 - Just speak—wherever you can
- Here are a few tips for becoming a better writer:
 - Keep a journal
 - Join a writing club
 - Have people who are more skilled than you help edit (and critique) your letters and emails
 - Take a college course on writing
 - Write that book you’ve been thinking about

SHOW THAT YOU CARE

- Talk with people, not to them. The root word is commune, which means to live and share together. This is what we do when we communicate together— we share words and ideas.

FOCUS ON CLARITY

- Do they (the people in your audience) understand your message? That is the question. If they don’t, then you haven’t communicated.
- Never go any longer than it takes to make the communication as clear as it needs to be.

IMPROVE YOUR VOCABULARY, PRONUNCIATION AND SPELLING

- Our vocabulary directly affects the way we both view and interpret the world around us.
- The larger the vocabulary, the better our ability to relate. What size is your view—a peephole or a huge, clear window showing the great expanse of this amazing, wonderful world we live in?

THE BASICS OF BUSINESS COMMUNICATION

- The goals of business relationships are the following:
 - Build positive working relationships that allow us to work together for profitable, win/win business dealings.
 - Enhance the value of work production.
 - Create win-win, mutually satisfying business opportunities.
 - Produce a profit while providing the marketplace with value through our goods and services.
- Here are four qualifying questions that will help form guidelines necessary to accomplish this:

1. Does our business communication support positive working relationships?
2. Does our business communication support the value of the other party?
3. Does our business communication support win-win relationships?
4. Does our business communication support profit-making ventures and value to the marketplace?

FIVE FORMS OF BUSINESS COMMUNICATION

1. In Person: One-on-One

Here are some ideas to make your one-on-one meetings more effective:

- Brief the person you are meeting with beforehand on the topic.
- Be on time and end on time.
- Meet in an appropriate setting.
- Practice good communication skills.
- Sum up.
- Follow up.

2. In Person: Group Meetings

- Start on time and end on time.
- Appoint a note taker.
- Give everyone an opportunity to participate.
- Stay on task

3. The Phone

4. Written Communications

Some tips for written communications:

- Keep it simple.
- Use various forms to keep interest alive.

5. The Speech

COMMUNICATION TOOLS

- Most people assume that when painting a picture they have only a few basic brushes at their disposal. But the advanced artist knows there are many tools available to create their masterpiece, and they use each to their advantage.
- There are many tools available to you as you communicate; you just have to be aware of them and then use them purposefully. The better you become at using these tools, the better you'll be at communicating.

VERBAL COMMUNICATION

1. Your words.

Here are a few things to consider in regard to your words.

- Avoid using words that will cause the other person to think poorly of you.
- Use words that are colorful and rich with meaning, as long as they can be understood by the listener.

2. Your vocabulary

HOW YOU SAY IT MATTERS

- Changing the tone of your voice is a very effective way to draw people into your message.
- Consider your pace. A fast pace will communicate that you're excited about something. A slow pace usually communicates thoughtfulness or that you really want them to hear your point.
- Master communicators will draw their audience in by fluctuating their voice from very loud to a near whisper. The audience doesn't even know that the speaker is taking them on a roller-coaster ride of communication. There are lessons to be learned here

EMOTION -- The key here is to show emotion without “getting emotional.”

ENUNCIATION

- Enunciation is an often overlooked key to effective communication. Clear enunciation gives us a little “punch” to our communication. The key is to get it just right—enunciating so that your words don’t run together but not over-enunciating so that you sound unnatural.

NONVERBAL COMMUNICATION

- **Use your hands.**
Don’t get too demonstrative to the point where people are wondering where your hands are going next. One way to see what you do nonverbally is to tape yourself speaking. Watch what you do with your hands
- **Use your eyes**
- **Your arms.**
Those who study this tell us that crossing the arms is a surefire way to close yourself off from the other person. It communicates closure, fear and opposition.
- **Speaking position.**
My good friend **Zig Ziglar**, a master of the stage, will frequently move to the front of the stage and kneel. What is he nonverbally communicating? He is saying, “Listen closely to this. This is really important.” He is bringing the audience in for an “intimate moment.”

SEVEN ESSENTIALS FOR POWERFUL AND EFFECTIVE PRESENTATIONS

1. **Know your goal**
Like *Stephen Covey’s old axiom, “Begin with the end in mind,”* be sure to know your goal.
2. **Keep it simple**
3. **Be passionate and optimistic about your topic**
Aristotle said that there are three areas integral to persuasion: logic, ethics and passion. You need to be a person of good character, have logical reasoning and say it with passion.
Napoleon said, “Leaders are dealers in hope.” As presenters, we pull people in and bring them along by giving them hope. Be sure to let your passion and optimism come through.
4. **Balance the format of your information**
Use facts, figures and stories. Include lecture as well as audience participation.
5. **Tell stories**
6. **Know your material**
7. **Start on time and end on time**

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TIME MANAGEMENT PERSONAL DEVELOPMENT LEADERSHIP GOAL SETTING COMMUNICATION

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