

From Knowing to Doing

The value of investing 10 minutes per week journaling

What do you need to make profitable new skills automatic?

Information alone is not enough

In the May 2005 issue of Fast Company Magazine, Alan Deutschman began his article with research demonstrating that even when people understand that they have a dire need to improve their health or face imminent death, 9 out of 10 people still do not sustain the necessary changes:

“If you look at people after coronary-artery bypass grafting two years later, 90% of them have not changed their lifestyle,”

- Dr. Edward Miller, CEO and dean of the medical school at Johns Hopkins University

Motivation alone is not enough

We all have compelling reasons that motivate us. For example, people want to:

- Earn increased commissions
- Live happier and healthier lives
- Build stronger relationships
- Take satisfaction in a job well done
- and many more reasons.

However, as Lance Armstrong, winner of six Tour de France road races says,

“Motivation can’t take you very far if you don’t have the legs.”

The key is to create an efficient process (the legs) to sustain motivation.

Sustained improvement

There are three essential elements to make sustained improvement

1. Ensure you pursue goals that are attached to positive emotional experience
2. Surround yourself with coaches and cues that remind you of your commitment; and
3. Engage in a process of continuous improvement

The August 2000 story in Time Magazine highlights these points in Tiger Woods. His passion for the game of golf and training to be the best is described by the following,

“...what is most remarkable about Woods is his restless drive for what the Japanese call kaizen, or continuous improvement. Toyota engineers will push a perfectly good assembly line until it breaks down. Then they’ll find and fix the flaw and push the system again. That’s kaizen. That’s Tiger. It’s also Tiger’s buddy Michael Jordan, ... No matter how good they say you are, Michael tells Tiger, “always keep working on your game.””

Invest 10 minutes per week

Invest at least 10 minutes per week to record your progress, thoughts and feelings in a journal and share them with a coach. This is a powerful and time effective processes that addresses all three key elements for reinforcing the commitment to achieve sustained improvement.

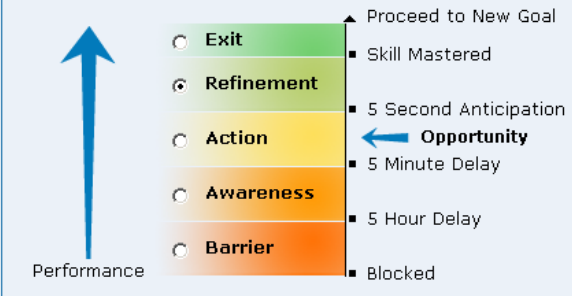
“For new habits, a daily journal is the best medicine.”

- Jean Chatzky, Editor-At-Large Money Magazine, AOL’s official Money Coach, and Financial Editor for NBC’s ‘Today Show’

From Knowing to Doing

The value of investing 10 minutes per week journaling

Select A Stage



<input type="radio"/> Exit	Proceed to New Goal
<input type="radio"/> Refinement	Skill Mastered
<input checked="" type="radio"/> Action	5 Second Anticipation ← Opportunity
<input type="radio"/> Awareness	5 Minute Delay
<input type="radio"/> Barrier	5 Hour Delay Blocked

Refinement Stage
Infusing your actions with your personal style makes acting on opportunities automatic and maximizes your performance.

Conscious effort is not required. Rather, your awareness shifts from yourself to your audience and back, checking for harmony between the dialogue and the values that you hold. This authenticity maximizes your level of influence.

Journal Entry

Refinement Stage Questions:

- » 1. How did you adapt your message based on drivers that motivate other people?
- » 2. Did your awareness shift from yourself to your audience and back, briefly checking for a sense of harmony with the values that you hold? Describe the experience.
- » 3. Was a deep level of focus effortless to maintain? Describe the experience.

Conscious training turns occasional success into consistent results

Through use of a journal and feedback from a coach, you can form a new habit in 21 days and make it automatic in 90 days.

For example, before going on to win 10 of 14 tournaments in 1999, including the British Open to complete a career grand slam, Tiger Woods rebuilt his swing. While Woods required a year to make the improvement needed to compete at his level, his experience provides insight into the process of change,

“Then suddenly, on one swing, he sensed—for the first time in a year—that he had done exactly what he had been trying to accomplish. The motion felt natural and relaxed, and the contact solid. The ball flew high and straight.”

“Excited, he rolled another ball into place but didn’t make the same swing. Another ball. Didn’t get it. Another ball. Didn’t get it. Then he hit another pure shot. A couple of misses. Another pure one. And another. The good swings and shots began coming with greater frequency, like a bag of popcorn taking off in the microwave... He phoned coach Harmon at his Las Vegas base and said, “I think I’m back.”

Similar to the experience of Tiger Woods, the Continuous Coaching Journal helps you navigate the stages in the process of change.

The final question

Will you invest 10 minutes per week?

“when I shape it in words, it really does give it more focus and clarity”

- Don George, Global Travel Editor at Lonely Planet