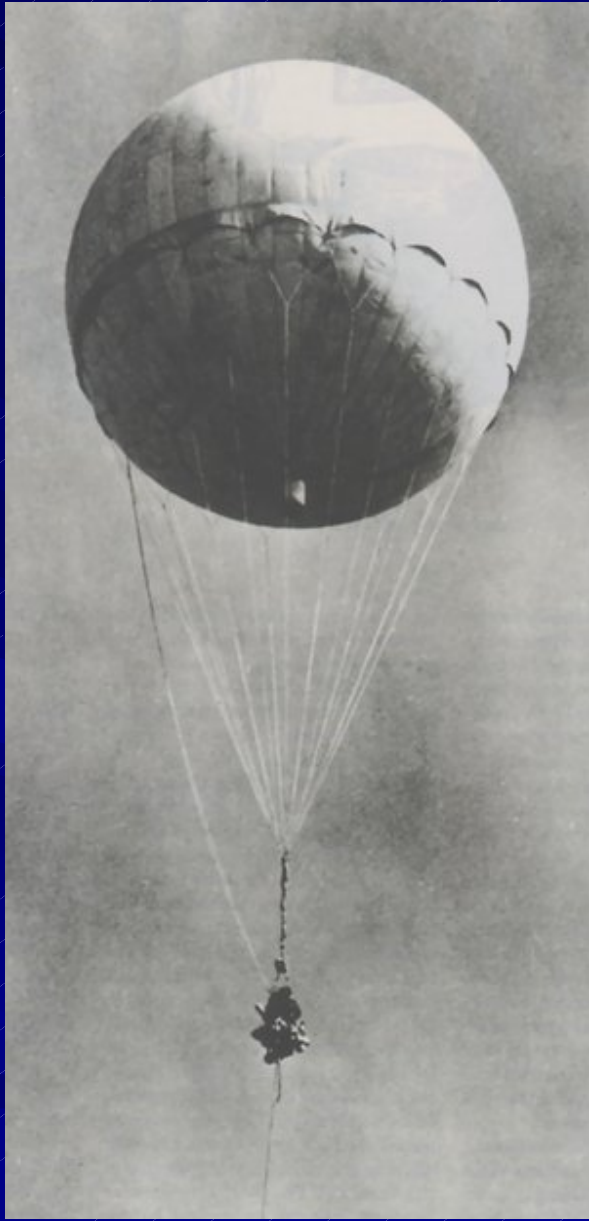


# **Purpose, Goals, Priorities**

**Kenn Renner**  
**BuyAustin.com**

**(512) 423-5626 \* Kenn@BuyAustin.com**



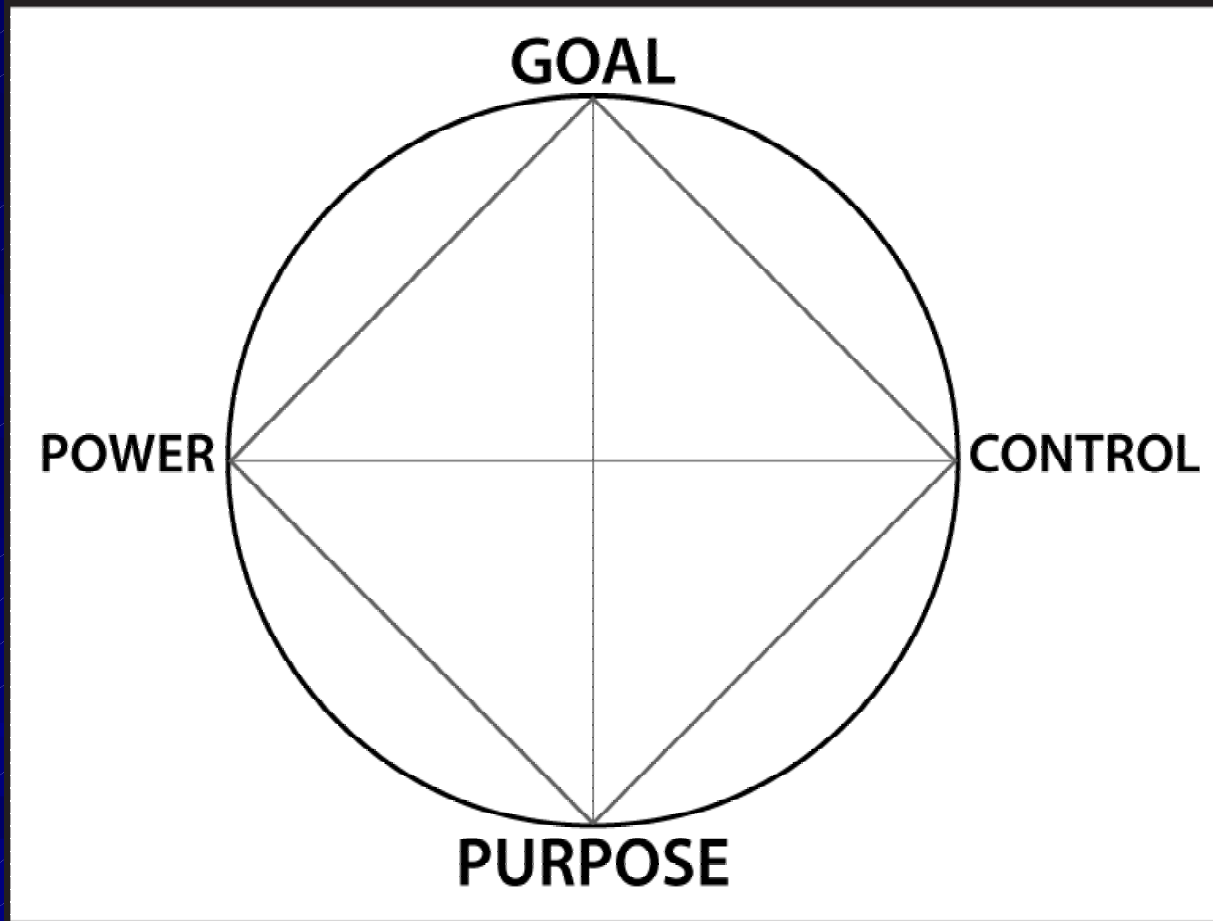






# SUPER SCOPE

*The Destination*



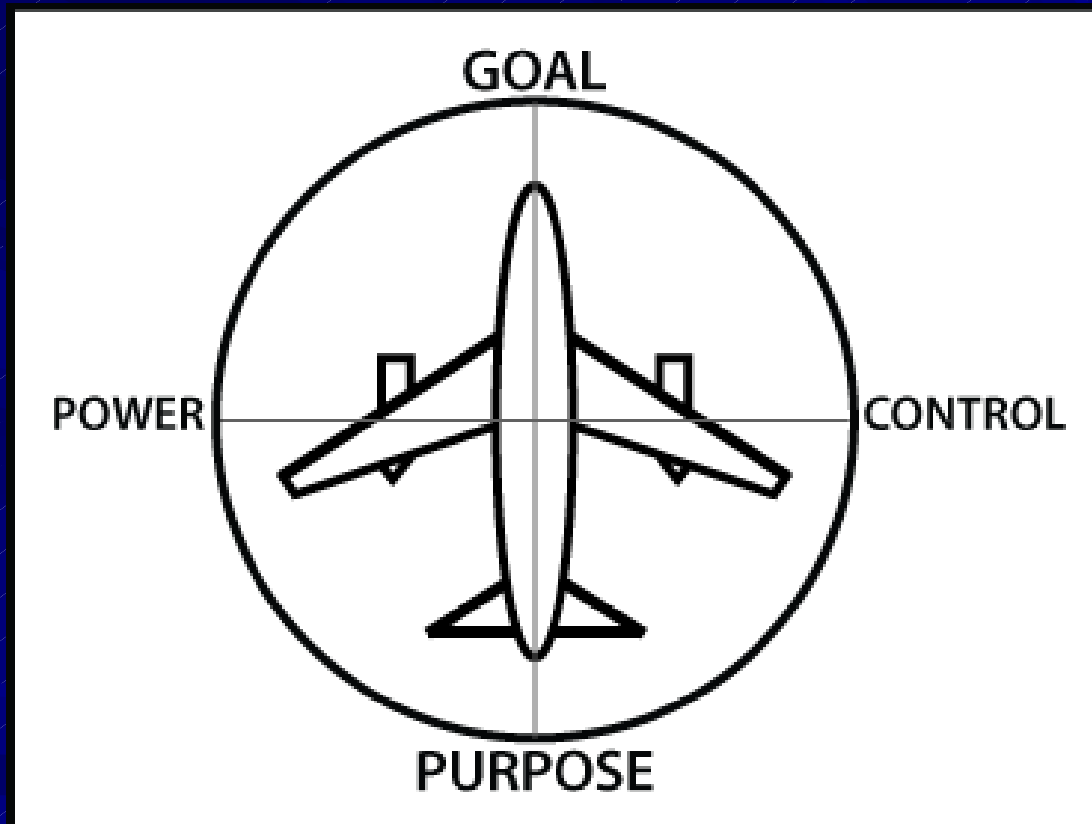
*The Ability*

*The Stability*

*The Reason*

# THE PLANE

*The Destination*



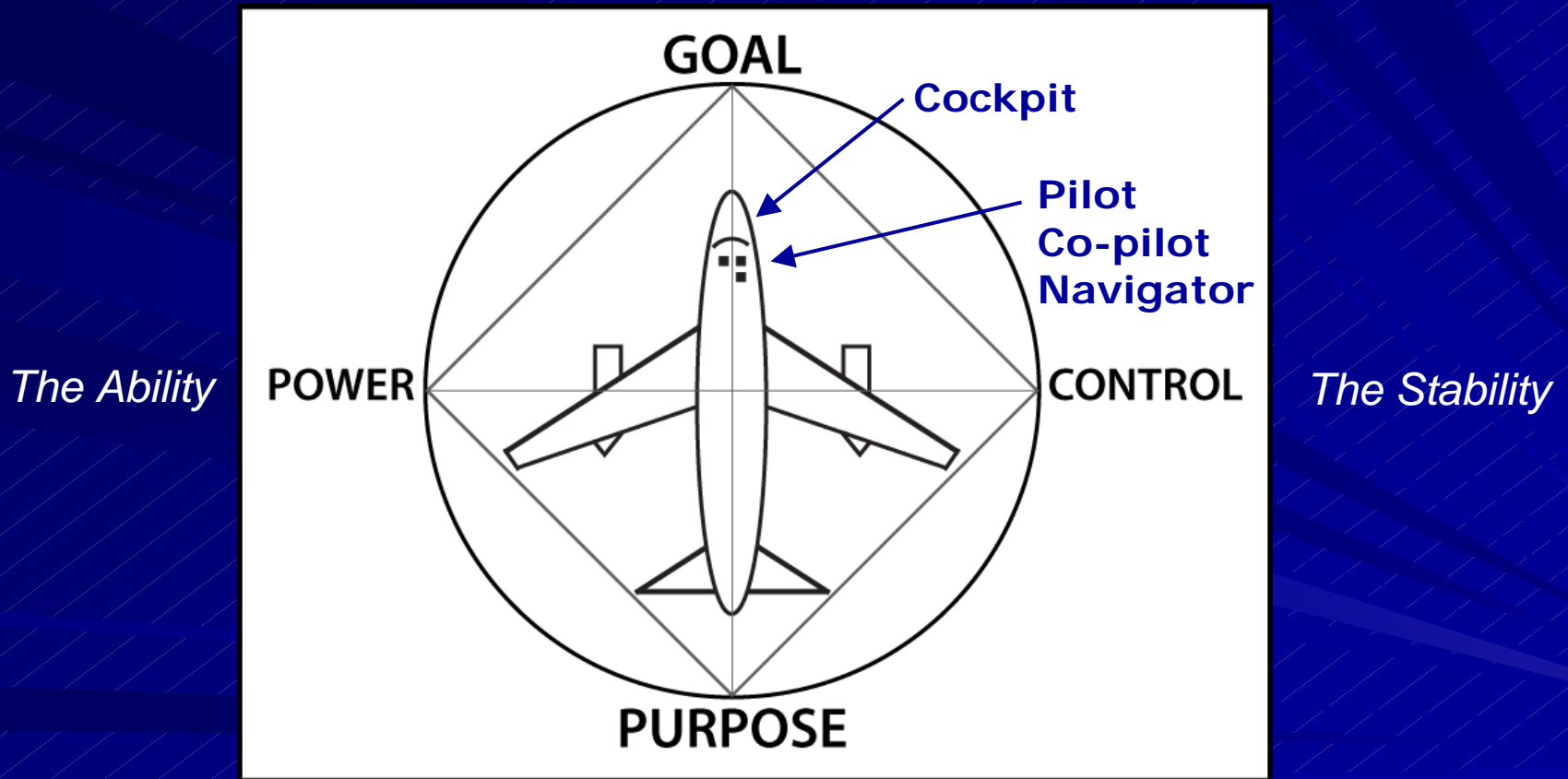
*The Ability*

*The Stability*

*The Reason*

# THE PLANE

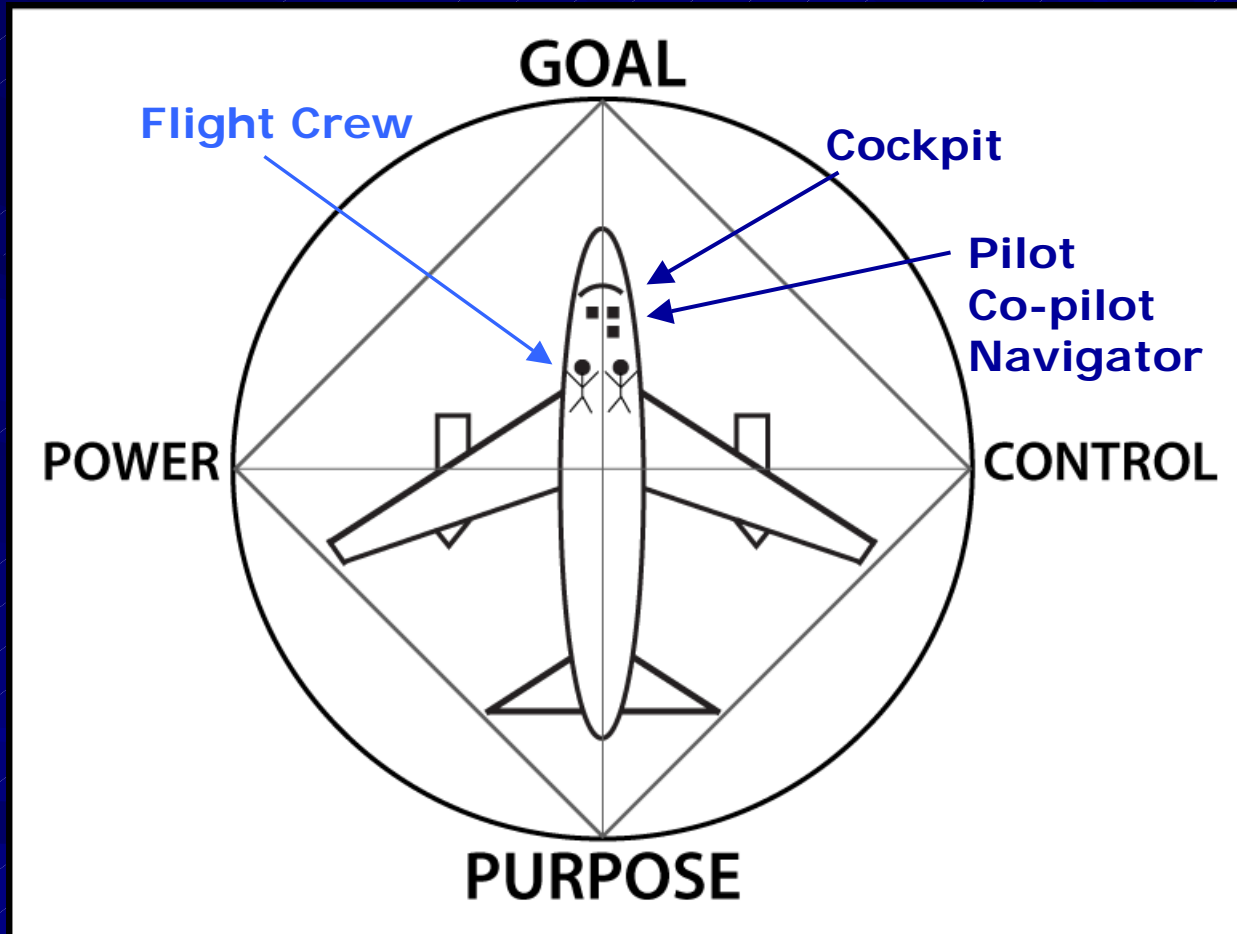
*The Destination*



*The Reason*

# THE PLANE

*The Destination*



*The Ability*

*The Stability*

*The Reason*

# THE PLANE

*The Destination*

**GOAL**

**Flight Crew**

**Cockpit**

**Pilot  
Co-pilot  
Navigator**

*The Ability*

**POWER**

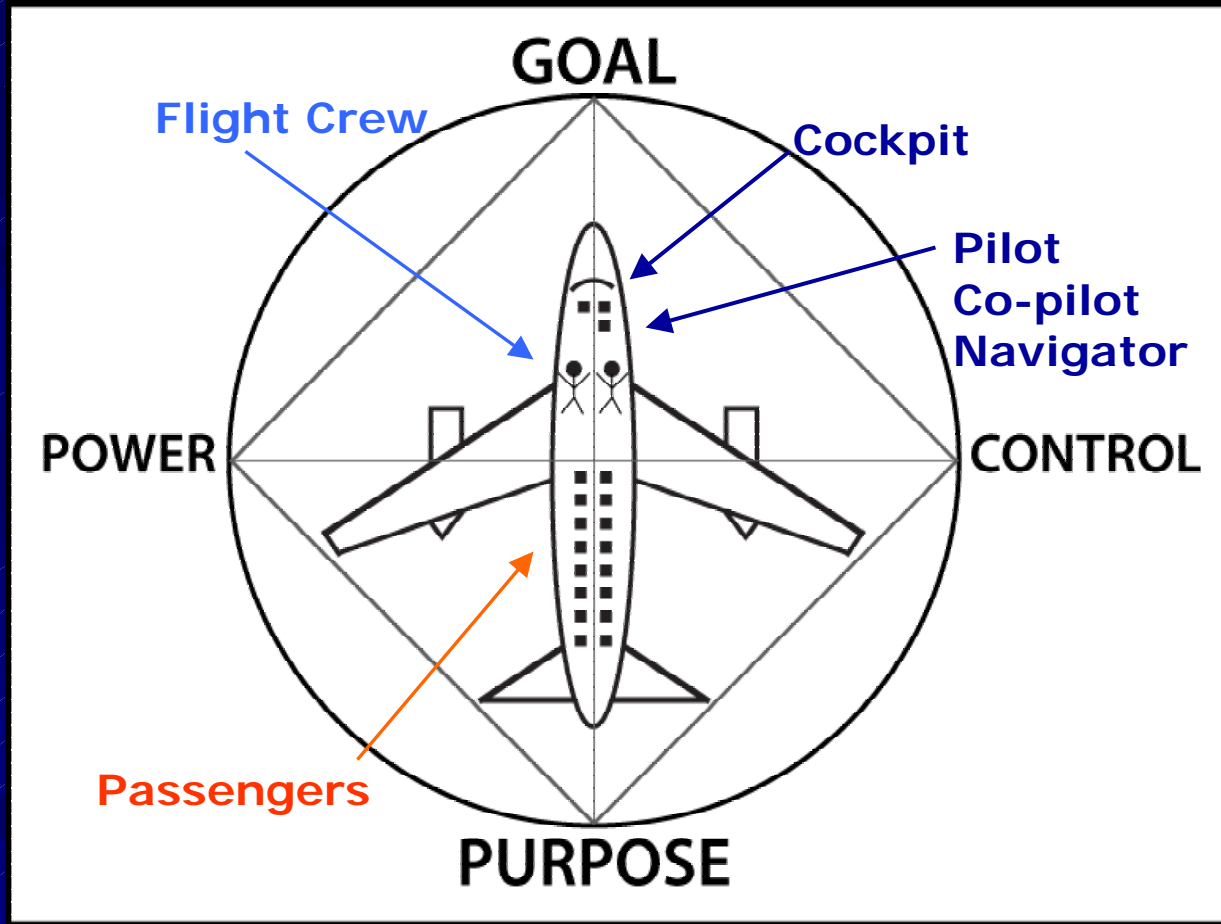
**CONTROL**

*The Stability*

**Passengers**

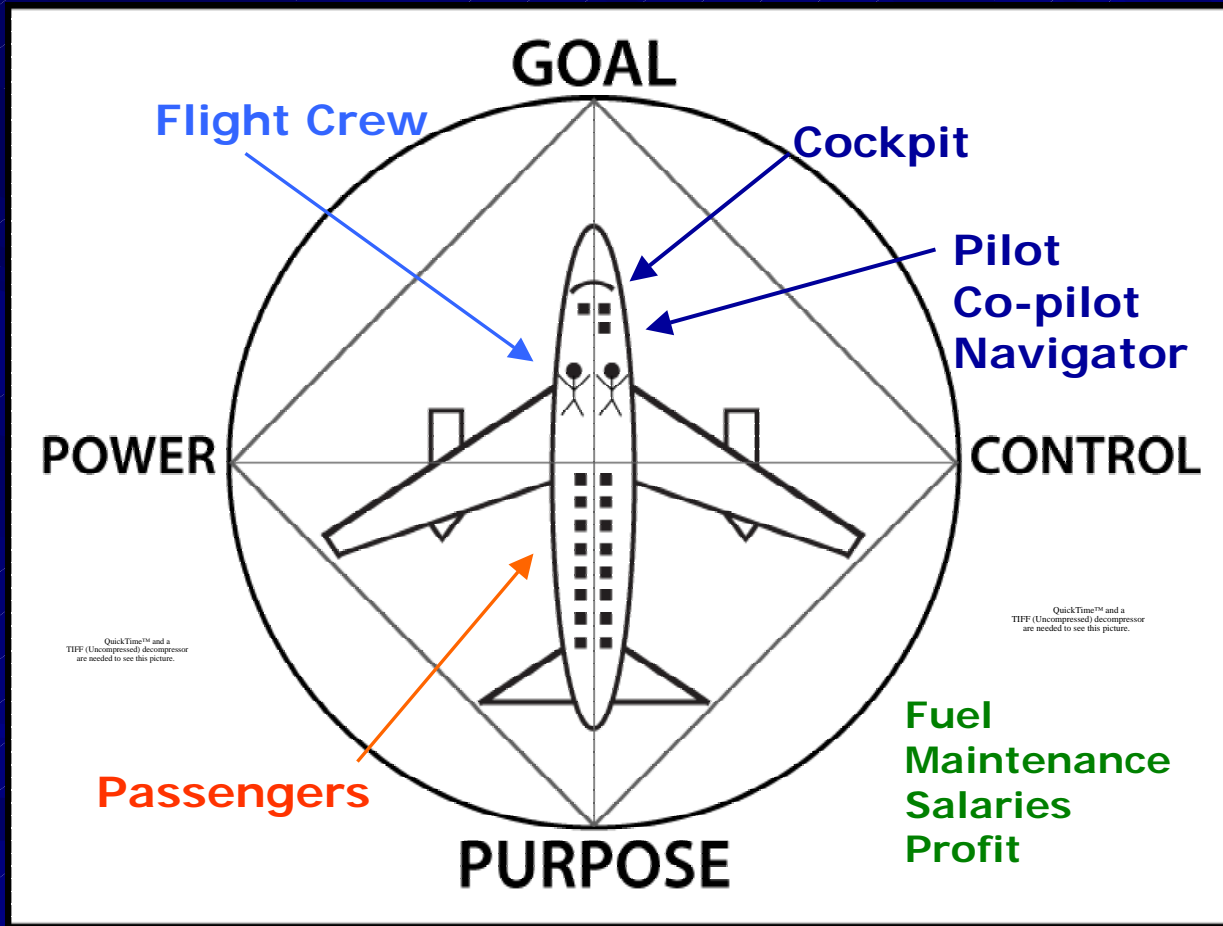
**PURPOSE**

*The Reason*



# THE PLANE

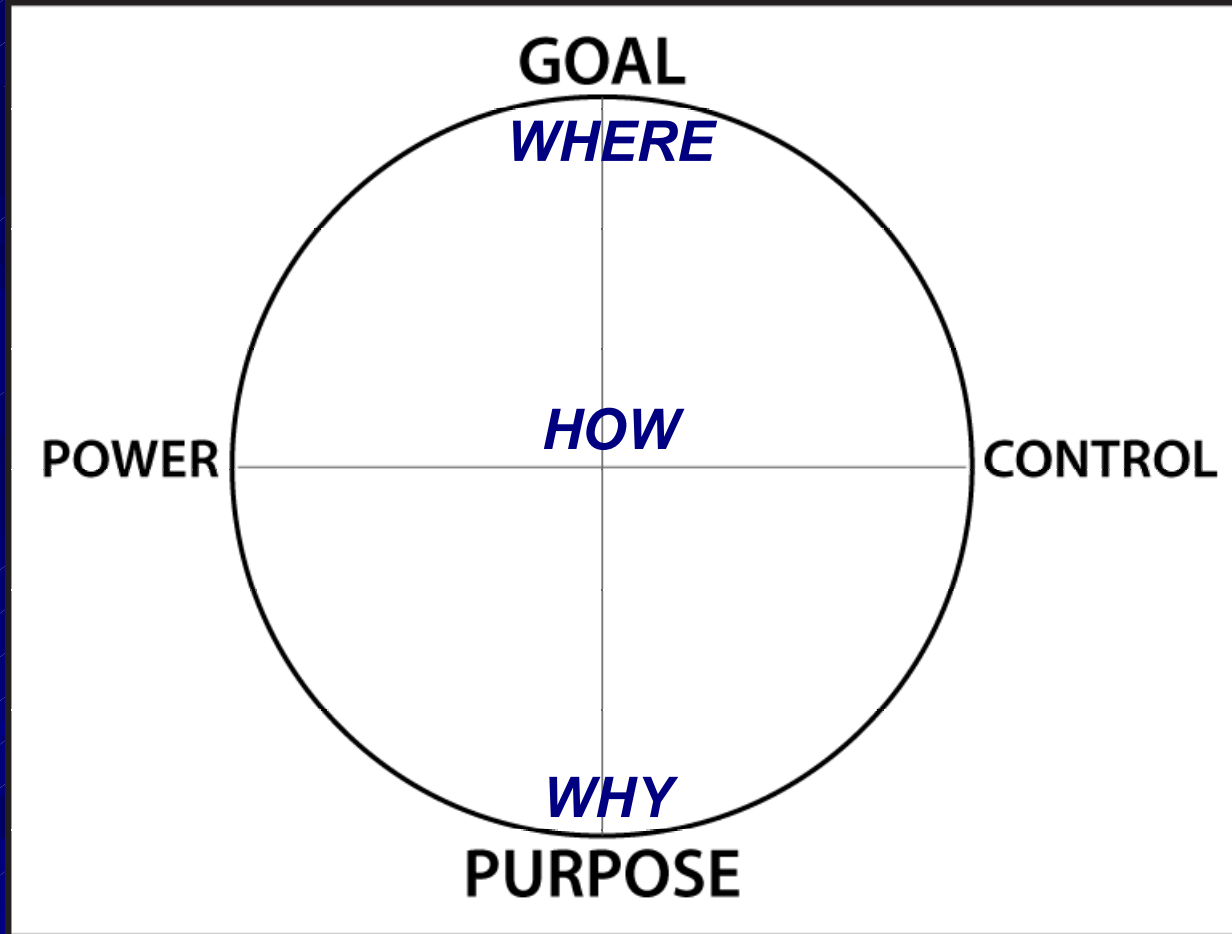
*The Destination*



*The Reason*

# Who, What, Where, Why, When, How

*The Destination*



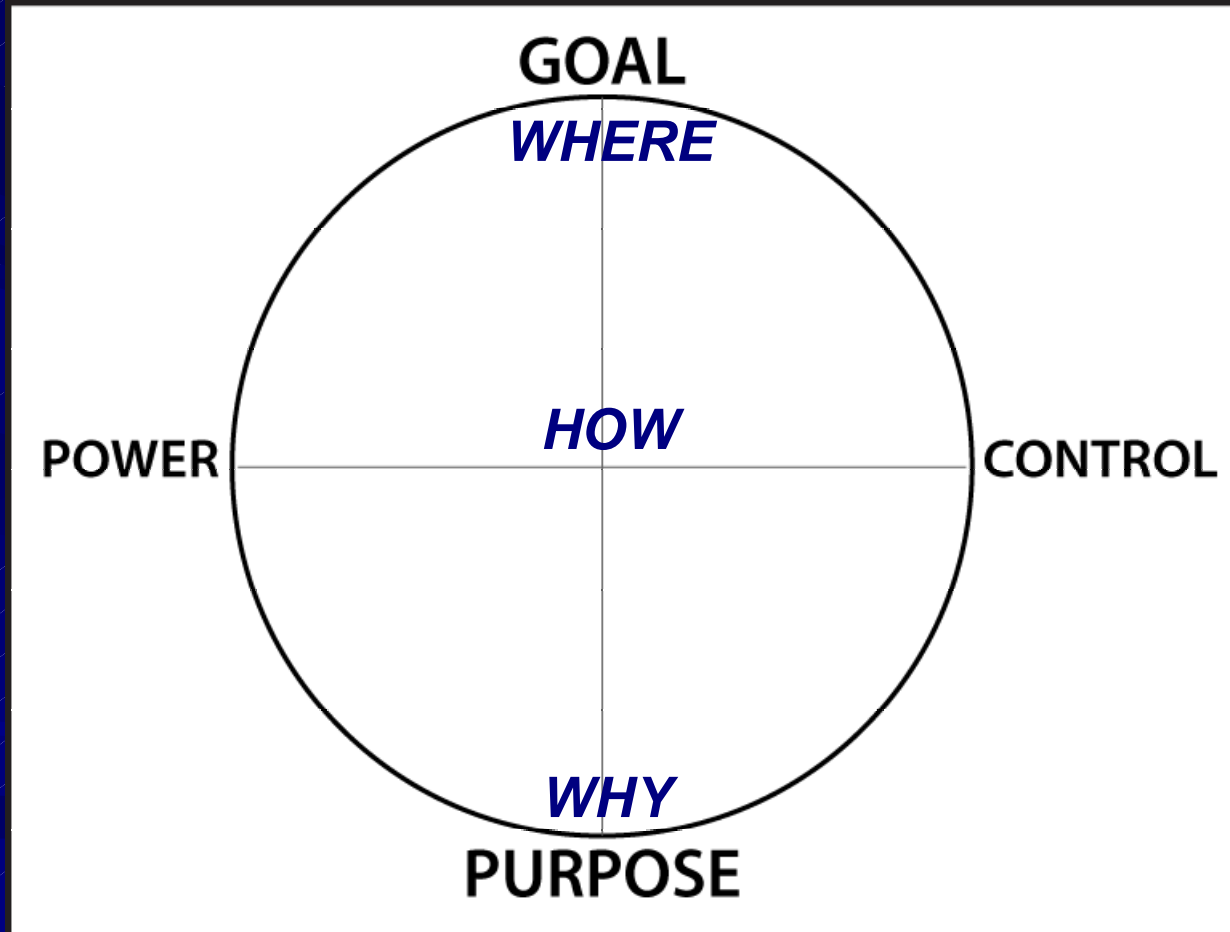
*The Ability*

*The Stability*

*The Reason*

# Who, What, Where, Why, When, How ***THE ACTION PLAN***

*The Destination*



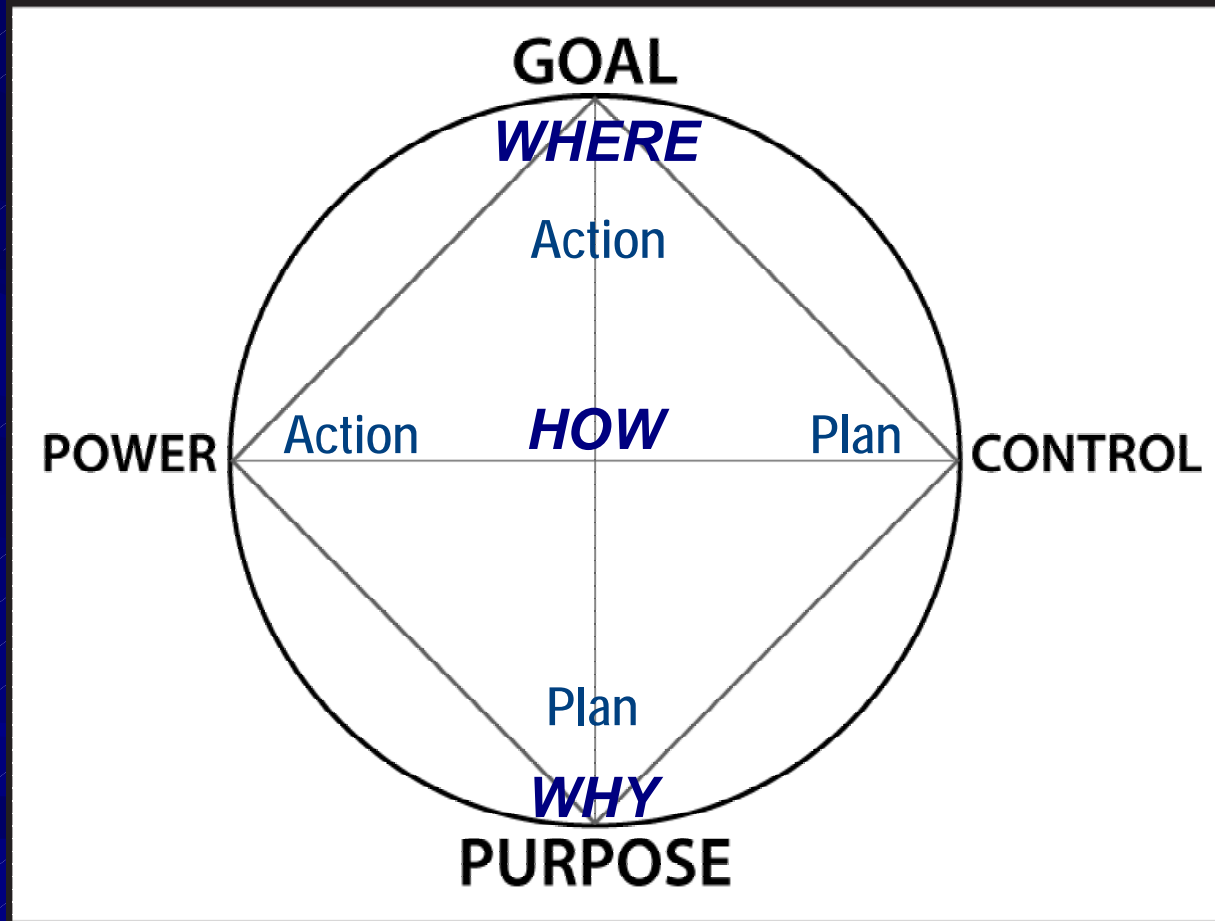
*The Ability*

*The Stability*

*The Reason*

# Who, What, Where, Why, When, How ***THE ACTION PLAN***

*The Destination*



*The Ability*

*The Stability*

*The Reason*

# Who, What, Where, Why, When, How **THE ACTION PLAN**

*The Destination*



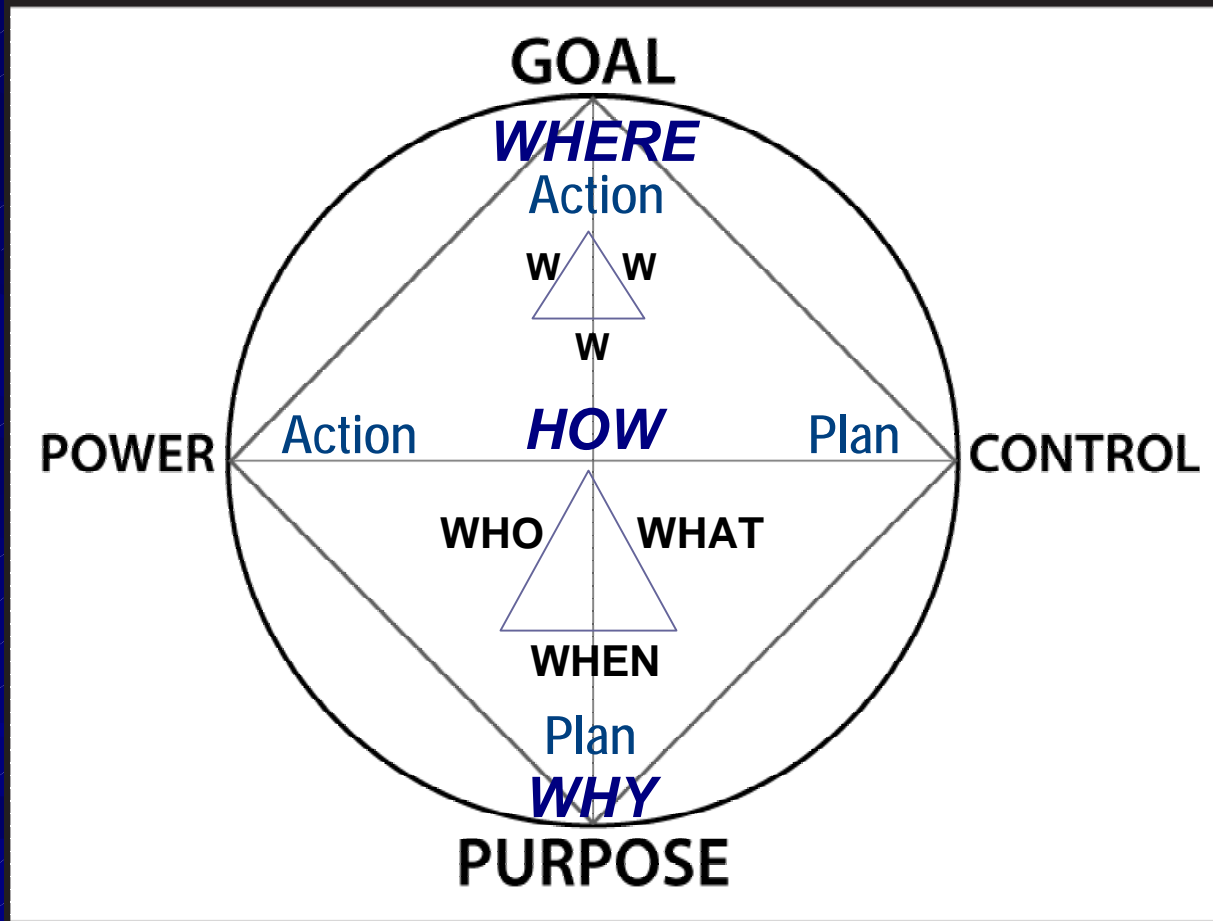
*The Ability*

*The Stability*

*The Reason*

# Who, What, Where, Why, When, How **THE ACTION PLAN**

*The Destination*

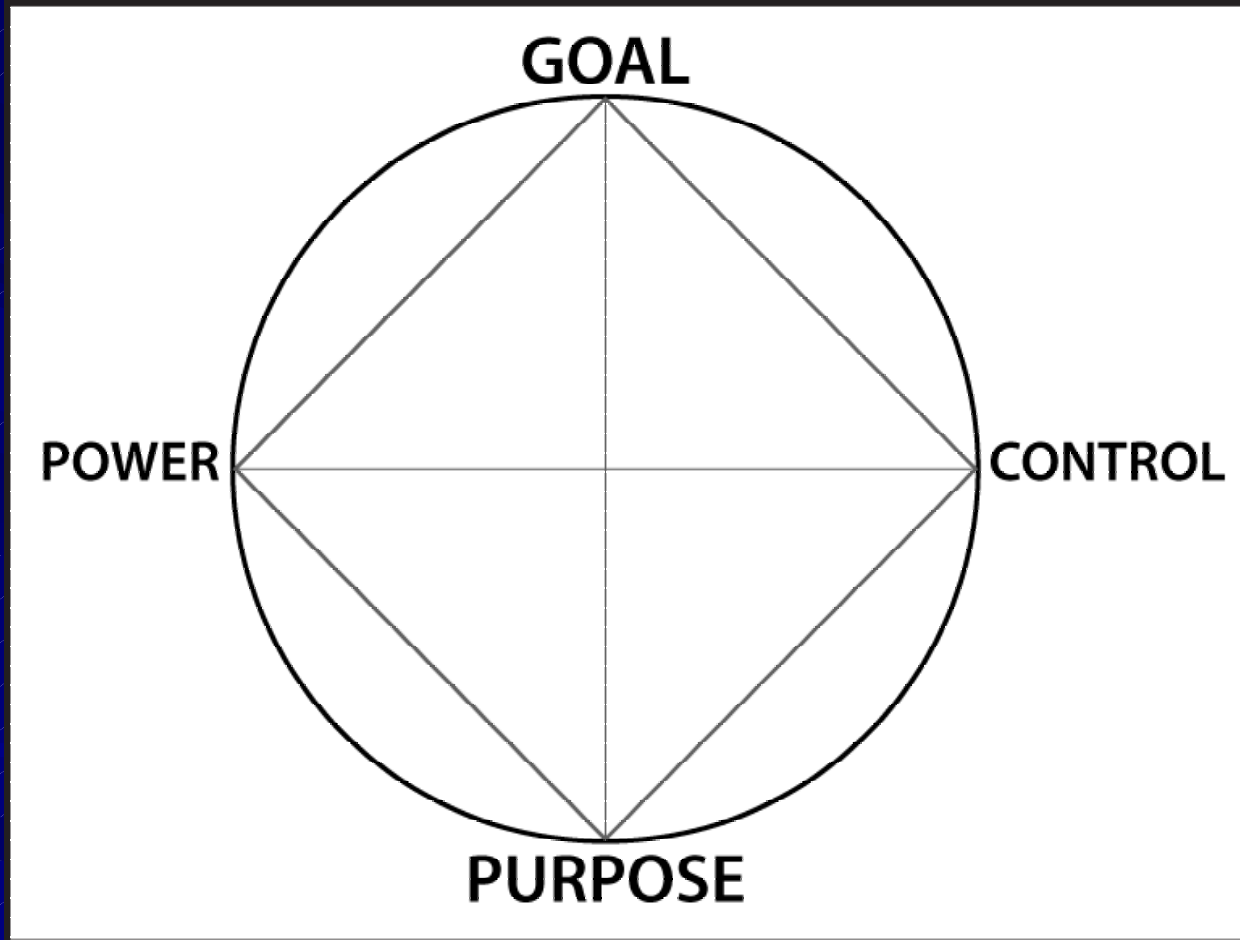


*The Ability*

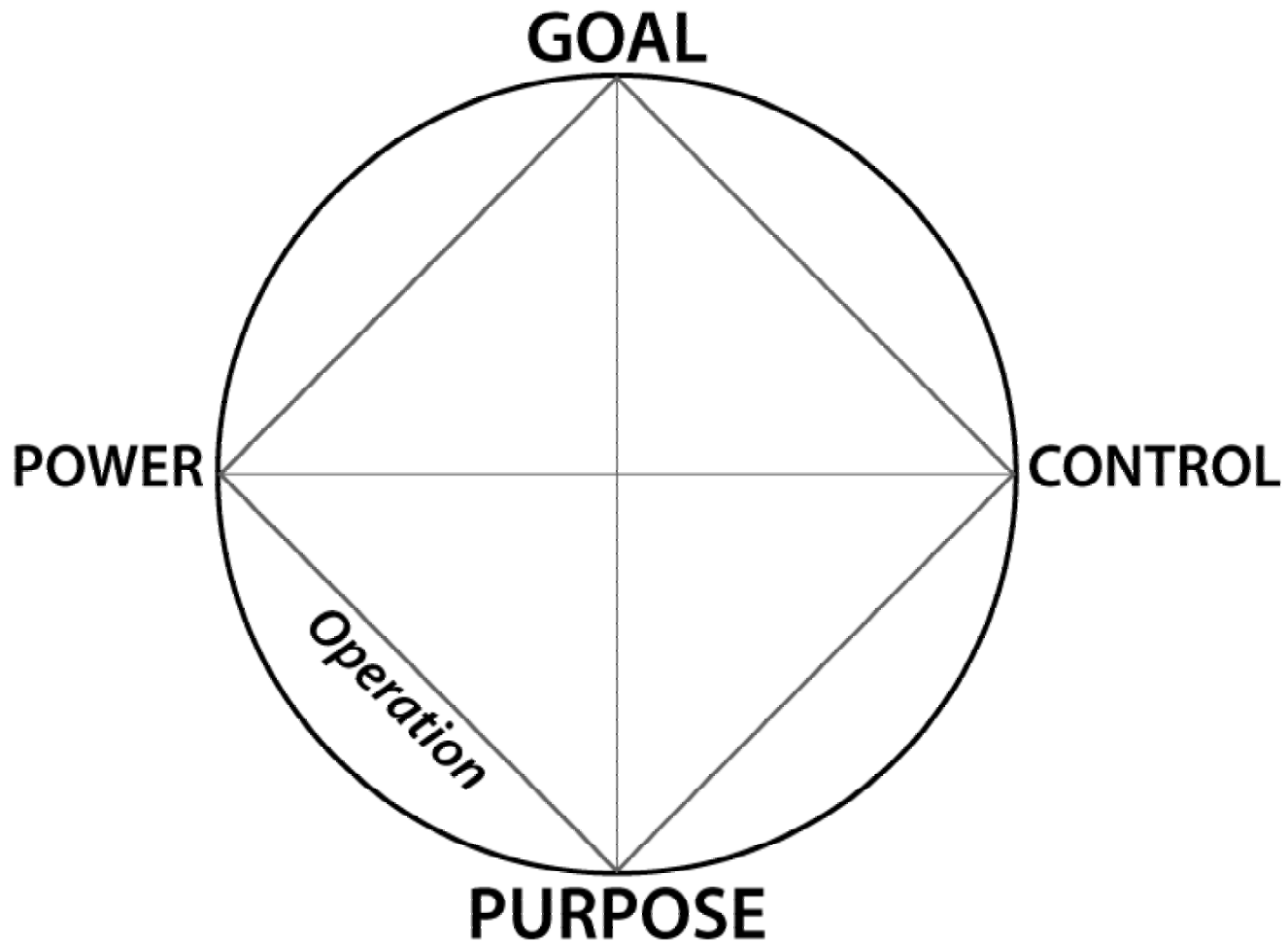
*The Stability*

*The Reason*

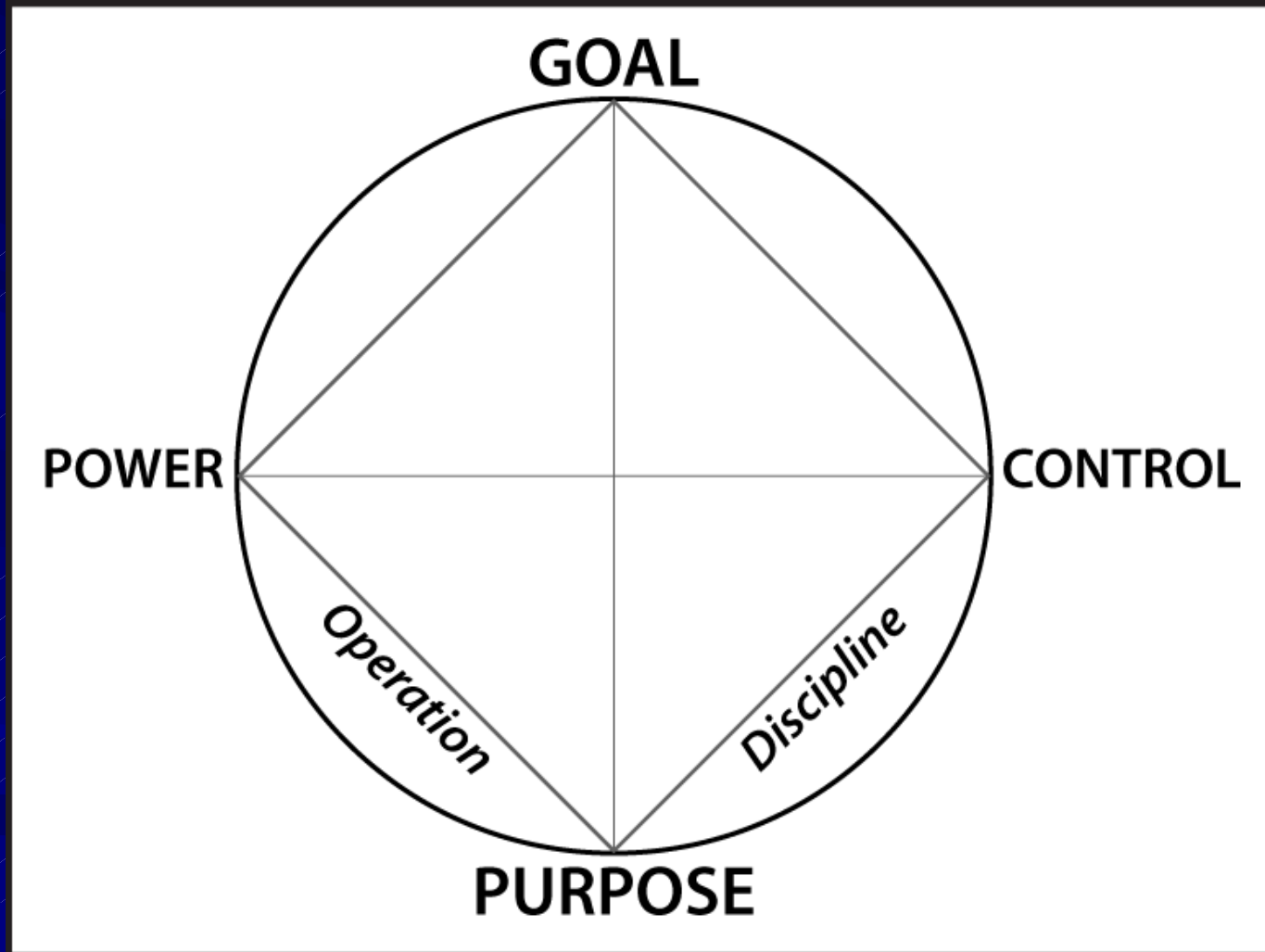
# The Destiny Diamond



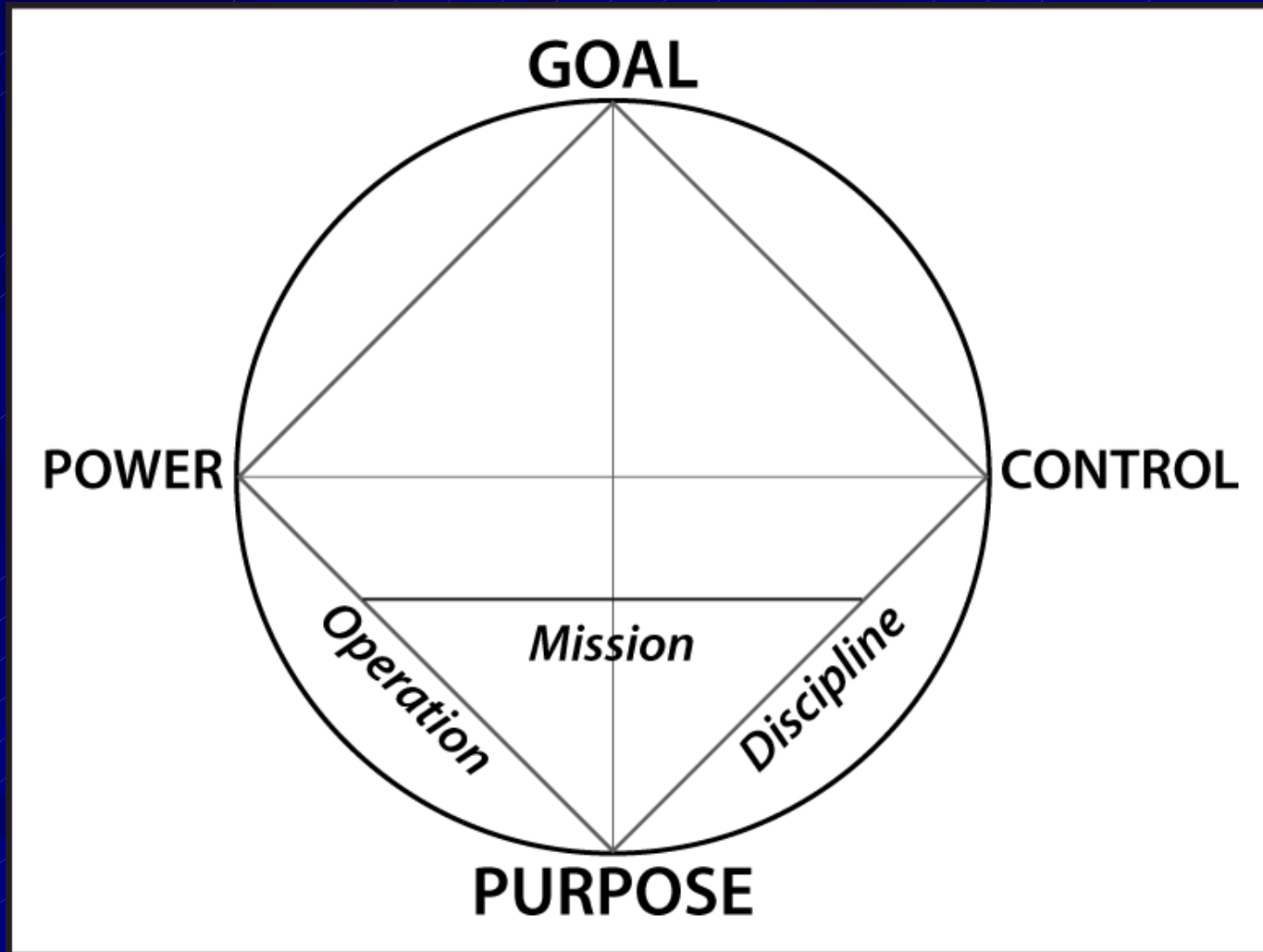
# The Destiny Diamond



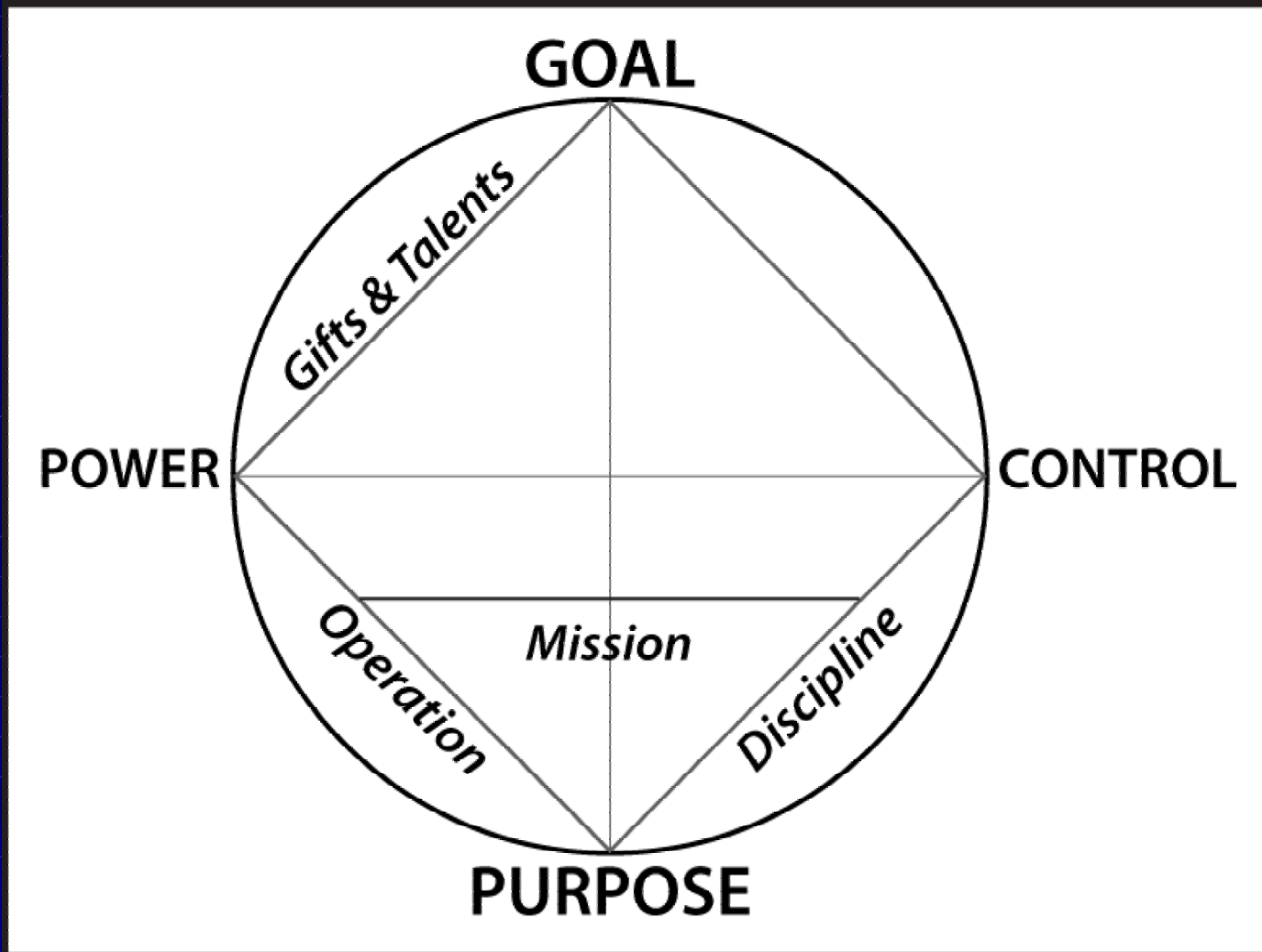
# The Destiny Diamond



# The Destiny Diamond



# The Destiny Diamond



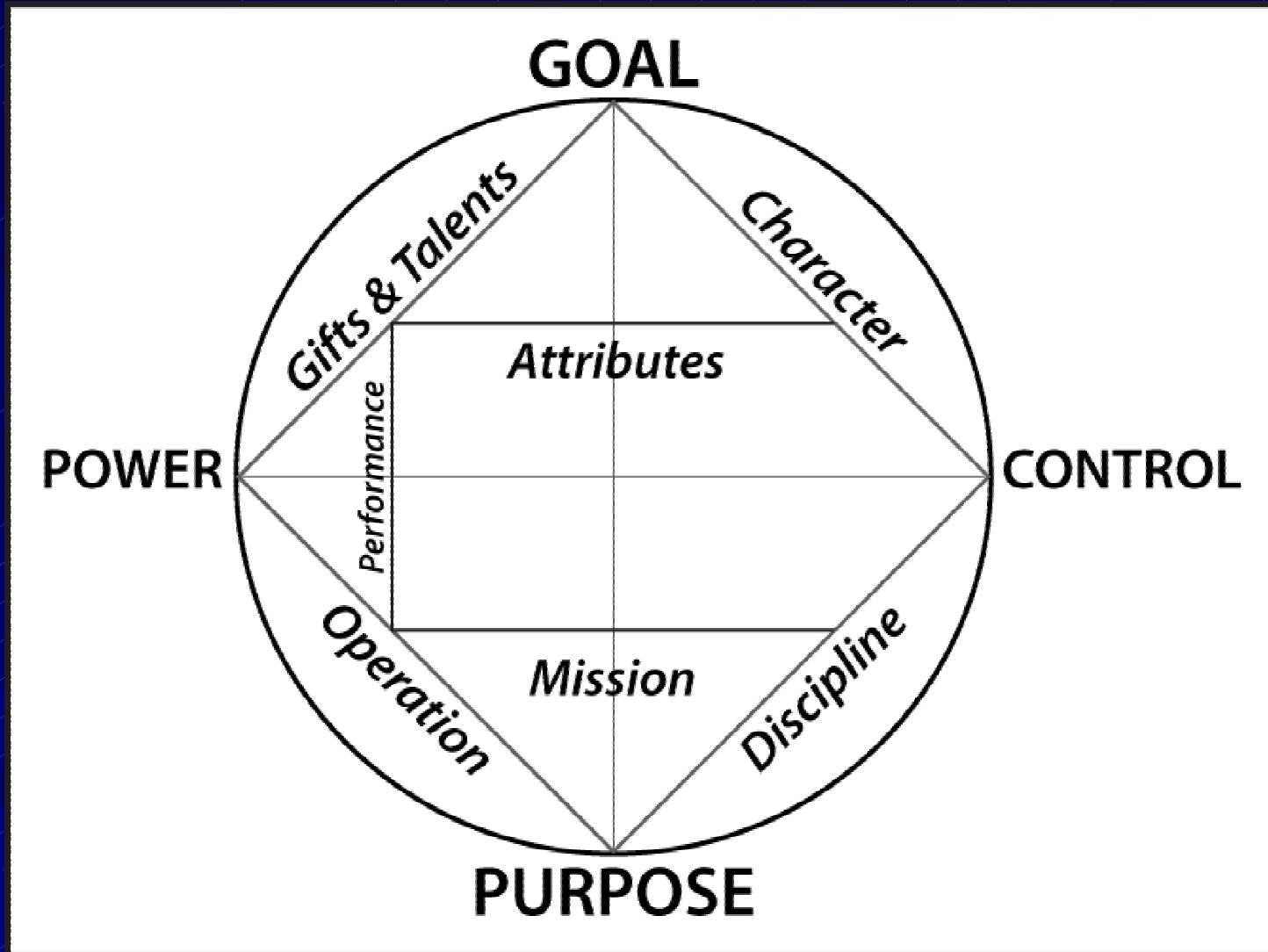
# The Destiny Diamond



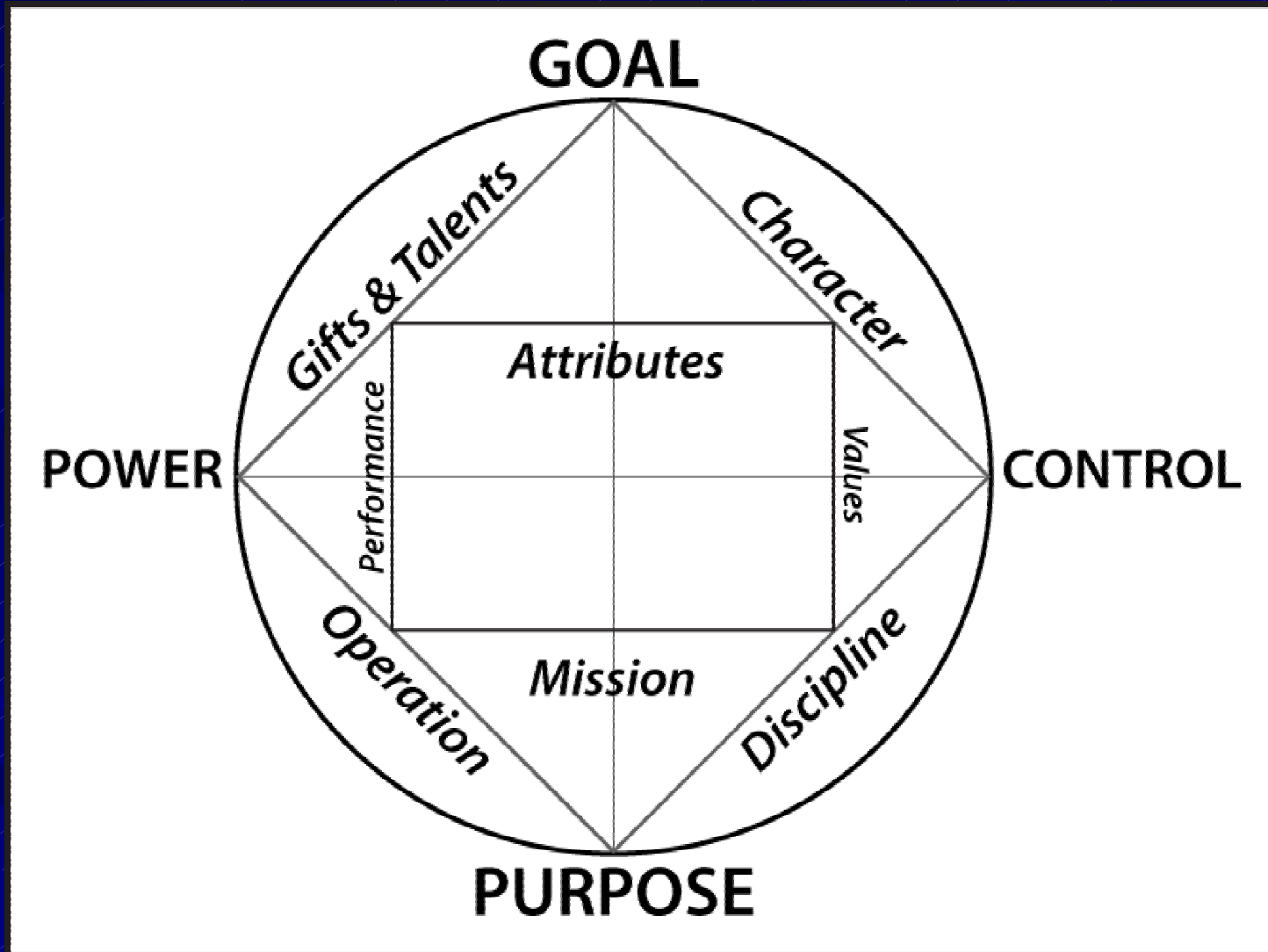
# The Destiny Diamond



# The Destiny Diamond



# The Destiny Diamond



# Overview:

- Why:
  - Purpose / Vision / Passion
- 12 Steps to Goal Achievement
- Time Management & Organizational System
- Writing it down
- Setting Priorities
- What to do & What to delegate
- Doing what is good & Doing what is right

# The “WHY”

## (Purpose / Vision / Passion)

### PURPOSE:

*Definition: [ME purpos < OFr. < purposer, to intend < Lat. proponere, to put forward.]*

- 1. The object toward which one strives or for which something exists : GOAL.*
- 2. A desired or intended result or effect.*
- 3. Determination : resolution.*
- 4. The matter at hand. To resolve or intend to accomplish or perform. Willfully : deliberately. With favorable results.*

# The “WHY”

## (Purpose / Vision / Passion)

### Vision

*Definition:* [ME <OFr. <Lat. *visio* < *videre*, to see.]

- 1.a. The faculty of sight. b. Something that is or has been seen.
2. Unusual capability in discernment or perception : intelligent foresight
3. The way in which one sees or conceives of something.
4. A mental image created by the imagination.
5. The mystical experience of seeing as if with the eyes the supernatural or a supernatural being.
6. One of extraordinary beauty.

# The “WHY”

## (Purpose / Vision / Passion)

### PASSION:

*Definition:* [ME < OFr. <LLat. *passio*, suffering, to suffer.]

1. A powerful emotion or appetite, as love, joy, hatred, anger, or greed.
2. Ardent, adoring love
- 3.a. Boundless enthusiasm <a *passion* for music> b. The object of such enthusiasm <Music is my only *passion*.>
4. An emotional display, esp. of anger.

**syns:** PASSION, ARDOR, ENTHUSIASM, FERVOR, FIRE, ZEAL n. core meaning : powerful feeling for or about someone or something. PASSION is a deep, overwhelming feeling or emotion. Used lightly, it suggests avid interest. ENTHUSIASM also reflects excitement and responsiveness to specific things. ARDOR can suggest great devotion to a cause but commonly means a warm, loving feeling directed toward persons. FERVOR and FIRE indicate a highly intense, sustained emotional condition frequently with potential loss of control implied. ZEAL, which sometimes reflects strong, forceful devotion to a cause, expresses a driving motivation or attitude.

# 12 Steps to Goal Achievement

1. Decide
2. Believe
3. Write it Down
4. List the Benefits
5. Analyze Starting Point
6. Set A Deadline
7. List Obstacles
8. List Information Needed
9. List People To Help
10. Make a Plan
11. Visualize
12. Persist

# 12 Steps to Goal Achievement

1. **DECIDE** (de-cide): <Lat. *decidere*: de-, off + *caedere*, to cut.] *vt.*
  1. To settle or conclude.
  2. To influence or determine the conclusions of.
  3. To cause to make or reach a decision.*vi.* 1. To pronounce a judgment. 2. To make up one's mind.

# 12 Steps to Goal Achievement

2. **BELIEVE** (be-lieve): *vt.* 1. To accept as true or real.
2. To credit with veracity.
3. To expect or suppose: THINK. –
- vi.* 1. To have faith, esp. religious faith.
2. To have faith or confidence: TRUST.
3. To have confidence in the truth, value or existence of something.

# 12 Steps to Goal Achievement

3. WRITE IT DOWN (write): *vt.* 1. To form on a surface with a tool, as a pen or pencil.
2. To compose and set down, esp. in literary or musical form.
  3. To draw up or draft, as a will.
  4. To fill in or cover with writing.
  5. To express.
  6. To communicate, as by correspondence.
  7. To ordain by fate or prophecy.
  8. *Computer Sci.* To record (data) in a storage device.

# 12 Steps to Goal Achievement

## 4. LIST BENEFITS (ben-e-fit): 1.

Something promoting or enhancing well-being.

2. A kindly act.

3. Payments made or entitlements available in accord with a wage agreement.

# 12 Steps to Goal Achievement

5. **ANALYZE STARTING POINT** (an-a-lyze) *vi.* 1. To separate into elemental parts or basic principles so as to determine the nature of the whole.
- (start) 1. To begin an activity or movement: SET OUT.
2. To have a beginning: COMMENCE.
3. To move suddenly.
4. To come quickly into view.
5. To be in the line-up for a contest.

# 12 Steps to Goal Achievement

6. SET A DEADLINE (dead-line): *n.* 1. A time limit.

# 12 Steps to Goal Achievement

7. **LIST THE OBSTACLES (ob-sta-cle):**  
One that opposes, stands in the way of, or deters passage or progress.

# 12 Steps to Goal Achievement

## 8. IDENTIFY INFORMATION NEEDED (in-for-ma-tion): n.

1. The act of informing or state of being informed.
2. Knowledge derived from study, experience or instruction.
3. Knowledge of a particular event or situation.
4. A nonaccidental signal used as an input to a computer or communications system.

# 12 Steps to Goal Achievement

9. IDENTIFY PEOPLE TO HELP (ad-vo-cate): <Lat. ad-, to + vocare, to call.] To speak in favor of.
1. One who supports or defends a cause
  2. One who pleads in another's behalf.

# 12 Steps to Goal Achievement

- 10. MAKE A PLAN (plan):**
1. A detailed scheme, program or method worked out beforehand for the accomplishment of an object.
  2. A proposed or tentative project or purpose.
  3. An outline or sketch.
  4. A drawing or diagram made to scale showing structure or arrangement.

# 12 Steps to Goal Achievement

## 11. VISUALIZE (vi-su-al-ize):

1. To form a mental image or vision of.
2. To view or make visible.

# 12 Steps to Goal Achievement

## 12. PERSIST (per-sist): <Lat. to stand]

1. To be obstinately insistent, repetitious or tenacious.
2. To hold steadfastly and firmly to a purpose, state or undertaking despite obstacles, warnings or setbacks.
3. To continue in existence.

# 3 Minute Workshop

# Time Management & Organizational System

**TIME:** [ME <OE *tima*, interval between events.]

1. A nonspatial continuum in which events occur in apparently irreversible succession from the past through the present to the future. B. An interval separating two points on this continuum, measured essentially by selecting a regularly recurring event, as the sunrise, and counting the number of its occurrences during the interval: DURATION. C. A number, as of years, days, or minutes, representing such an interval.

**MANAGE:** [Lat. *manus*, hand.] 1. To direct or control the use of.

2.a. To exert control over. b. To make submissive to one's authority, discipline, or persuasion.

3. To direct or administer (e.g., a business).

4. To carry on: get along.

# Time Management & Organizational System

- Use a Time Planner
- Writing it down
- Kenn's time planner is a notebook:
  - Has pockets for storing hard copies
  - Has a spiral notebook where to do lists and priorities are created and stored
  - Where contacts are written down – phone messages addresses info
  - At the end of the spiral have an area for creative writing and reflective Writing – brain storming – projects – goals.
  - Reference contacts are kept at the back of the note book
- A calendar
- A spreadsheet of all current clients with contact info
- A B C D E method of time management
- A B C D E method of setting priorities

# Time Management & Organizational System

## List Management

- Work from a list
- Create different lists
- 25 percent more effective working from a list
- Write and re-write your lists
- Organizing multiple streams of thought
- Listing programs our actions
- Sub-conscious works on the lists when we are not
- Written lists allow for organizing priorities
- Find a quiet time to write lists no phones no interruptions
- Identify your personal creative / task cycles (Me: morning creative planning, afternoon task managing, late evening review and preparation for next day)
- Put both personal and business dealings on list
- Listing allows for review and keeps accountability
- Listing creates a legacy
- Crossing off items gives a sense of accomplishment
- Create your daily lists the evening before or the morning before activities begin
- Leave space for new urgent items that inevitably will arise
- When your list gets full – write smaller

# A B C D E method of time management

## To Do list:

A - 1 day

B - 3 day

C - 7 day

D - 30 day

E - 6mo, 1yr, 3yr

# A B C D E method of setting priorities

## Prioritize list:

A - Highly important

B - Important

C - Nice to do

D - Delegate

E - Eliminate

# Writing it down

**WRITE:** *vt.* 1. To form on a surface with a tool, as a pen or pencil. 2. To compose and set down, esp. in literary or musical form.

3. To draw up or draft, as a will.

4. To fill in or cover with writing.

5. To express.

6. To communicate, as by correspondence.

7. To ordain by fate or prophecy.

8. *Computer Sci.* To record (data) in a storage device.

# Setting Priorities

- SET: 1. To put in a designated position.**
- 2. To put into a designated state**
- 3. To put into a secure position: FIX**
- 4.a. To regulate for proper functioning b. To spread open to the wind (set the sails).**
- 5. To adjust according to a standard**
- 6. To adjust to a specific point or calibration.**
- 7. To arrange properly for use**
- 8. To apply equipment, as curlers and clips, to (hair) in order to style.**
- 9. To arrange (type) into words and sentences preparatory to printing: COMPOSE**
- 10.a. To compose (music) to suit a given text b. To write words to accompany a given melodic line.**
- 11. To arrange scenery on a stage.**
- 12. To prescribe or establish (set a precedent)**

# Setting Priorities

## SET:

(definition cont.) 13. To prescribe the unfolding of (a dramatic work or scene) in a specific place < a musical set in Austria >

14. To designate as a time for.

15. To detail or assign (someone) to a particular task, service or station

16.a. To establish as the highest level of performance <set a new marathon record> b. To establish as a model <set a good example for others>

17. To place in a mounting: MOUNT <set a pearl in the ring> b. To attach jewels to: STUD <necklace set with diamonds>

18. To cause to sit.

19. To position oneself to begin an action, as running a race

20.a. To value or consider something at the rate of <sets a great store in daily exercise> b. To put at a specified amount c. To make as an estimate of worth

21. To produce, as after pollination <set seed> *vi.* 1. To harden or congeal 2. To become returned to a normal state: KNIT 3. To mature or develop, as after pollination 4. Regional To sit. 5. To position oneself in preparation for an action, as running a race.

# Setting Priorities

**PRIORITY:** [ME *priorite* < OFr. < Med.Lat. *prioritas* < Lat. *prior*, first.] 1. Precedence, esp. established by order of urgency or importance.

2.a. A recognized right to precedence. b. An authoritative rating setting such precedence.

3. Something that merits prior attention.

\* “What is the most important use of my time right now?”

\* Working on high priority items 20/80 rule – the Pareto Principle

\* 2 out of 10 items will have the most impact

# What to do & What to delegate

**DO**: [ME *don* <OE *don*] 1. To perform or execute. 2. To carry out the requirements of: COMPLETE 3. To produce, esp. by creative effort. 4. To bring about: EFFECT 5. To bring or put forth: EXERT 6. To attend to: put in order 7. To deal with in order to prepare for use 8. To render or give 9. To have as an occupation or profession. 10. To work out by studying 11. To play the role of. 12.a. To travel b. To travel at a speed of 13. To travel about in: TOUR. 14. To meet the needs of sufficiently

**DELEGATE**: 1. To dispatch: to send. 2. To authorize to act as a representative or agent for another: DEPUTY. 3. To authorize and send as one's representative. 4. To commit or entrust to another.

# What to do & What to delegate

## Time Makers

- What to do & What to delegate
- Do things that you are good at, that you enjoy, that you get a feeling of accomplishment when completed
- Do things that align with your talents
- Figure your hourly wage pay others if they can do it cheaper and more efficiently
- Work on high priority – high value activities

# What to do & What to delegate

## Time Robbers

- Procrastination / working on low priorities –
- Working on low priority items – The Pareto Principle 80/20 rule in reverse
- 8 out of 10 items will have less impact than the 2 most important ones
- Don't over commit
- Don't fall into the trap “it would take me more time to teach someone so I'll just do it myself”
- Don't do things that you are not good at unless you want to do it to become better at it

# Doing what is good & Doing what is right

**GOOD:** [ME *god* < OE *god.*] 1. Having desirable or positive qualities. 2. Serving the desired end 3.a. Not ruined or spoiled b. Being in excellent condition: SOUND 4. Better than average 5.a. Of high quality b. Discriminating 6. Beneficial 7. Skilled: competent 8. Thorough: complete 9.a. Safe: sure b. Valid or true c. Real: genuine 10.a. Ample: substantial b. Bountiful 11. Full 12.a. Enjoyable: pleasant b. Propitious: favorable 12.a. Of moral excellence : UPRIGHT b. Benevolent : kind c. Staunch : loyal 13.a. Obedient : well-behaved < a good and gentle dog> b. Socially correct : PROPER

**RIGHT:** [ME < OE *riht*] 1. Conforming with or conformable to law, justice or morality. 2. Being in accord with fact, reason, or truth: CORRECT 3. Fitting, proper or appropriate. 4. Most beneficial, desirable or convenient. 5. Being in a satisfactory state or condition 6. Being in good mental or physical health or order.

# Doing what is good & Doing what is right

- Don't confuse doing what is "good" with doing what is "right"
- Doing what is "right" is also doing what is "good"

# Dream Makers:

When dreaming ask:

“What would I do if I knew that I had a 100% chance of success?”

“What activities would I do if I would do them without any compensation?”

Successful people Love what they do and do what they love

# Dream Makers

- Identifying the Dream
- Sparking the Dream
- Sharing the Dream
- Implementing the Dream
- Following through to the Dream

# Dream Makers

- **Sparking the Dream** - Speak it, believe it
- **Sharing the Dream** – Share with those that will encourage you – Keep secret from those that will discourage you
- **Implementing the Dream** – Take immediate and deliberate action, do something every day
- **Following through to the Dream** – Persistence and Courage

# Dream Robbers -

- Bad Input,
- Bad Food,
- Spiritual Poison – Newspaper, TV, Wrong friends
- That “little voice” – turn it off, rebuke it

# Your Words are powerful

Watch what you say –

- Speak no critical thought of ourselves or others
- What you say is powerful; a self fulfilling prophecy
- “You shall have what you say”
- Ask, Seek, Knock

# Your Words are powerful

- Law of Correspondence: “Your outer world is a reflection of your inner world”
- Law of Belief: “Whatever you intensely feel and believe will become your reality”
- Law of Expectations: “What you expect with belief and confidence will become your reality.”
- Law of Attraction: “You attract into your life those things that align with your dominant thoughts”

# Seed, Time & Harvest

- Gardeners are optimists
- Optimists have an unrealistic expectation of success
- They try more things
- We are born optimistic - We learn pessimism
- We must re-learn optimism and make it our daily walk

# The Power of Affirmations - Just do it !

# **Purpose, Goals, Priorities**

Thursday: September 6 @ 6:30  
Amplify Credit Union

**Kenn Renner**

**BuyAustin.com**

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