

“YOUR GREATEST COMPETITOR IS STATUS QUO”

TBS Newsletter – Monday, January 10, 2005

I am sitting in front of the ocean in Cancun reflecting on what I've just experienced at a conference this weekend and realized that I had to write you. And, while logging into my newsletter system, I realize that this contact is long overdue!

Many wonderful connections have been made at this conference. I'm a first-timer to this particular conference because I thought it would be a good idea to step out of my comfort zone and experience something new. Last year, I experimented with other events as well and I must say that this was the best “new” experience to date. At this conference, someone said something that's been resonating with me: “*your biggest competition is **status quo**.*”

Your biggest competition is status quo. To me this means that it's a lot easier to stay where you are today than do the work to change. Are you wishing for a lot, but doing nothing or little about it? If you are doing something about it, are you doing it consistently – is it your first priority? It's easier to stay and complain. We often do this in our careers, businesses, relationships and community – and even in our beliefs that aren't serving us well.

Since it's the beginning of the year, many of you have said “this year things are going to be different. I'm going to do _____.” Okay, we're 11 days into the year. What have you done to make things different? What have you done to invest in your success? The way I see it, you've delayed this gratification by 11 days. At the end of the month, it could be 31 days. Let's not get to the end of the first quarter and realize we've delayed another 90 days.

What can you begin doing today, even right now, this very minute, that you can keep doing every single day until you reach your goal? If your immediate response is “I don't have enough time” then please follow that up with, “I must not really be serious about wanting this goal. Because if I were serious, I would make the time.” If your immediate response is, “I don't even know where to start. There are so many things to do and I don't know where to focus my attention.” Get support. And look for it today. That's one thing that you can do today. Or, simply break your challenge down into MANAGEABLE action steps. Yes, your overall goal might be big and complex... But, what can you do TODAY???

The reason I felt compelled to write this note (not really knowing what I was going to say) is that there were a wealth of ideas and strategies floating around this conference. The energy was HIGH! And, creativity was even HIGHER! That's great, but what would be even better is for people to IMPLEMENT actions. Ed Bernacki conducted the following research: 90% of all people who buy a business book do not read the first chapter. 70% of workshop and conference participants make notes and never look at them again.

Last night, I decided to extend my trip here by a day here because I realized how important it was to IMPLEMENT what I've learned. If I don't create a strategic implementation plan before I leave, I am at risk of joining the 70% workshop statistic above. So, this is what I will be doing today. On a beach, in Cancun – because I made a plan and commitment in 2004 to invest in my personal and professional development in the most lifestyle-friendly way possible. And, you can, too.

Best wishes,
Jennifer

PS – Contact [me](#) if you have any questions or comments!

SIX STEPS FOR CREATING A ONE-PAGE STRATEGIC ACTION PLAN

- 1) **IDENTIFY YOUR TOP 3 GOALS.** List out your top 3 goals and when they will be accomplished in 2005.
- 2) **DESCRIBE YOUR GOALS.** Write a specific and detailed description for each of these goals and **why** they are important to you.
- 3) **WHAT WILL BE DIFFERENT.** Write out how your life will be different once you achieve these goals. Knowing what you do want is just as important as knowing what you don't want.
- 4) **RESOURCES.** What resources do you need to remove obstacles and to accomplish your goal? Who can provide unconditional support – who are your “move forward” partners?
- 5) **STRATEGIES WITH ACTIONS.** List out specific strategies and actions to achieve these goals with timelines.
- 6) **SCHEDULE ACTIONS.** Pre-schedule time to ACT every single day. Schedule time at the beginning of your day to review, modify, discuss and visualize this every single day.

Goal #1:

Description:

What will be Different:

Resources:

Strategies with Actions:

Actions to Schedule:

Goal #2:

Description:

What will be Different:

Resources:

Strategies with Actions:

Actions to Schedule:

Goal #3:

Description:

What will be Different:

Resources:

Strategies with Actions:

Actions to Schedule: