

Issue 12.2004

# COACH

A News Update From The Strategic Coach®

## Back to Basics

Discover a simple secret for *energy, creativity, and productivity.*

Focus on your Unique Ability®.  
What do you do best?

PROTECT and INCREASE  
your confidence.

THE  
STRATEGIC  
COACH®

## A note from Dan

**Back to Basics**

There are hundreds of concepts and strategies in The Strategic Coach Program™, yet applying even a few of these can help you be happier and more successful in your business and your personal life. This issue of COACH highlights the cornerstone concepts and strategies we encourage our clients to refocus on whenever life seems to be getting overwhelmingly complex, or when they need to break through to the next level.

The first cornerstone concept is Free Days. You may have heard me say that you have to work less to make more money and enjoy a better quality of life. We've learned that any client who's feeling burnt out or bogged down probably isn't taking Free Days. How's your Free Day habit?

The next concept is Unique Ability. The key to increased success is doing what you do best and delegating everything else. We'll focus on using Unique Ability to reduce complexity and increase creativity.

Confidence, the third cornerstone, is the key that unlocks all your abilities. When you're confident, everything seems possible; when you're not, everything is a challenge. With the right tools and strategies, you can have ever-growing confidence on your side.

These three things — taking great Free Days, focusing on your Unique Ability, and protecting and increasing your confidence — form the foundation of a successful entrepreneurial life. When you've got these basic strategies working, everything else becomes much easier. When you make them habitual, a world of other possibilities opens up. This issue of COACH gives you a chance to do a quick self-diagnostic. If you've been taking care of the basics and reaping the rewards, it will be an opportunity to celebrate. If you haven't made the progress you've wanted, you'll get ideas and strategies for getting back on track.

# 1. Freedom and r

**The Free Day™ habit.**

A Free Day is a 24-hour period spent away from all work-related thinking, communication, and action. Free Days help you remain creative, productive, and energized throughout the year.

## About The Strategic Coach®

The Strategic Coach Inc. provides lifetime focusing programs for highly successful entrepreneurs. At the present time, over 3,000 participants from 60 different industries worldwide are enrolled. These programs help them to simplify their lives, increase their income and savings, enhance the quality of their personal lives, and focus on their Unique Abilities. The Strategic Coach also publishes books and audio sets by co-founder/president/coach Dan Sullivan. **For more information, visit [www.strategiccoach.com](http://www.strategiccoach.com)**

# Rejuvenation

It's easy to forget to take them when you're busy or excited about new projects and don't want to stop working. Suddenly you feel tired and reactive, and everyone else seems stupid. To stay out of this trap, make Free Days a part of your fundamental habits and strategies for success. Here's a quick review of some basic Free Day principles:

## **Recharging yourself: Free Days are a precondition for periods of high achievement.**

In the traditional view, "time off" is seen as a reward that must be earned through hard work — and taken only when you've driven yourself to the point where you have to take it. Free Days operate on a different principle: Your best results depend on you having a fresh store of energy to fuel your creativity. Taking time to rejuvenate *before* important projects, events, or busy times of year keeps you in top form.

This 24-hour period lets you fully disengage from the projects and pressures

of the office. Free Days also create room in your life for other things you value, like important relationships; making a contribution to your community; and travel, hobbies, or whatever passions you have outside your business. Whatever you do on your Free Days, when you return to the office, you'll have more energy, and your mind will reward you with fresh new solutions and insights.

## **Plan, protect, and communicate.**

The best Free Days happen when you plan them in advance, protect them from intrusions, and communicate your intentions to others. You can educate your clients, customers, and team to work with you this way. Clients and customers will appreciate having you at your creative and attentive best, and your team will appreciate the opportunity to develop the capabilities they need to function in your absence.

## **How's your Free Day habit?**

Are you taking real Free Days? If the answer is "no," how can you strengthen the habit? Here are some tips: Make sure you have Free Days planned at regular intervals in your schedule. Then, when you take these days off, give yourself the opportunity to fully disengage from your business. Leave your work at the office. Think about how to make your Free Days as rejuvenating as possible and take the necessary actions to make them happen. Free Days are too important to miss, both for the sake of your business and for your quality of life.

## What you don't learn in school.

Young people are full of potential — so much potential that it can sometimes be hard for them to know which direction to choose or which actions to take.

The Unique EDGE one-day workshop gives people aged 18 to 24 proven tools to create a vision for their future that fits who they are, and helps them tackle the many challenges and opportunities they face on the way to realizing that vision. Whatever path they choose to follow, this workshop equips participants with the tools and the direction to approach the future with confidence, clarity, and a sense of excitement.

THE UNIQUE  
**EDGE**<sup>®</sup>

For more information on upcoming workshops, contact Karen Skleryk at 1.800.387.3206 or 416.531.7399 ext. 299.

# Simplify and re-energize with Unique Ability®.



## **The Ceiling of Complexity™.**

The more successful you are and the more opportunities you take on, the more complex life becomes. This complexity can become so overwhelming that it hinders your ability to move forward. As a growth-oriented entrepreneur, you'll probably hit several "Ceilings of Complexity" in your career.

When you're experiencing the frustration of a Ceiling of Complexity, it's difficult to get a strategic view of your situation. Rather than continuing to react and trying to hold it all together, sometimes the best approach is to let go. The key, of course, is to know what to let go of. This is where the concept of Unique Ability® is extremely useful. The first step in transforming this adversity into a new level of achievement is to delegate everything except what you're uniquely good at, that you love most, and that generates the best results — your Unique Ability activities.

## **Remembering the power of uniqueness.**

We all divide our activities into four zones: Incompetent, Competent, Excellent, and Unique Ability. Unique Ability is the zone in which you're doing things you love to do, that energize you, generate the best results, and offer opportunities for never-ending improvement. Our energy slumps when we're involved in activities where our abilities are Excellent, and diminishes even further when we get into the Competent and Incompetent zones.

## **The Activity Inventory™.**

If you're doing too much but can't see how or what to delegate, take an inventory of the tasks you regularly perform in a week. If you have superior skill at the activity but no passion for it (even if others reward and praise you), this is an Excellent activity. If you feel indifferent and as though anyone could do the activity as well as you, it's probably a Competent activity. Then ask yourself honestly, "Do I like doing this? Does it give me energy? Am I good at it? Do I really need to be doing it?" If the activity leaves you frustrated, drains your energy, and generates poor results, it's probably an area in which you're Incompetent. All of these activities are candidates for delegation, with Incompetent being the first to go. If you can delegate to others who do have passion, energy, and ability in this area, all the better. By pruning away non-Unique Ability activities and spending that reclaimed time in Unique Ability activities, you can dramatically improve your results, increase your confidence, simplify your life, boost your energy, and be more effective in everything you do.

*More information on The Activity Inventory and other exercises you can use to focus more on your Unique Ability are available in the new book, Unique Ability: Creating The Life You Want, available at [www.strategiccoach.com](http://www.strategiccoach.com)*

# 3. Cultivating Confidence

## Your number one responsibility.

Entrepreneurs and entrepreneurial companies grow by taking risks, so confidence is an important foundation to entrepreneurial success. As an entrepreneur, protecting and cultivating your confidence is your number one responsibility because confidence is the ability that activates all your other abilities. With confidence, you can learn, adjust to, and accomplish anything you set your mind to. When you don't have it, you'll find yourself feeling overwhelmed and doubtful.

Confidence is the ability to transform fear into focused and relaxed thinking, communication, and action; turning dangers into opportunities, obstacles into innovations, weaknesses into advantages, and set-backs into breakthroughs.

What many people don't realize is that confidence isn't just a passing feeling over which we have little control. Each of us can generate it immediately for ourselves.

## Quick sources of confidence.

If you take a few moments each day to notice and write down the progress you've made on important projects, you'll gain an enormous amount of confidence — just by focusing on what's working. It's easy to get so busy that you never notice the "wins" you've achieved, but conscious awareness of them gives you a tremendous advantage.

On a daily basis, do a Positive Focus™, which means listing five specific achievements — areas in which you've made progress, either large or small — and notice the increase in your confidence. If you do this for 21 consecutive days, you'll have made reinforcing and protecting your confidence a habit. You can do this with your team, with your family, and with your children. One of our team members does a nightly Positive Focus with her four-year-old daughter, and it's a source of joy and connection as each of them relates her achievements from the day.

By developing a few simple confidence habits, you can give yourself a feeling of certainty and an ability to take action in a constantly-changing world.

## Always Increase Your Confidence™

Interested in other ways to increase your confidence? The *Always Increase Your Confidence* subscription series gives you a foundation for confidence, plus powerful tools for constantly increasing your supply of this fundamental personal asset.

You'll receive four modules, each containing a new idea for generating and expanding confidence, along with practical exercises to get each idea working for you immediately.

**Mention the COACH Newsletter and receive \$15 off your subscription!**

**Always Increase Your Confidence, Year 1 (4 modules):**

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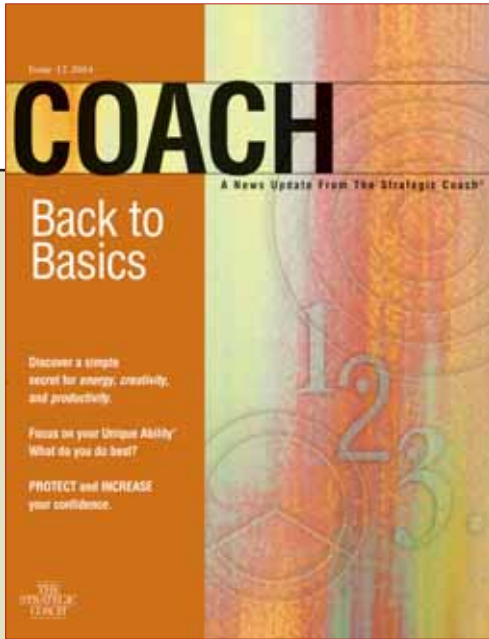
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**Issues 5 through 10 also now available.**

**To place your order, call our Knowledge Products Team at 416.531.7399 or 1.800.387.3206**

Free shipping on subscriptions within North America. Offer expires July 16, 2004.





# Inside this issue

Back to basics: fundamentals that always work.

- How's Your Free Day™ Habit?
- Focusing Your Unique Ability®.
- The Confidence Advantage.

New level for The Strategic Coach Program™.

Entrepreneurs earning between \$100K and \$200K are now invited to join The Strategic Coach Program at the new 100-Level. Participants at this level will learn the same powerful tools, concepts, and strategies taught at the 200, 500, and Million+ levels of the Program. This new option has replaced the How The Best Get Better® Program for all new workshops. Call us for more details at 1.800.387.3206 or 416.531.7399.

## Strategic Coach Speaking Engagements

Do you know a group of entrepreneurs who would benefit from learning about Strategic Coach concepts and tools? For details and pricing information, call Krista Harris at 416.531.7399 or 1.800 387.3206 ext. 281.

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Is your address correct? If your current name or address changes, please notify us by phone, fax, or e-mail.

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