

THE POWER OF A POSITIVE YOU

7 STEP ACTION PLAN

— JON GORDON —

THE POWER OF A PLAN

This plan is simple. It's meant to be that way. Simple is powerful. Simple ideas that are acted upon create incredible results. I've been sharing these action steps in my keynotes for over 10 years. The feedback has been amazing and so we decided to make this plan available to everyone so you can discover the Power of a Positive You!

You create your life every day and where you invest your time and energy is what you will create. The purpose of having a plan is to help decide where you want to go, what you want to do and help you focus, stay positive and take action. When you sit down and put your ideas on paper, you transform scattered thoughts and possibilities into the powerful force of the written word. Your plan will give you direction a week from now when you feel lost. It will motivate you a month from now when you want to give up. It will help you organize your life today and remind you of your commitment tomorrow.

Once you create your plan, you must incorporate it into your life. It is a living and breathing document that can be seen, held, posted, downloaded, read, organized and taken anywhere. When you create your plan, you set the wheels of change in motion and transform ideas into a plan and a plan into reality. As you begin to live your plan, keep in mind that you are not perfect and there will be days you fall short. Don't get discouraged if this happens. It is normal. You are improving your life and that is no small, easy task. Just stay positive and stay the course. Life is about the little things. Small changes yield big results.

The 7 Steps

1. Pull out your Telescope: Create your Vision.
2. Know your Why? What is your purpose?
3. Pull out your Microscope:
   What one action will you take?
4. Feed the Positive Dog: Stay Positive!
5. Neutralize the Energy Vampires.
6. Choose One Word.
7. #LoveServeCare



Pull out Your Telescope: Create your Vision

"If you can see it you can create it. If you have a vision then you also have the power to make it happen."

I love to talk about pulling out your telescope when it comes to creating and seeing a positive vision for your future. Pulling out your telescope means you look out into the future and decide where you want to go. It means you create your vision for the road ahead. Your vision is like a North Star that keeps you on the right path, if you can see it you will keep moving towards it. Everyone needs a North Star because we all need something to hope for and work towards. When your vision is greater than your circumstances, you won't stop and you will find a way around or through your obstacles.

So, pull out your telescope and write down your vision for your life. What do you want to create? What does your future look like? What are you doing? Who are you doing it with? Your vision can include your life, work, health, family, career, project, team, etc.



Know your Why:
What is your Purpose?

"We don't get burned out because of what we do. We get burned out because we forget why we do it."

Having a vision for your life and knowing where you are going is powerful but it's even more powerful when you know why you are going there. Purpose is the ultimate fuel that moves you towards your vision. Living life without purpose is like driving from New York to California on one tank of gas. You'll be running on empty before you know it. But knowing your Why and having a purpose is like having gas stations along your route where you can recharge and refuel to keep moving towards your destination. You will face adversity, but when your purpose is greater than your challenges and you know why you are moving towards your North Star, you become an unstoppable purpose driven force of positivity. When you know your why and know the way, you will find a way and won't let obstacles get in your way.

So, what is your Why? Why are you here? What difference do you want to make? What will keep you going through all the obstacles and adversity you will face in life? These aren't easy questions to answer, but take time to reflect and think about them. In my book The Seed, I write about finding your purpose and I challenge readers to ask themselves, "Why am I here?" It is the most important question they can ask and living their purpose is the most important thing they can do.

Identify your Purpose. You may not know your ultimate purpose yet but write down what will inspire you to move towards your North Star.

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Pull out Your Microscope: What one action will you take?

"A vision without action is today's fantasy. A vision plus action is tomorrow's reality."

It's great to have a vision and purpose but you must also take action to create your vision and live your purpose. If you have a telescope but no microscope, then you'll be thinking about your vision all the time and talking about your Why but won't be taking the necessary steps to realize it. Pulling out your microscope means you decide what zoom-focused action you will take today to achieve the vision you want to realize in the future. When I talk about zoom focused action, I'm not talking about five things or three things. I'm talking about one thing. What one thing will you do? In my book Training Camp, I talk about the microscope and how the best zoom-focus and do ordinary things more consistent than everyone else. You don't have to be great to have great results. You just have to have great consistency.

People often ask me about goals. I believe goals are helpful, but I often say that commitments are greater than goals. It's your commitments that will lead you to your goals. So, going forward what will you commit to? What one action will you take each day to move you one step closer to your vision?

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Feed the Positive Dog: Stay Positive

"Being positive won't guarantee you'll succeed but being negative will guarantee you won't."

As you move towards your vision and live your purpose, you will face a lot of negativity and adversity. Not everyone will see your vision or share your optimism. That's why your positivity must be greater than all the negativity and doubt. In my book The Positive Dog, I share a story about a negative dog named Matt and a positive dog named Bubba. Bubba tells Matt that we all have two dogs inside of us: a positive dog and a negative dog and they fight all the time. Matt asks Bubba who wins the fight to which Bubba replies, "the dog you feed the most, so feed the positive dog." Every day you can feed the positive dog or the negative dog. Whichever one you feed is what grows.

Too often we feed the negative dog. It's understandable when you realize that there's so much negativity in the world and negative thoughts are always popping into our head. But one thing I've learned is that just because you have a negative thought doesn't mean you have to believe it. Instead of believing the negative thought, you can feed yourself with positive perspectives, beliefs and words of encouragements. I tell audiences all the time that you can't be stressed and thankful at the same time, so you can feel blessed instead of stressed. You can choose faith instead of fear. You can see challenges as opportunities. You can see failure as your partner in growth rather than your enemy. It doesn't define you, it refines you. You can expect challenges but have an even greater expectation that you will overcome them. You can believe and trust that despite your circumstances, the best is yet to come. You must stay positive and keep moving forward to create a positive future.

In this spirit, write down how you will feed the positive dog and stay positive on your journey through life.

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Neutralize the Energy Vampires

"Energy Vampires don't like the light. So keep smiling and shining."

As you strive to be a Positive You, know that you will have to deal with negative people in life. There are people I wrote about in The Energy Bus called Energy Vampires who will suck the life out of you if you let them. Don't let this happen. Gandhi said, "I will not let anyone walk through my mind with their dirty feet and neither should you." Neutralize the energy vampires with your positive energy. Don't be negative about negativity. When you are you only contribute to it. Instead, stay positive and address it in a positive way. But how do you do that you might ask? There are many ways but there's no specific formula. It always depends on the person and the situation. You might confront them in a positive way and coach them to change. You might try to help them transform with a smile, love and empathy. You might have to fire them. You might have to avoid them. You might have to give them a book like The Energy Bus or The Power of Positive Leadership to read. You might limit the time you speak with them. You might have to redirect the conversations. Regardless of how you do it, it's imperative that you recognize that a person can't make you feel a certain way unless you let them. When you own your power and neutralize the energy vampires with your positive energy, you become your most powerful YOU.

Identify the Energy Vampires in your life.

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How will you neutralize them?

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Choose One Word

"One word gives you meaning and mission, passion and purpose."

The purpose of this action plan is to help you focus on what matters most and take action. Well, nothing helps you focus more than choosing a word for the year. My friends Dan and Jimmy have been picking a word for ever twenty years. When they told me about it, I immediately recognized the simplicity and power of it. We wrote a book together called One Word that will Change your Life and now hundreds of thousands of people have experienced the power of one word. My first year I chose a word it was the word 'purpose.' I knew my purpose needed to be greater than my challenges. It was a great word that helped me get through a lot of adversity that year. Another year my word was 'serve' because I knew I needed to serve my family more at home. It was transformative. Each year my one word has shaped and molded me to be a better person and I believe it will have a big impact on you as well. Many people have shared their words with me such as "love" and "dream" and "invest" and "go" and "fearless" and "thankful" and more. I can't tell you what your word is but I can tell you that if you are open to it, a word that is meant for you will come to you. There is a word meant for you and it will change your life if you live it.

Write down a few possible words that might be a good fit for you. Take some time and reflect on it. It might be a few minutes or a few days or even a few weeks. If a few words come to you, write them down here.

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Now write down your one word. It's the word you know you need to focus on it. It's the word that is meant for you. And if you had several words written down, it's the one that is more important and jumps out at you compared to the others.

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Write down your "Why" behind the word? Why did you choose it? Why is this word important to you? The "Why" behind why you choose this word is what gives the word meaning and mission in your life.

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#LoveServeCare

"Being positive doesn't just make you better. It makes everyone around you better."

The great thing about positivity is that it never decreases when you share it. Actually when you share positivity with others it grows and expands in their lives and yours. You are powerful when you are a positive you and yet you are even more powerful when you share your positivity with others. That's why this plan wouldn't be complete without talking about ways to be a positive influence in the lives of others. Being positive in not just a state of mind that makes you feel better, it's a state of action that makes the world better. I have found that positive powerful people do three things that make all the difference. They Love. They Serve. They Care. #loveservecare. They share love which is the greatest form of positivity in the universe. They serve others to help them improve their lives and situation. And they find ways to show they care. As I wrote in The Carpenter, when you #loveservecare one person, one day at a time, you not only help people improve and grow, you improve and grow exponentially. It's ironic that the best self growth strategy of all is to help others grow but that's how it works.

To be your most powerful and positive, you can't just focus on you. Focus on loving, serving and caring and watch the impact it has on your life and everyone around you. Write down how you will #loveservecare and then put into action.

This is how I will Love: _____

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This is how I will Serve: _____

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This is how I will show I Care: _____

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