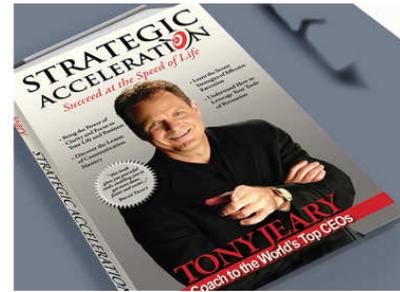


# STRATEGIC ACCELERATION

*Succeed at the Speed of Life*



## Exercise 9: Create Your Own Recipe For clarity

The basic definition of clarity: having an unfettered view of your vision, which is what you want and why you want it, fed by an understanding of its purpose and value. When people understand the why of things (i.e., the purpose and value), the combination produces a level of clarity that has enough influence to actually become motivational! It becomes the fuel of voluntary change and enables you to be pulled toward your vision, rather than pushed.

*The Clarity Equation*

$$\frac{\text{what} + \text{why}}{\text{purpose} + \text{value}} = \text{clarity}$$

### *Your Clarity Equation*

Using your answers from Exercises 5 and 8 (your vision and its purpose and value), create your own Clarity Equation on the following template. Document what you really want, personally and professionally, why you want it, why it's important to you, and why your success is important to others.

### My Clarity Equation

<b>What:</b>	+	<b>Why:</b>
<b>purpose:</b>	+	<b>value:</b>

### My Clarity Equation: Example

<b>What:</b> <i>Start my own consulting business and bring in revenue in excess of \$100k in the first year of operation.</i>	+	<b>Why:</b> <i>It will improve my financial situation.</i>
<b>purpose:</b> <i>It will create long-term financial security for myself.</i>	+	<b>value:</b> <i>My financial security and success directly affects my family and employees.</i>

Now that you've created your clarity Blueprint, you're ready for the next set of exercises, which will help you develop your focus Blueprint. Knowing how and on what to focus is the second step of implementing Strategic Acceleration, and that sets you up to successfully execute your vision.

### Creating Your Focus Blueprint

*You need to develop habits to fully focus and produce long-term success.*

You have developed your Clarity Blueprint to help you get real insight into your vision. You should now have a pretty good idea of all of the following:

- *what* you really want,
- *why* you want it,
- *how to capitalize* on your positive aspects and maximize your effectiveness,
- and *what needs to change* in order for you to be more successful.

You are clear about the path you'll be taking, and you understand all of the reasons why you're setting off down that road. You have true clarity and are ready for the next step: *developing focus*.

Clarity and focus are so closely related you might think they are almost the same. However, clarity *precedes* focus, and it is clarity that plays a major role in making focus possible. When you are clear about what you want—and about the value of what you want to do—that gives you the ability to identify the high-leverage activities that are most deserving of your time. In that sense, clarity is the foundation on which focus is established. Although both clarity and focus are strategic in nature, they are different:

- Clarity is a *strategic condition* that empowers you to clearly see where you want to go.
- Focus is a *strategic skill* that you must learn to enable you to stay on track, persevere, and finish well.

## Creating Your Focus Blueprint

The Focus Blueprint is a detailed plan that outlines everything you'll need to concentrate on as you pursue your vision and advance your strategic goals and objectives. Now, you'll use 4 exercises to learn how to critically examine both where you want to go and where you *really* are today, identify high-leverage activities, eliminate distractions, and, ultimately, develop insight and habits that will change your life:

- **Exercise 10: Evaluate Your Current Focus Skills:** Keep a two-week journal to determine where you are today.
- **Exercise 11: Improve Your Focus Skills:** Review the journal and see what improvements you can make.
- **Exercise 12: Get Clear on Current Conditions:** Understand your Strategic Positives and Strategic Negatives.
- **Exercise 13: Develop Your Strategic Plan:** Document what you want and how you'll do it, ensuring you're focused on high-leverage activities.

