

ALL IT TAKES
IS A GOAL

92% OF NEW YEAR'S
RESOLUTIONS FAIL.



**96% OF PEOPLE SAID
THEY WERE NOT
LIVING UP TO THEIR
FULL POTENTIAL.**



**50% OF PEOPLE
SAID 50% OF THEIR
FULL POTENTIAL
IS UNTAPPED.**

A person is seen from the side, climbing a dark, textured rock face. They are wearing a blue shirt, dark shorts, and a climbing harness. A rope is visible extending from the top left. The background shows a vast, hazy landscape with a forest of evergreen trees at the base of the cliff.

I DON'T LIKE DOING DIFFICULT THINGS
**BECAUSE THEY'RE
DIFFICULT.**



**YOU'RE THE
MOST PERSUASIVE
PERSON YOU'VE
EVER MET.**



**BEING A HIGH
PERFORMER
DOESN'T
AUTOMATICALLY
MAKE YOU A
HIGH ACHIEVER.**

- 
- 
1. THE COMFORT ZONE
 2. THE POTENTIAL ZONE
 3. THE CHAOS ZONE



**COMFORT ZONE =
NO GOALS,
NO ACTIONS,
NO PROGRESS.**





**CHAOS ZONE =
TOO MANY GOALS,
TOO MANY ACTIONS,
NO PROGRESS.**





**POTENTIAL ZONE =
RIGHT GOALS,
RIGHT ACTIONS,
RIGHT PROGRESS.**



**HOW DO I
STAY HERE?**



CAN YOU CHANGE
FROM BEING A TOURIST
IN THE POTENTIAL
ZONE TO A FULL-TIME
RESIDENT?



STARTED AN ONLINE COMMUNITY WITH

20,000+

MEMBERS.

CAREER

FINANCES

RELATIONSHIPS

HEALTH

FUN

***WORKED WITH
339 COMPANIES
AND TEAMS.***

DREAM. MAMAM.
PLAN. NANAN.
DO. ODODO.
REVIEW. WEW.



DREAM
= WHAT DO YOU
WANT TO DO?

The background is a solid orange color filled with various hand-drawn sketches in a darker orange or brownish tone. These sketches include: a gear on the left; a line graph with an upward arrow on the right; a box containing the number '750' at the top; a box with '67000' below it; a box with '10,000,000' in the center; a box with '1,200.00' on the right; a box with 'PLAN 750' on the far right; a box with '6' inside on the bottom left; and several other boxes and lines representing flowcharts or organizational charts. The overall theme is business planning and strategy.

PLAN
= HOW WILL
YOU DO IT?

An aerial, high-angle photograph of a busy pedestrian walkway, possibly in a park or public square. The ground is paved with light-colored bricks or tiles. Numerous people of various ages and clothing are walking in different directions. The entire image is covered with a semi-transparent green filter. Centered over the image is the text "DO = ARE YOU DOING IT?" in white.

DO
**= ARE YOU
DOING IT?**



REVIEW

= DID IT WORK?

THIS IS
TOO GOOD
TO BE TRUE.



***WHY DOESN'T
EVERYBODY
USE THESE
STAGES?***

- 1. DREAMERS***
- 2. PERFECTIONISTS***
- 3. PROCRASTINATORS***
- 4. HUSTLERS***

***DREAMERS GET
STUCK IN THE
DREAM
STAGE.***

A person is shown from the chest up, wearing a light-colored shirt. Their head is replaced by a large, white, fluffy cloud. Their right arm is raised, with the hand open and fingers slightly spread. The background is a clear blue sky.

DREAMERS HAVE 1,000 IDEAS
AND 0 ACTIONS.

PERFECTIONISTS
GET STUCK IN THE
PLAN STAGE.

PERFECTIONISTS ARE
GOING TO CHANGE THE
WORLD AS SOON AS
THE PLAN IS **PERFECT.**

PROCRASTINATORS
GET STUCK IN THE
DO STAGE.

**PROCRASTINATION IS THE
ART OF LIVING LIFE LATER.**

HUSTLERS
GET STUCK IN THE
REVIEW STAGE.

HUSTLERS ARE
OBSESSED
WITH DO.

DREAM

Overthinking

**OVERTHINKING IS
THE MOST EXPENSIVE
THING COMPANIES
INVEST IN EVERY
YEAR WITHOUT
KNOWING.**



Overthinking steals

**TIME, CREATIVITY
AND PRODUCTIVITY.**

**OVERTHINKING IS
WHEN WHAT YOU THINK
GETS IN THE WAY
OF WHAT YOU WANT.**

**WE ASKED 10,000
PEOPLE IF THEY STRUGGLE
WITH OVERTHINKING ...**

... more than **99.5%** said, **“Yes.”**

EVERYTHING
IS A “THING.”

Two vinyl records are positioned on the left and right sides of the frame, partially cut off by the edges. They are black with white labels in the center. The background is a solid, vibrant orange color.

*A SOUNDTRACK IS A
REPETITIVE THOUGHT.*

**Culture is a collection
of soundtracks
playing consistently
at a company.**

Great thoughts lead
to great actions.

Great thoughts lead
to great actions.

Great actions lead
to great results.

GREAT COMPANIES DO THREE THINGS:

GREAT COMPANIES DO THREE THINGS:

1. RETIRE BROKEN SOUNDTRACKS.

GREAT COMPANIES DO THREE THINGS:

1. RETIRE BROKEN SOUNDTRACKS.
2. REPLACE THEM WITH NEW SOUNDTRACKS.

GREAT COMPANIES DO THREE THINGS:

1. RETIRE BROKEN SOUNDTRACKS.
2. REPLACE THEM WITH NEW SOUNDTRACKS.
3. REPEAT UNTIL AUTOMATIC.



Retire

***THAT'S NOT HOW WE
DO THINGS HERE.***

***THERE'S NEVER BEEN A DAY
THAT TURNED OUT THE WAY IT
WAS SCHEDULED, SO WHY DO WE
TALK ABOUT THE SCHEDULE?***

***WE NEVER REACH OUR GOALS,
SO WHY DO WE SET THEM?***



**ASK THE LOUDEST
SOUNDTRACKS
THREE QUESTIONS:**

1. IS IT TRUE?

One of the greatest mistakes
**IS ASSUMING ALL YOUR
THOUGHTS ARE TRUE.**

2. IS IT HELPFUL?



DOES IT PUSH US
FORWARD OR
PULL US BACK?

**PREPAREDNESS ALWAYS
LEADS TO ACTION.**

PREPAREDNESS ALWAYS LEADS TO ACTION.

Overthinking always leads to overthinking.

3. IS IT KIND?



GOOGLE WONDERED,

“What do our most successful teams have in common?”



Google:

- 1. Spent millions of dollars.**
- 2. Measured 180 different teams.**
- 3. Used 35 statistical models.**



**PSYCHOLOGICAL
SAFETY**

**“A SHARED BELIEF HELD BY
MEMBERS OF A TEAM THAT
THE TEAM IS SAFE FOR
INTERPERSONAL RISK-TAKING.”**

- AMY EDMONDSON, HARVARD

On great teams you can:

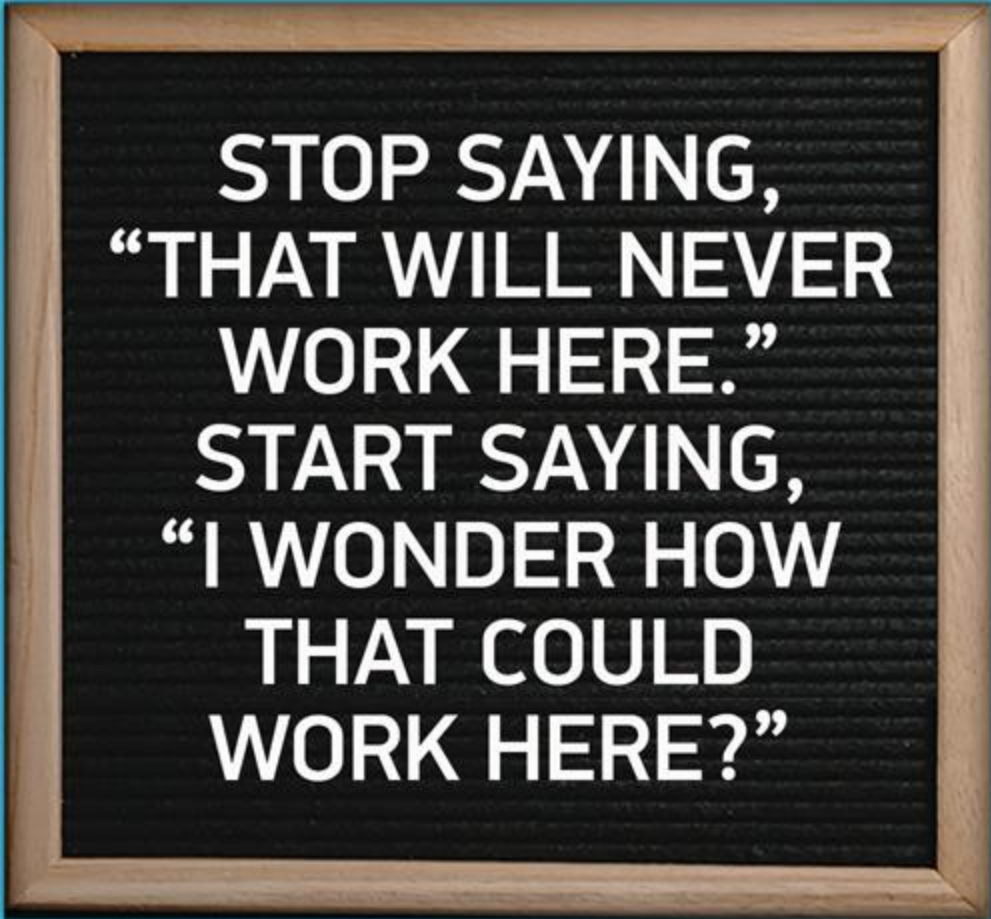
1. ASK QUESTIONS

2. SUGGEST NEW IDEAS

3. ADMIT YOU ARE WRONG ...



**... WITHOUT BEING
TREATED UNKINDLY
BY THE TEAM.**

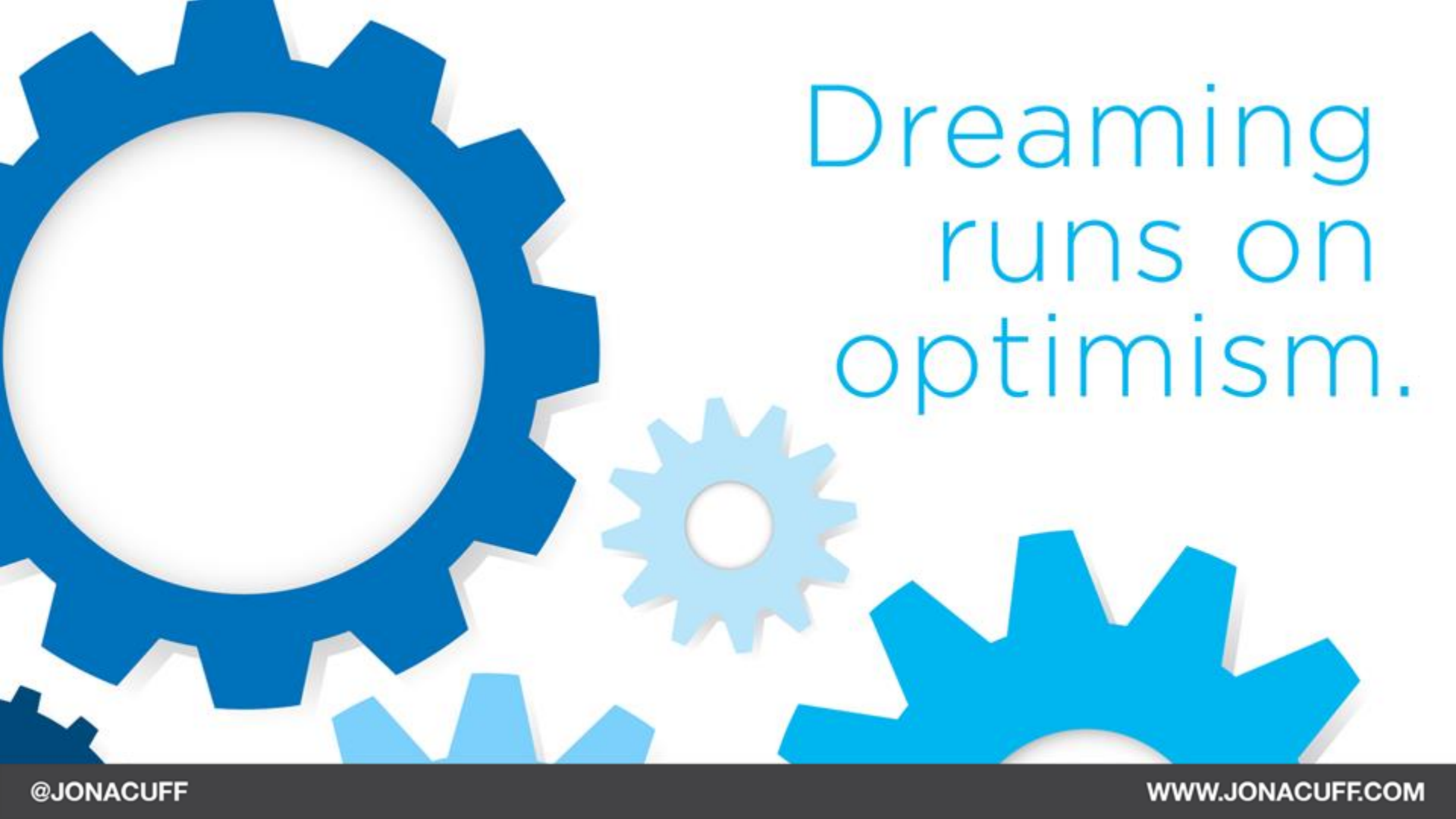


**STOP SAYING,
“THAT WILL NEVER
WORK HERE.”
START SAYING,
“I WONDER HOW
THAT COULD
WORK HERE?”**



CURIOSITY
BEATS CRITICISM.

DO

The image features three interlocking gears. A large dark blue gear is on the left, a medium light blue gear is in the center, and a large bright blue gear is on the right. The text is positioned in the upper right area of the image.

Dreaming
runs on
optimism.

DOING RUNS ON
REALISM.

I'M GOING TO
DO 100 SALES
CALLS A WEEK!

THAT'S A GOOD DREAM.

THAT'S A BAD PLAN.



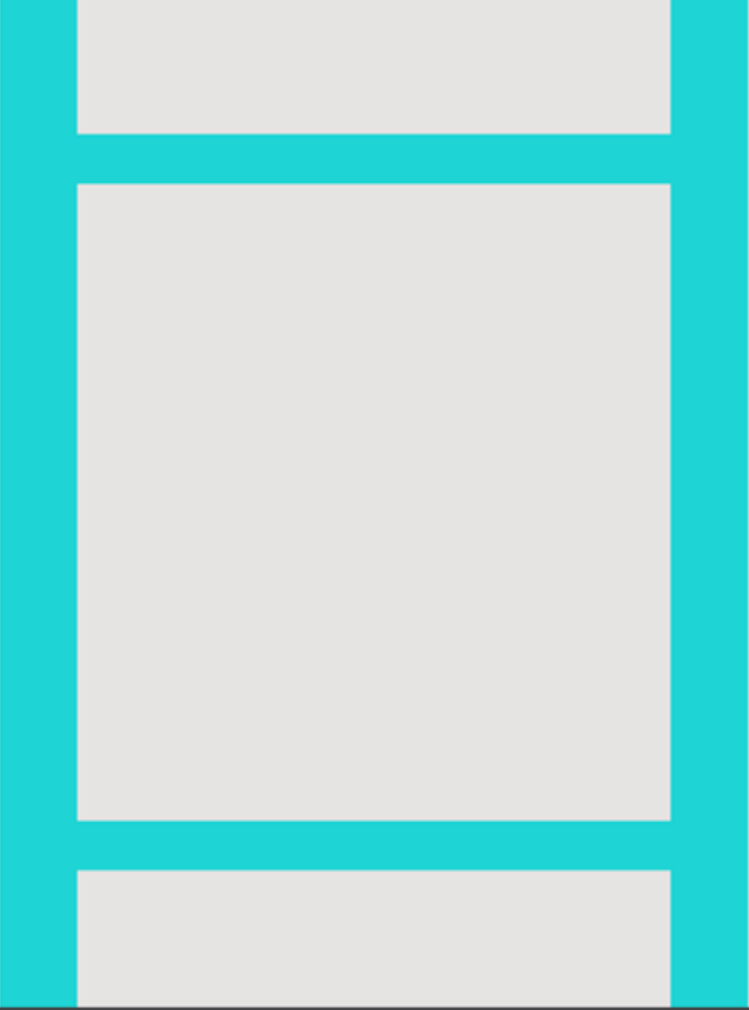
FOCUS ON YOUR
ACTIONS.

***FINISHERS ARE
OBSESSED
WITH ACTIONS.***

YOU ARE 100% IN CONTROL
of your actions.

A person is seen from behind, climbing a rock wall. The entire image is overlaid with a semi-transparent red filter. The text is centered and written in a bold, white, sans-serif font.

**MOST PEOPLE FIND
IT IMPOSSIBLE TO
BREAK A HUGE GOAL
INTO DAILY ACTIONS.**

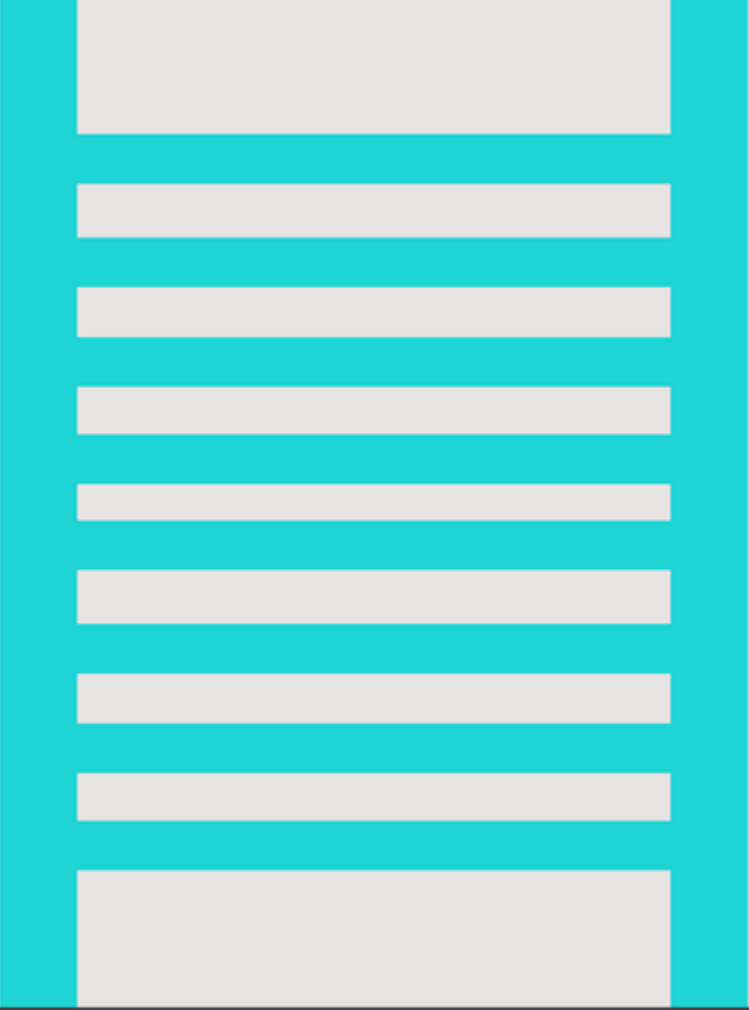


FINAL RESULT

FIRST STEP

ACTIONIFY

YOUR GOAL.



FINAL RESULT

ACTIONS

FIRST STEP



BECOME
BETTER AT
NETWORKING.



***THE ONLY THING EVERY
GOAL HAS IN COMMON IS
PEOPLE.***

WHAT ACTIONS WOULD A
person like this take?

WHAT ACTIONS WOULD THE
best leader take?

WHAT ACTIONS WOULD THE
best salesperson take?

WHAT ACTIONS WOULD A
healthy person take?

WHAT ACTIONS DO

I

NEED TO TAKE TO BE A GOOD LEADER?

***YOU'RE NOT A
GOOD LEADER.***

A grayscale photograph of a person sitting, wearing a light-colored button-down shirt, a dark tie with small white dots, and dark trousers. Their hands are clasped together in their lap. The background is blurred, showing what appears to be an office or public space. The text is overlaid in the center in a white, sans-serif font.

YOU DON'T HAVE WHAT IT
TAKES TO BE A GOOD LEADER.

***YOU TRIED TO
LEAD BEFORE***

AND IT DIDN'T WORK
OUT PERFECTLY.

What actions would
a _____ take?



A GOOD NETWORKER WOULD
encourage people.

***A GOOD NETWORKER WOULD
REMEMBER DATES
THAT WERE IMPORTANT
TO OTHER PEOPLE.***

A grayscale photograph of four people in an office environment. A woman with long dark hair stands in the center, smiling and looking down at something in her hands. To her right, a man with glasses and curly hair is laughing. In the foreground on the left, a woman is seated, looking towards the group. On the right, another man is seated, looking towards the center. The background shows office shelves and a window.

A GOOD NETWORKER WOULD
INITIATE HANGING OUT.

OWN THE ASK.



A good networker
would make time for you.

***I MADE THE ACTIONS
MORE SPECIFIC.***



Encourage 1 person
BY TEXT EVERY DAY
FOR A MONTH.

1. Check my phone contacts.
2. Write down 30 people.
3. Make a chart.
4. Do it first thing each morning.

CAN I HELP
YOU FIND
SOMETHING
SPECIFIC
TODAY?



1. Build a goal ladder.
2. Brainstorm actions.
3. Make the actions more specific.
4. Do them.

REVIEW

IF IT'S WORKING,
GO BACK TO DO.

IF IT'S NOT
WORKING,
GO BACK TO PLAN.



IF IT'S THE WRONG GOAL,
**GO BACK
TO DREAM.**

DREAM. MAMAM.
PLAN. NANAN.
DO. DODO.
REVIEW. WEW.

ALL IT TAKES IS A GOAL

HIGH PERFORMERS
bounce between
3 ZONES

JON ACUFF

NEW YORK TIMES
BESTSELLING AUTHOR

1 COMFORT ZONE



2 POTENTIAL ZONE



3 CHAOS ZONE



People who tap into their potential always do 4 THINGS:

1 DREAM

WHY DO YOU WANT TO DO IT?



2 PLAN

HOW WILL YOU DO IT?



3 DO

ARE YOU DOING IT?



4 REVIEW

DID IT WORK?



POTENTIAL
CANNOT BE
WASTED

POTENTIAL
CANNOT BE
LOST

ONE DECISION
can ruin your
dreams

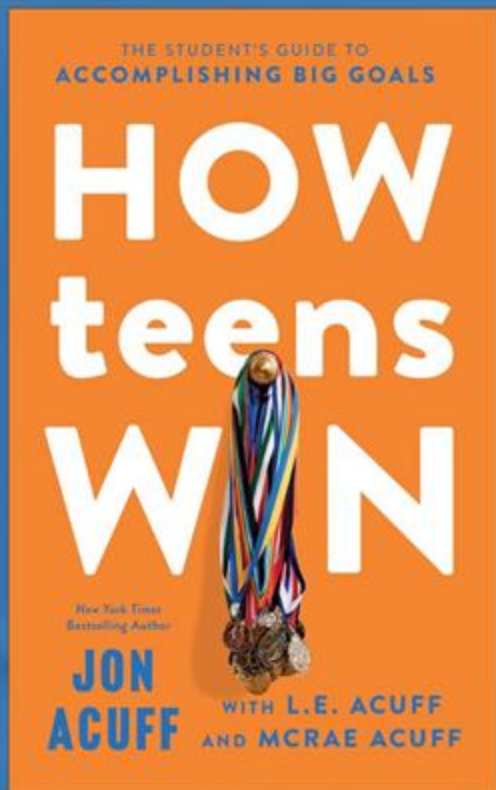
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