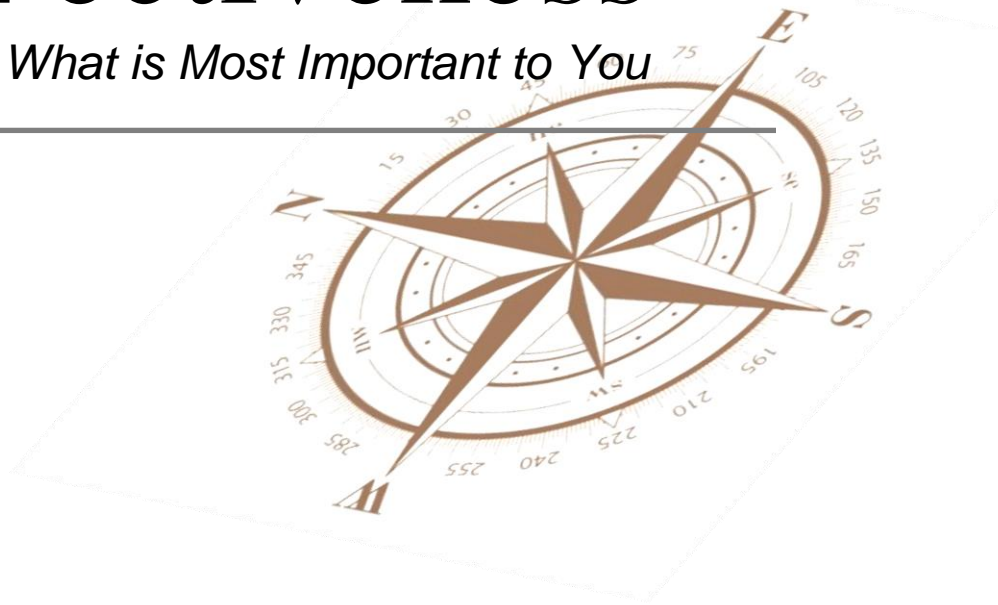




# Pro\*Fectiveness

*The Art of Achieving What is Most Important to You*

---



 **GrowthSource**<sup>™</sup>  
COACHING

Written by Steve Smith  
President & Founder

*Market Tested, Coach Approved*

## Are You Living Your Dream?

Most people have dreams for their future. Very few ever live them.

The people who are successful enough to reach and live their dreams possess a particular combination of perspectives, disciplines and outlooks. While few possess these traits naturally, some figure out how to make them a way of life.

After working with and studying more than 300 hundred business professionals and putting many of these approaches into practice, I have developed a process for achieving what is most important to people. It's what enables you to reach your dream and live it. I call it **Pro\*Fectiveness: The Art of Achieving What is Most Important to You.**

Orison Swett Marden, founder of SUCCESS magazine said it best when he said, "All men who have achieved great things have been great dreamers". It takes a life of pursuing your purpose to achieve what you hold most important. The Pro\*Fectiveness process will help you get there!

Pro\*Fectiveness is a blended word that means to engage in the right activities, using the most productive skills in order to produce the most effective results for your most important goal.

Once you incorporate a sense of Pro\*Fectivity into your life and business pursuits, you will essentially be aligning your purpose with what is most meaningful to you. For many companies and professionals, it's similar to having a mission statement. But Pro\*Fectiveness goes beyond a mission statement because you live it, breath it, eat it and sleep it. In essence, you become the very meaning you are pursuing.

When what you want most is what other people recognize in you, you have achieved the ultimate in integrity. Your dreams will become a reality. You will enjoy life as never before.

## Let's get started!

Achieving what is most important to you requires a clear understand of your purpose, an unbroken level of focus and a way to sustain your journey. Another words, you need a process.

This workbook outlines the fundamentals for becoming Pro\*Fective. Practicing the principles and disciplines of Pro-Fectivity are necessary for long term success and fulfillment. Why?, because achieving what is most important in your life or business is a journey, not a single event. Aligning the various elements of this process with your most important goals will enable you to stay the course and get beyond the obstacles that derail most other well meaning people.

### **As you work through this book, keep the following in mind**

1. Processes take time to become a part of you. Initially, you will feel uncomfortable with your new plan. Staying focused on making the process work, through practice, will allow you to overcome feels of discomfort.
2. Processes tend to change over time. Yours will too! Changes should not take place as a response to lack of immediate results. They should take place as a way to improve upon what you are already accomplishing.

3. Processes require decisions to be made. Ultimately, your new course of action will require you to decide what to do with activities and behaviors that no longer fit your new direction. Don't take this phase lightly but don't shy away from making tough decisions that you know are necessary to improve your focus and direction.
4. Making fundamental changes for the purpose of better aligning your inner passion with goals that are most important to you can be challenging to address by yourself. Consider taking this journey with someone else who has the same desire for a purpose filled life. Find an accountability buddy or a mentor to help you stay on track. Eventually, the momentum you create and the success you experience will be enough to propel you forward.

Pro\*Fectiveness is a three part process for discovering, aligning, clearing and rejuvenating yourself. It's a simple yet powerful approach to being more purposeful and deliberate about what you focus on, what you devote your time to and how you maintain the energy necessary to play your game at your highest level.

**Pro\*Fectiveness encompasses three primary areas:**

- Identifying your calling
- Using your most important resource
- Creating a personal refueling strategy

I will go into each of these areas in depth and provide space for you to work on that element of your Pro\*Fectiveness plan. When you have completed your plan, put it aside for a day and then revisit it. It will help you look at it from a fresh viewpoint so you can make changes before committing yourself to making it part of your daily operation going forward.

## Pro\*Fectiveness: Phase #1- *'What is Your Calling'*

People who have accomplished extraordinary things in their life of business have usually been driven by some inner force. Some call it passion. Passion is great but it tends to focus on what you find desirable. Having a calling tends to define what you feel driven to accomplish that benefits others. Having a calling means you understand what you do, that will benefit others in an area you find most important.

Traditionally, having a 'calling' has been most commonly associated with serving in a religious capacity. The idea that someone would devote their life to serving others in a particular fashion and for the benefit of that other person's betterment is what linked 'a calling' with a particular religious practice. But if you look at any number of other personal and professional pursuits, you can find ample evidence of people pursuing their most important goals with all the conviction of a calling. Jeff Bezos of Amazon; Opera Winfrey of TV talk show fame and Abraham Lincoln all have/had a calling when it came to the things that were most important to them.

### What's Your Calling?

Think about your own purpose. You basically have one shot in life to do something that would add true meaning to your efforts. We all want to be thought of as having a cause, a purpose, a direction that we would be proud of in the end. What's yours?

Having a calling does not preclude you from doing and engaging in other things in life. It does, however, provide a GSP like attraction towards whatever you feel is most meaningful for you. The key is not what you do but why you do it. Once you can align what you are doing with your primary 'calling', you will gain the type of clarity and commitment that enables the most successful among us to achieve extraordinary things. Here is mine.

Example: After spending 25 years in various consumer products companies learning an incredible number of business building and operating practices, I turned my attention to coaching business owners and executives. *My mission, 'calling', is to help as many business professionals as possible, become the best they can be at their chosen occupation. To help them learn, develop and become top notch, world class professionals so they can achieve what is most important to them.*

**Getting to this stage requires addressing and acknowledging a few things:**

1. What do you possess that other people could benefit from? It could be a learned skill or natural ability. Whatever you select, think about the people you have already helped or inspired.
2. What drives you to want to pursue your purpose? Why is this particular area important to you? Your internal drivers are based on deep seated values that are important to you. Try to be as clear as you can about what they are.
3. How willing are you to take action on your purpose? Without action, our best intentions will never become a reality. What do you need to do or resolve in order to feel confident about your true purpose?

In the space below, write down your calling. If you haven't thought about it in specific terms, start with simple phrases or bullet points. Remember, this is your vision, your mission. Be as open and honest as you can. Once you feel confident about declaring your calling, share it with someone you trust and admire.

---

---

---

---

---

---

---

Establishing your calling is the most important step for embracing Pro\*Fectiveness as a way to achieve what is most important to you. If it doesn't become clear right away, don't give up. Mine took me 6 months to fully develop. Most of what I finally came up with I had already been doing but I didn't fully see it as my ultimate mission in life. Once I was able to align my strengths and passions with my calling, I became much more confident about living it. It's the inner belief that allows you to fully embrace what you feel is most important to you, even if you have not fully achieved it yet.

**Once you understand your own calling and begin to implement it in your business or life, you will begin to receive several benefits of your own.**

1. You will gain more respect for what you do. This happens because others see you as a committed provider that devotes your best talents for the benefit of others. People respect commitment and belief in others.

2. You will be treated better. When you have respect, you get treated better. People view you as a serious player in your profession. They are less likely to do things that would disparage you or your efforts.
3. You will generally deal with less of 'life's crap'! I'm not suggesting all your problems will go away or that you won't have to deal with challenges. You will, however, be presented with less minutiae, less of other people's trivial issues. People who like to wallow in their own misery tend to look for others who do the same. When you establish yourself as having a purpose that others respect and admire, you tend to attract less of the people who want to dump their own problems on you.
4. You will feel more valued. There is nothing worse than feeling that what is important to you is not valued by anyone else. Once you demonstrate that you are committed to something that others benefit from, your professional or personal 'value proposition' will sky rocket. Why, because you reflect an inner belief in what you know your calling is and it's this inner belief that others find value in.

## **Pro\*Fectiveness: Phase #2- *'Using Your Most Important Resource'***

Your most important resource is your time! You can't make more of it or replace what you lose. All you can do is treat it and use it like the most valuable thing you own. Think of your time in terms of currency. For each block of time you commit or devote to something or someone, you are giving away some amount of currency. Question is; are you getting greater value in return for what you spend? If you knew that the stock you were about to buy was going to tank in value, would you go ahead and buy it anyway? Learn to make the same decisions with your time.



**Maximizing your 'time' resource can be accomplished by doing these 3 things:**

1. Decide what a priority is and what is not. We are all faced with many things to use our time on each day. Are these activities aligned with what is most important to you? Are these activities important to someone else? Should you even be spending your time doing these things? Thinking about what you devote time to affects your focus and your feelings of being connected with your ultimate mission- your calling!

Developing the ability to set priorities for what is most important to spend time doing is a skill that takes practice. To learn more about setting priorities, visit the business resource section of my website ([www.growthsourcecoaching.com](http://www.growthsourcecoaching.com)) and search using the word 'priority'. You will be presented with several articles and videos that will help you develop the ability to set and stay focused on your highest priority tasks.

2. Eliminate the distractions you attract. Distractions are 98% self inflicted! We consciously or subconsciously create the distractions we deal with. What things get in your way? Are you addicted to the notifications on your phone? Do you sabotage your own focus by saying 'yes' too often? Is your work environment the kind of place that would make rats move in? Take a real objective look at what you do to derail your own efforts preventing you from staying on track and accomplishing what is most important to you.

3. Be disciplined with your scheduling. Time works best when you commit blocks of it to specific things you want to accomplish. The very act of writing a task on your calendar commits you to doing it. I bet you write down client appointments, don't you? Would you arbitrarily blow off a client appointment? Probably not. Once you understand the value of your time and the importance of deciding where you will use it, committing blocks of it to things that are the most important for you to accomplish is where Pro\*Fectivity really kicks in.

In the sections below, answer each question so you can establish an action plan for optimizing your use of your most important resource; your time.

How will you prioritize what is most important to do each day/ week?

---

---

---

---

---

---

---

What are you distracted by? What will you eliminate in order to improve your focus?

---

---

---

---

---

---

---

How will you block time to address what is most important to you? What calendar system will you use religiously to accomplish this?

---

---

---

---

---

---

---

This phase of achieving Pro\*Fectiveness is the backbone of the process. Spending your time doing the right things at the right time is what increases the speed of what you accomplish. It's also the most difficult part of the process to establish because it involves changing your behavior. If you stick with it, here's what you can expect to gain as a benefit.

1. You will have more time to do what's important really well. There's nothing worse than feeling like you 'got through it because you didn't have the time to do it well'.
2. You will have more time to grow your business. It's the things you do 'on your business' that drive success.
3. You will have more time to do what you like. One of the biggest reasons people decide to own their own business is because they want more control of their own time. They believe if they are in charge, they can decide how to use their time and when to take off for things that are important. Trouble is, most all of them lose their ability to manage their time effectively. Once you incorporate the principles of Pro\*Fectiveness, you will get back the control you need to do the things you want.

## Pro\*Fectiveness: Phase 3- 'Create *Your Own Personal Refueling Strategy*'

Staying focused on your calling and going beyond your normal comfort zone requires a constant supply of energy. If you don't pay attention to your own inner resources, (mind, body and spirit) your desire to achieve more will run aground as the reality of depleting energy, enthusiasm, and commitment starts to take hold.

So, what do I mean by 'refueling strategy'? I mean consciously providing for your own physical, mental and emotional well being. Your desire to stay committed to your calling and stay focused and aware of using your time correctly can be physically and mentally draining without devoting time to work on yourself.

### **To create a refueling strategy, do these 3 things:**

1. Stay physically healthy. Eat right and less. Create an activity ritual. Set aside the time to engage in things that will improve your physical health and rejuvenate your system. A good example of this is wearing a FitBit for accountability.
2. Never stop learning- Devote a portion of time each day to reading, listening or watching something that supports your calling. Be a student of your profession. Learn from those who are at the top of their game. Seek out others who you can emulate.
3. Seek out people who inspire you- Inspiration is what drives your desire to push past your comfort zone; to stay the course; to believe that what you are trying to accomplish is possible. Inspiration from others is what drives motivation in you. By

staying close to the things you find inspiring, you create a continual source of motivation that will help you stay on track.

What will you commit to as part of your 'personal refueling strategy'?

Decide what you will do in each of these areas to build and maintain a daily strategy of rejuvenation and renewal:

My commitment to my physical well being:

---

---

---

---

---

---

---

---

To stay at the top of my profession, I will do the following:

---

---

---

---

---

---

---

---

To stay inspired for what is most important to me, I will seek out the following:

---

---

---

---

---

---

---

**Here are the benefits of creating and practicing a refueling strategy for you.**

1. You will feel better about yourself and what you are doing. Being able to control moods and feel uplifted is a very liberating feeling that will encourage you to push through the tough times.
2. You will reflect a greater level of confidence to those around you. Confidence is what let's other people want to be part of what you are doing. In business, having confidence drives clients and colleagues towards you.
3. Your ability to stay committed for your journey will be easier to handle. The vast majority of business professionals who are totally capable but unsuccessful get that way because they give up. Focusing on yourself as a means to keeping yourself at the top of your game is what allows success to come to you.

## How to implement what you have created

Once you have all three areas of the Pro\*Fectiveness plan mapped out and written down, you must now give thought to how you will put your plan into action. Here is a simple way to make your Pro\*Fectiveness plan a regular part of your business and personal life.

1. Assemble all of the notes from this workbook onto one page. If you need to reword any of your plans, do so at this time. You want your plan to be easy to refer to without having to read volumes of text. Bullet points under each phase work best.

Tip: When writing your plan, list what you will do by stating 'I will....'

2. Carry your plan with you. Keep it where you tend to focus. Put it on your office wall. Keep it on your cell phone or in your brief case. You might even keep a copy folded up in your jacket or purse. It's important to be able to visually refer to the elements of your plan so your mind will accept your behavior changes more readily.
3. Set aside one hour each month to review your plan to see how you have done. Don't be too hard on yourself. Don't look for ways to give up. Look for things you can celebrate. Look for things you can improve.
4. When you hit obstacles that take you off your plan (and you will), take time to think about what happened and what you can learn from the experience. Select one thing to change and dedicate yourself to do this change consistently in the future.



## Final Thoughts

Aligning yourself to be able to focus on what is most important to you is a significant commitment. Unlike other short range projects or goals to accomplish, practicing the art of Pro\*Fectiveness is something you do as long as you have the desire for the calling you have selected.

Making these kinds of behavior changes takes time. Make sure your expectations are in-line with this. The behaviors you rely on for making decisions, staying focused and scheduling time are all deeply rooted. Adjusting these behaviors to better align your intentions with what is most important to you takes intentional effort.

Thank you for requesting this workbook. I hope you find the purpose for what is most important to you. Should you need any support to help you clarify your calling or stick to your journey, please visit our website for a complimentary consultation. I will be glad to help you in any way I can.

All my best.



Your Coach  
Steve Smith

Other ways to connect with me:

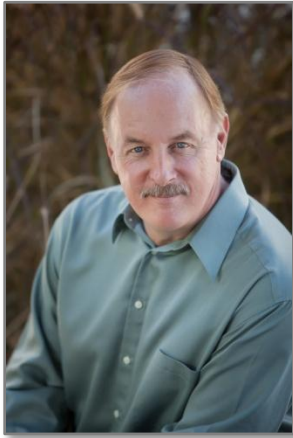
LinkedIn- <https://www.linkedin.com/in/strategycoach>

Google+ <https://plus.google.com/+Growthsourcecoachingorangecountyca/about>

YouTube- <https://www.youtube.com/channel/UCgG59tsAreuBCRw5S8ITP4A/feed>

Facebook- <https://www.facebook.com/GSCBusinessCoach>

## About the Author



Steve Smith is the founder and President of GrowthSource Coaching, a business and executive coaching firm in Lake Forest, CA. After a rewarding career in the consumer products manufacturing industry, Steve followed his passion and began coaching business owners and corporate executives.

Known by his clients as a leadership, management and marketing strategist, Steve has worked with individuals and companies throughout the U.S. and around the world. His mission is to help transform every committed business person into a world class business professional.

Steve writes business articles for several online publications and co-hosts a radio show called 'The Bottled Business Sense Show'. In his spare time, he travels on his motorcycle with his wife and rescues retired greyhounds. He serves on the board of the Lake Forest Chamber of Commerce and the Chuck Jones Center for Creativity.

A graduate of Frostburg State University, Frostburg, Md. in Business management, Steve has lived in Orange County for 23 years with his wife, Sharon. Together they have 2 grown children, one grandchild and another on the way.