

The Implementer

Enough talking.

Three blokes walk down a country road.

One foot, the other.

100km Trailblazer Challenge.

Before the walk, imagining.

(Wonder if?)

Then the planning.

Then training.

8 months.

For a 22 hour walk.

Lots of people dream.

Imagine.

Some plan.

Some train.

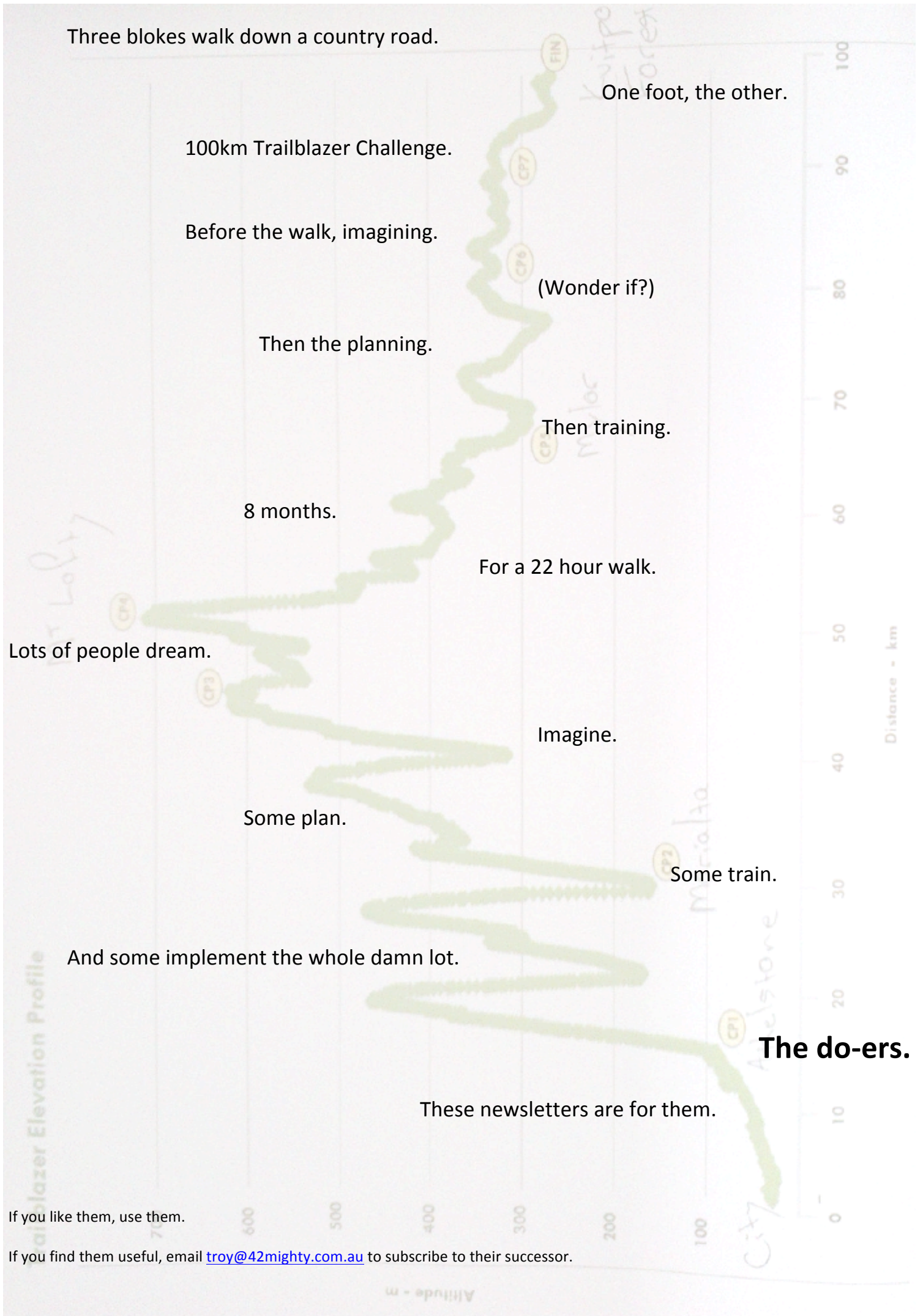
And some implement the whole damn lot.

The do-ers.

These newsletters are for them.

If you like them, use them.

If you find them useful, email troy@42mighty.com.au to subscribe to their successor.



Brave enough to ask yourself this question?

“What’s the 1 thing I can do today that I know will have the biggest impact on my 2016 success?”

(Now do it today.)

The peril of inertia....

Bigger, more successful businesses than yours & mine have fallen victim to waiting too long. Kodak. Blockbuster. Angus & Robertson. Holden.

The world moves on without them. Rising stars & star performers disappear from the front pages daily because they stagnate. Winners too often get complacent & stop striving. Success becomes contentedness. Hunger for change & constant improvement dissipates when things are tickety-boo.

And with change winds always blowing dust in the air, creating a blur of uncertainty, it’s sorely tempting to wait it out until the dust settles so you can clearly see where you should go and the best way to get there.

The problem with that is the *dust never settles*.

If you wait for change to show you the right way, a clear path, then you’re in for disappointment. Don’t be deluded - moving early & driving change isn’t a surefire recipe for success (pain is kinda guaranteed).

And it’s not that you don’t need to pause, watch & think, quietly, regularly. Anticipation and testing has to be balanced with circumspection. But you have to keep moving. Because when you’re moving, you’re learning. And you don’t seize up from cold. And you have momentum as your running mate.

But when you’re stationary?

When you wait and stare quietly from the bird hide with your binoculars & thermos expecting an epiphany?

The birds always move on. And you’re left sitting alone with a numb bum and cancerous what-if thoughts.

Don’t let “wait & see” get in the way of “do something that *might* work” today. Don’t die wondering, rusting.

Implement.

3 things you can implement this week...

Ideas are a dime a dozen. People who implement them are priceless.

— Mary Kay Ash —

1. Diarise a daily recurring 10-minute planning meeting with yourself.
2. Book coffee with a client & ask “*how are you & what do you need?*”
3. Role-play a conversation in advance with a colleague. Just one.

A disciplined do-er...

Mary Kay Ash, daughter of a waitress & wife of WW2 soldier who sold books door-to-door to feed her kids, went on to achieve sales success with a home products company until she got sick of being passed over for promotions in favor of men. She quit, built a business plan and decided to launch a small cosmetics business with her husband. He died one month before they were to launch. At age 45, Mary Kay went about turning \$5,000 and daily implementation disciplines into a business today employing 3 million consultants and turning over \$3 Billion. The above quote was her secret. The difference between her & most is that she started....

Implementation inspiration...

https://www.ted.com/playlists/92/listen_up - A great 6-minute TED talk about how to get better at **listening**.

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“There are two secrets to success. 1. Never share everything you know.”

“The way to get started is to quit talking and begin doing.”
—Walt Disney

“Knowing is not enough;
we must apply.
Willing is not enough;
we must do.”

Brave enough to ask yourself this question?

“Who in my crew (clients or team) will deliver the greatest ROI for my efforts serving them today?”

(Now give them that effort in spades.)

Owning *everything* you implement...

Because decision-making & consequence ownership is scary, we often seek to share it around and let it be overly shaped by advisers in a quest to reduce risk. But decision-making by committee is perilous. Relying on external counsel as a foolproof foil to your bias or insecurity when *you* have to own the result just never works out the way you'd hope. The best* decisions I've made, & that I've seen leaders & performers I've studied make, and that I bet you've made, are the decisions I / they / you came to alone. You ship better work when it's based first & last on the counsel of your *own* experience, homework & brain gut.

Sound a bit lone wolf? Well, it is *lead* wolf-ish. It's not anti-collaboration, but it will avoid vanilla and slow. When you're without collaborators, and you have to deliver, necessity schools you in considering from all visible angles. Not the first time – naivety & impulse are untied shoelaces easily tripped on. But with a hard learn etched on your belt, you start assessing impending output from opportunity views, risk views, 3rd-party-impact & fit views, & with short and longer term lenses on. You research, draft, think, redraft, mull, and then press send (faster than a committee). It doesn't mean you get it right or that you shouldn't consult wide & deep, but you don't defer responsibility for diligent consideration to folk without skin in the game risking pain.

Shared decision-making dilutes output because it applies the principle of “average”. These initiatives fall short of lofty aspirations or fail to inspire much more frequently than “*my outcome, my call*” moves. If you have to own the group call, you're often left holding “average” while well-meaning-but-uninvested chums move on.

Want to implement with a greater sense of conviction & likelihood of success? Then as the owner of the result, choose to own full responsibility for considering it from all visible angles yourself. **Then implement.**

(* “Best” = *happiest going to the grave having made.*)

3 things you can implement this week...

1. Pick a great question that opens clients up & ask it repeatedly.
2. Diarise sub-24 hour follow-up notes for every single meeting you have.
3. Read one chapter – just one – of a great text in your field by Friday.

A disciplined do-er...

Nile Rodgers, born to a 13-year old heroin-using mother in New York, learnt the electric guitar at school, joined the *Sesame Street* band in his teens and was a founding member of 70's groovers Chic (“*Freak out!*”). Over a 40-

year non-stop career, Rodgers has produced for & played with INXS, David Bowie, Diana Ross, Duran Duran, Lady Gaga, the B-52's and a list of hitmakers as long as your arm. Last week the 62-year old Cancer survivor launched his new “*Freak Out!*” music festival that he himself plays in (along with Pharell Williams). Asked last week why he's so successful, Rodgers said “*I've had so many more failures. You never get to hear them, but their numbers dwarf my hits.*” Get up, go again.

If something is worth doing, it's worth overdoing.

-Nile Rodgers

Implementation inspiration...

<https://youtu.be/zXCiv4sc5eY> - Runs just over 20 mins – grab a cuppa & think about “*what's the next step?*”

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“You can't have everything. Where would you put it?”

Brave enough to ask yourself...

“What on today’s to-do list is “fun to do but does nothing to help me achieve my goals”?”

(Choose to not do it. Strike a line through it right now.)

The Happy Winter Tuesday Checklist for Special Implementation Customers....

Implementing doesn’t just mean “*get busy!*” That’s easy. Take a look around you at the ant movement. No, implementing means “applying the plan”. Fulfilling the promise, completing the stuff you committed to. Troy’s Tuesday guide to implementing (“*Just 5 easy steps!*”)...

- Decide what you want long term
- Land on a short term outcome that forms a key piece of that bigger picture
- Figure out the things you need to do to get yourself to that outcome in a reasonable timeframe
- Pick the “most important & do-able today” thing on that list
- Do it today. No tears or excuses. Just get it done.

As a checklist, looks like a piece of cake, and if it were that easy, everyone would do it, right? MEEEEERRR!!!!

Not that easy, and no, they don’t do it. By “easy”, it truly is just doing what’s on that checklist, but it’s tough. The long-term piece is where the rot sets in. We don’t tend to clear enough space on the brain table to consider just what that first long-term bit should be for us, for ourselves. Start there.

Picture yourself, a handful of years from now, a little greyer, a few more battle scars, with a fat smile on your face. Where are you sitting? What’s around you? Whose company are your days filled with? Who do you serve? Is it a job title, or an activity mix, or a bank account, or a reputation of influence that’s stoking your fire? What’s that long term bit?

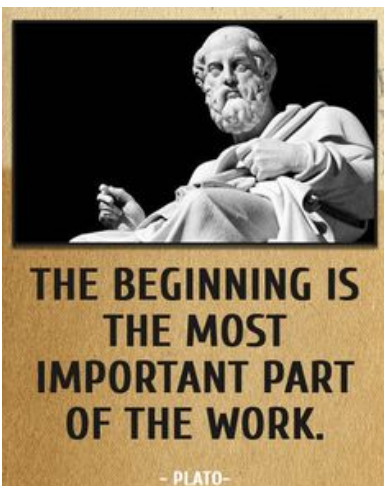
Everything else? Just reverse engineering. But no-one’s going to chart it for you. That’s for you to **implement**.

If you chase two rabbits, you will not catch either one.

3 things you can implement this week...

- The manners your parents or grandparents taught you. Please. Thank you. After you. Sir. Madam.
- A pay-it-forward act. Something you know will help another (but with no expectation of return).
- Book one networking cuppa chat with a name on a business card in that top drawer of yours.

A disciplined do-er...



“There was no easy day in the whole journey.” 21,000km. One bloke’s journey from the North Pole to the South Pole. Running. Every day. No breaks. No days off. Averaging (ready?) 85 km per day. If you haven’t heard of Pat Farmer, an Aussie mechanic turned politician turned fund-raising ultra-marathon runner, watch this 2 minute clip - <https://www.youtube.com/watch?v=EKgFCeig8Uo> . His message is really simple – “*you can do anything you set your mind to, if you just take it one step at a time.*” You won’t do it all today – but *take a step*.

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“If Plan A didn’t work, the good news is there’s 25 more letters...”

Brave enough to ask yourself...

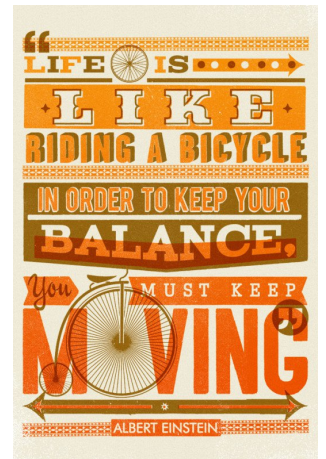
“What’s the one number today? The critical number? The number I can focus my best energies to achieve?”

(Now plan first, last and intensely on achieving that number.)

Implementers of balance....

All work and no play might have made Jack a truckload of coin, but if you’re going to sustain your disciplined implementation gait, you need a little in the Yin bowl, a little in the Yang. Here are eight implementation balance equations for you to lay over today’s to-do list...

- **Reactive vs proactive** – what needs doing today because others told you they want it, and what will you get on the front foot with before others realise they need it?
- **Knitting vs exploring** – will today contain your focused efforts towards things you do best, and will you stretch some boundaries to grow your value in time?
- **Reviewing vs ideating** – what will you learn & apply from the experiences of yesterday, and what can you imagine is half a chance to occur tomorrow?
- **Planning vs going** – have you sequestered time to shore up the roadmap, and is some allocated to putting the pencil down on plan papers and just moving?
- **Asking vs proposing** – what will you find out, and what will you suggest?
- **Helping vs accepting** – where will you lend a hand, and where will you ask for or grasp one?
- **Collaborating vs driving** – what will benefit from other perspectives & expertises, & what just needs you to grab the reins on and go on alone upfront?
- **Nourishing vs depleting** – how will you re-energise & fall in love with your work anew today, and where will you plant the foot and spend what’s in the tank for your goals?



The fulcrum in your balance equation? Your goals. They are why you have to **implement**.

3 things you can implement this week...

I saw that.
-Karma

1. Your meeting plans (you have them, right?)
2. Your day plan (also ready to go?)
3. Your week plan (to achieve 1/52nd of your full year goals)

A disciplined do-er...

Legendary implementers don’t just champion their own careers or passions or businesses – they work tirelessly to grow & improve their communities & industries. Francis d’Arenberg Osborn OAM is one of these industry developers. “d’Arry” took over the running of the family business from his ill father aged 16, and over the course of 70 years, build a winemaking brand known the world over for its quality and clever branding. More than just implementing for 70 straight vintages, d’Arry has impacted the reputation of the Australian wine industry and McLaren Vale as a premium wine region. There’s no complicated message about d’Arry’s (& now son Chester’s) success – it’s roll-your-sleeves-up and get to work, learn as you go and persist to make something people will love. A 4 minute backstory here - https://youtu.be/a_nIN8cqf9w

**Work harder
than you
think you did
yesterday.**

One more thing about implementing...

Persist. Even when it hurts. Even when it’s hard. Give up early, and you’re out.

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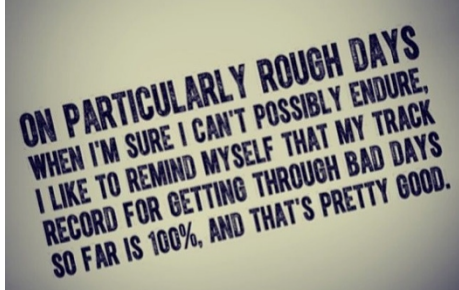
“I love deadlines. I love the whooshing noise they make as they go by...” Douglas Adams

Brave enough to ask yourself...

“What’s one lesson – just one – I’ve picked up from a mentor or training or life, that I can implement today?”

(It’s no good to you sitting in your head... get it out there, use it.)

Your CV is a story of implementation (read it)....



Every high achiever & goal aspirant has moments of self-doubt. As good as your self-talk might be, thoughts of I’m-slipping, I-can’t-do-it, I-should-give-up are never far from the surface when you’re pressing the court hard to get somewhere new & better. In a funk, it can be enjoyable and often motivating to read others’ stories of great success, but it doesn’t always quell the disquiet (“...but they’re not me”). In those anxious moments, a powerful tool to get your head back in the I-think-I-can game is a quick

study of your own resume (that stuff you put on LinkedIn). Forget the job-seeking merits (there’s more work to do where you are), and instead review it to remind yourself of what an implementer gets done;

- **Training** – the diploma wasn’t for turning up. Certification was the prize for grind & focus & ability proven.
- **The first job** – first you earned it. Then you did it. And then you did enough for someone else to want you.
- **The achievements** – hitting a number or delivering a project or moving up the pecking order... you got stuff done and it paid off to the degree that you’re proud to advertise it to someone you want to impress.
- **The timeline** – you’re not new at this implementing and pushing through mud. See how far back your professional track record stretches (sorry if it makes you feel old). And today, you add to that timeline.

The work and achievements of others can be fuel additive. But reconciling with the fact that you’ve proven it’s within you, you’ve shown it over a long time and you can stretch the achievements list again today, is what really tops your tank. Remind yourself that you are a proven outcome generator. **Implement again today.**

3 things you can implement this week...

1. A 5-minute phone call to the best in your business (ask ‘em “*how do you...?*”)
2. A 10-minute whiteboard session (imagine your market’s needs in 5 years)
3. Read your business plan and align today to it (or change your plan)

A disciplined do-er...

If you haven’t heard of Kayla Itsines, she’s a 24-year old Adelaide girl who, like umpteen others, started her own personal training & healthy eating blog & video channel a few years ago. The difference between Kayla and others is 3.1 million followers on her social media channels (how’d you like that many eyeballs on your website every day?) Her online programs are about helping people get fit, feel healthy (and if you happen to develop 6-pack abs, happy days). She started her business age 16 when doctors told her that endometriosis might prevent her having children, but her best shot would be to stay really fit and healthy. So she borrowed some space in the local school gym to start a little fitness class and.... 3.1 million followers says she’s implementing something right.

<https://youtu.be/dMMwBDNw9SI> to see the movement.



One more thing about implementing...

It has obstacles. People, processes, distractions, comfort.

Tell ‘em to talk to the hand.

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I dream of a world where a chicken can cross the road without having his motivations questioned...

Brave enough to ask yourself...

“When this week will I block off just 15 mins to think about & plan for the important longer term goal I have?”

(15 minutes. Seriously. You will waste that just waiting for the kettle to boil. Pay your future first.)

Implements for impediments....

It is true, there are things getting in the way of you doing the valuable work today. Most of them are “you”, but let’s run the broom over the ice in front of the progress curling stone to see if we can iron out anything else that might threaten to deviate you from your goals.

Impediment – non-aligned processes. **Implement to overcome** – excellence. I mean follow them better, faster, with the designer’s intent manifesting in your efforts, in a way no-one else bothers to. The gold-star example will either deliver you a surprise outcome, or charge your batteries to give you the strength to reinvent the process yourself. If there are rules you don’t think make sense, test them to their nth degree.

Impediment – other people’s priorities. **Implement to overcome** – accountability. Be accountable for selling the merits of your chosen focal point & what it can do for others, or for rolling your sleeves up to help move distractions preventing them from caring or helping you, or for saying “I’m going on alone” & weathering the arrows that might come. Believe enough in it? Then own it and own getting others onboard.

Impediment – cultural barriers. **Implement to overcome** – understanding. Do you fully appreciate why the place has the vibe & norms it has? If you’re going to be a role-model of “*a better cultural way*”, you need others to respect & want to follow your lead (and that begins with them sensing you get it / them / our way).

Impediment – timing. **Implement to overcome** – preparation / iteration. If you can’t press go, you can at least train & get warm & know precisely how it’ll roll out on the starters gun. If you can start in part, then use it as a learning & improvement opportunity by shaping, evolving, bettering your test efforts.

Impediment – lack of resources. **Implement to overcome** – ingenuity. So you can’t travel the highway in a Rolls Royce, but a billy-cart has wheels and still moves. Be smarter, think harder, create & apply.

Yes, there are barriers. If there weren’t, you’d have no value. **Go implement regardless.**

We are kept from our goal not by obstacles but by a clear path to a lesser goal.

3 things you can implement this week...

1. A “first impressions” relook at your business / material / approach (what would a newbie see / think / feel?)
2. An audit of the last 20 emails you sent – did the tone match the message? Consistent with how I want to be known?
3. An thumbnail assessment of the 3 biggest forces impacting your space, and the likely endgame of them (ready?)

A disciplined do-er...

Trying to figure out what’s trending now or guess the next great trend? Canadian Jeremy Gutschke has built a business studying it, interpreting it and helping clients implement the insights to come from “Trendhunting”. His website has had 2 Billion views. The half-hour it’ll take you to watch this video over your sandwich will be enlightening and maybe scare you out of your cossetted worldview to go understand more about where your business / profession will head next and how to advantage yourself. <https://youtu.be/VFshvhzcCVw>.

**DO SOMETHING
TODAY THAT
YOUR FUTURE
SELF WILL
THANK YOU FOR.**

One more thing about implementing...

You will routinely think it is beneath you.
Then the world will punch you in the face again and you’ll remember the truth.

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To do is to be (Descartes). To be is to do (Voltaire). Do be do be do (Sinatra).

Brave enough to ask yourself...

“Will my plan for the week honestly inspire at least 3 people to think “they are invaluable to me”?”

(More than 3? Great. Less than 3? Improve your plan.)

Implementing Comms....

Do you have a communication charter in your office? A list of *“here are the communication fundamentals we believe in & work to adhere to”*? If you share my perspective that a great many of the professional headaches we suffer are rooted in communication shortcomings (the impact of which is often more profound than product failures or resource limitations), then why wouldn't you? Moreover, why wouldn't you put your shoulder behind it and progress its implementation by all, daily? Some common *“things we know to be right but sometimes suck at implementing when it comes to communication”* include;

- **Clarity** – is the message purpose clear & are required actions easily understood by recipients?
- **Vehicle** – should I phone here? Walk down the corridor for a face-to-face? Will email or SMS work best? Should I post an intranet or social media update?
- **Recipients** – are the right people (and only the right people) getting this?
- **Accuracy** – are my claims factual? Have I checked before shooting from the hip?
- **Speed** – have I responded or initiated at the right time? Is my timeframe realistic?
- **Integrity** – am I telling the truth & doing the right thing here, regardless of “face”?
- **Tone** – is it appropriate and will it be effective (beyond making me feel relieved?)
- **Efficiency** – should this even be a communication process, or should I just go get something done myself?



The big one though is **Accountability**. Am I ready to make the right kind of communication happen with the right folk in the right way? Implementers are accountable, all the time. Not 99% - that's “sometimes”, & that's mediocre. If you don't have a Comms charter, initiate one. If you already have one? **Implement it today.**

3 things you can implement this week...

1. Measure the distance remaining from “where I am today” to “my goal”, then break it into needed-per-day metrics.
2. Cold call. Stoney cold. Because even if it doesn't work (& there's every chance it won't), it will start your engine.
3. Go +1 and overservice a beloved client. Show your gratitude in an extraordinary effort that carries value for them.

A disciplined do-er...

Some people implement to build value for others. Some implement to further their own ends. And some just do it because they can imagine it. Because they think it could be done, because damn it'd be cool if someone pulled it off. Take two distinct skill sets, honed to expert level, combine them with a fat imagination, dedicate 2 years to intense planning & testing, fail miserably (sink) on your first go, and then keep going to ultimately succeed at something that makes the planet go *“DUUDE! WhoAAA!”* If you haven't seen Robbie Maddison's motorbike ride on a Fijian wave... here - <https://youtu.be/IDi9uFcD7XI>. Implement for your dreams.



One more thing about implementing...

It gives you calluses and scars and wrinkles. They are exclusive club colours. They're trophies. And they make you sexy to a crowd that counts.

THIS DAY WILL
NEVER HAPPEN
AGAIN.

MAKE THE
MOST OF IT.

(Like this note each week? Email troy@42mighty.com.au to become a client...)

“If at first you don't succeed, try, try again. Then quit. No point being a damn fool about it.” WC Fields

Brave enough to ask yourself...

“Will doing the lowest priority item on my to-do list deliver more for my goals than extra time on item #1?”

(Yes? Great! Unusual, but great! No? Then it's time to sacrifice...)

Hiding behind implementation Red Herrings.

On those days I'm not feeling the focus and the desire to be undisciplined is strong (and that's daily), I've discovered I'm smart enough to trick myself into doing things that are *kinda* aligned to my goals & strategies. However (rancid cod liver oil spoonful of truth that it is to swallow) these things aren't anywhere *near* as aligned as some less-palatable-but-more-impactful tasks I'm avoiding. So as a master of deluding myself and as a supporter to a bunch of sometimes self-deluding professionals, I feel pretty qualified to offer the following observation. We each find implementation Red Herrings every day that enable us to tick a (gullible) conscience box, but are really distractions that don't deliver the fruits of *really* disciplined implementation.

A quick self-audit of the Herringy-smelling thing on your list right now;

1. Will the thing I'm implementing right now be **more impactful** (goal-progressing) than all else on the list?
2. If it's not, and I've elevated it above another vital task to implement, is the time sensitivity or impact-on-others rationale I'm feeding my subconscious for promoting it HONESTLY worth the price you're paying?
3. If I stopped it immediately (gulp) and started the more important thing (double gulp), and then came back to this Herringy thing when I've done the more important thing, would anyone die? Lose their job? Throw sharp things at me? Take their money or loyalty elsewhere? **No?**

Damn.

So the only question is, caught in your own tricky web of self-deception, will you now change your course for the sake of your goals? Is instant gratification more important to you than the longer term Vision you set? If it is, then your goal sucks. Set another – a better one. Then, with strength of a resolve which is in you (but sometimes hiding), throw the Herring back in the water and get busy **implementing the really important**.

3 things you can implement this week...

1. Fire the last item on the to-do list. Forever.
2. Tell the second-to-last item on the list that it's on very thin ice.
3. The thing at the top. Always the thing at the top. First.
Not because it's fun or loud. Because it's *most impactful*.

A common thread binding disciplined do-ers...

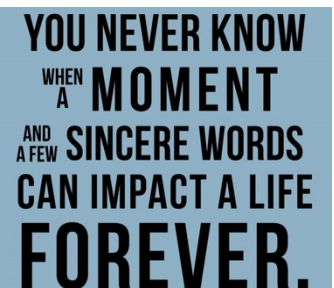
The more I explore individuals and teams that go eyes-down & power-forward to achieve their goals, the more I see commonalities. One is *“so many had really tough beginnings”*. Awful personal situations, big failures in business or life, getting let down badly or starting with nothing. It's so common that you almost think *“damn, why did I have to have such an easy upbringing!”* These people know what it's like on the floor of the chasm. At some point, they decided the only way to climb the walls was to do it themselves. No pouting, no leg-ups, just grit. So many of us get handouts daily. Short of sending them back, maybe instead say to yourself *“I want to achieve more than my resource allocation is affording me, & the only way to get it is to get it myself.”* You can't change the start you had, but you can pick the finish.

One more thing about implementing...

Once done, like words on the breeze, gone. Want more from it? Gotta do it again.

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“I always wanted to be somebody. Now I realize I should have been more specific.” Lily Tomlin



YOU NEVER KNOW
WHEN A MOMENT
AND A FEW SINCERE WORDS
CAN IMPACT A LIFE
FOREVER.



YOU CAN LEARN
GREAT THINGS
FROM YOUR
MISTAKES
WHEN YOU AREN'T BUSY
DENYING THEM.

Brave enough to ask yourself...

“Who’s better at this than me? Why? So what will I do to close that gap today?”

(You’ve got to want to, but if you’re serious about your future in this gig, you NEED to.)

Getting sucked into the non-implementers tar pit

I have a pet peeve. It’s ingrates. People you go out of your way to lend a hand to, for whom you deliver on your end of the bargain, only to be met with static and passing tumbleweeds while you wait expectantly for the quid pro quo. Sometimes all that’s required is acknowledgment or basic thanks. But, despite smart phones enabling the most cursory of lid dips to be created and shipped for free, anywhere, anytime, in under 10 seconds, it’s too much for some. I’m confident you likely share my miffed-ness at this laziness / apathy. Now, I know these people, and they’re not bad seeds (heck, some are my best mates & clients!) But they don’t implement that which they know is right and powerful and which they promised they would. So, **what to do?**

1. Spit the chewy and follow them into the briar patch (“*well, they don’t do it, so nor will I next time!*”)?
2. Throw your hands in the air and wail (and let an e-news readership know your frustrations? Hmm...)?
3. Call them on it, ask for better & ask what you can do to help them be better than they’ve been?
4. Smile and move on. Stay on high moral ground where the air is clear and the sanctimony warming?

Well, box number 3 is logical and I think would get the committee vote. It risks stripping face from your opposite number, getting you a moral battle win (but, despite the offer of a hand, potentially costing you the long-term partnership war). And do you think they’re not implementing because they’re not aware of that which you’re holding a mirror up to? It’s a softer path, path 4, & requires you to swallow some acid while *showing* a better way. Not all will follow, but at least you stay focused on implementing the right stuff. I don’t know. Pick the approach to suit. Just don’t take option 1 (fatal) or 2 (annoying). Whatever you pick, put it into play the next time you get let down. That’ll likely be *today* at some point. **Implement when others don’t.**

(PS Thank you for reading these notes & letting me write them)

3 things you can implement this week...

1. Thank your boss for supporting your development & growth (they’re in your corner).
2. Thank your best customer for being so (they have choices, I promise you).
3. Thank your for (you’ll know who in your world deserves it).



A common thread binding disciplined do-ers...

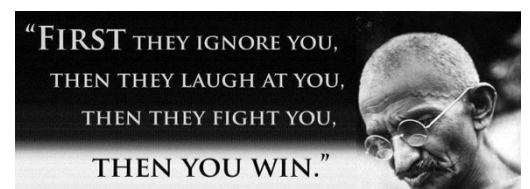
Weirdness. Misfitting. Do-ers are often possessed by something driving them to not follow the herd, laugh at the autocue or take the well trodden path to Beigetown. Granted, there are old school tie-ers that get up the Mount by following the script and building on the head start to show this rule is one of thumb. More often though, the ones that implement with focus through pain for a longer time are bewitched with a contrarianism that just fuels them to want to break free and build anew, higher, wider. It can make them easy to listen to but hard to follow. The lesson from them perhaps is “be open in your assessment of what the world could be with your thumbprints all over it, be brave enough to try and keep trying to shape things, and when they laugh at you, or the herd tries to pull you back to the centre of the bell curve, remember that the only thing residing at the median is “average”. And who the hell wants that?

One more thing about implementing...

So many, many times, it doesn’t pay off quickly. Its returns take long time.
Puff & go & go & go again.

(Like this note each week? Email troy@42mighty.com.au to become a client...)

If you see a bandwagon, it’s too late.



Brave enough to ask yourself...

"It's boring... it's repetitive... it doesn't let my art shine through... but it works big time. So – will I do it, today?"

(Grit your teeth...)

Implementing drives change drives implementing

Navigating a number of teams through strategy refresh and business planning sessions this time of year, two diametrically opposed camps expose themselves. The first group is *"great, stick whatever you like on the whiteboard if that's what it'll take to please the P&L police, but the truth is that the moment you leave, facilitator guy, I'm rolling up my sleeves & getting back to doing what history tells me works."* The second group is *"We're missing something. We're not factoring in all the relevant data, there's more research needed to inform our decision, and that decision can't be made yet because the Universe hasn't yet unfolded its position on this matter, so before we sign on the line, I suggest we call another meeting..."* Both of these ends of the rope have truth threads in them (and every leadership team I've ever met has paid-up members of both factions). History is the known byproduct of implementing (so just keep putting it into play, right?). But change is ahead, and building in informed forecasts will lead to the *right* implementation, right? Of course and of course. Don't throw the baby out with the bathwater when planning your future, but don't forget that all babies grow out of the baby bath and you kinda need to predict and plan for that change before it lands in your lap. If you're a knitting-stick-to-it-er, know that your bias for action & repetition is valuable (but will one day be rock art on a cave wall, so grasp even the smallest bit of change now). If you're a future contemplator & maybe-ahead-lays appreciator, know that your imagining & paradigm-challenging will serve you well for the inevitable change waves (but if you don't get back on the tools ASAP, those who are will dictate the direction of them waves.) Imagine, yes. Do. Yes. Know your biases. Set your plan & review process. **Then implement.**

3 things you can implement this week...

1. The training.
2. The processes.
3. The disciplines.



Tomorrow is the most important thing in life. Comes into us at midnight very clean. It's perfect when it arrives and it puts itself in our hands. It hopes we've learned something from yesterday.

(John Wayne)

Common threads binding disciplined do-ers...

They volunteer. They chair committees and arrange working bees. They get up early and lock the doors when all have left. They fill the mint bowls and empty the dishwasher and they respect "doing" over "hierarchy". More stuff happens when you put the portfolio in their lap. They haven't been to the movies in a while and probably can't tell you what's on the TV right now because those are anti-doing things. They value on-the-job learning over classroom training. Their responses come in first and they're sometimes complained about because they're pushing an envelope before others are ready to deal with the ramifications. They've had their fingers burnt and knees grazed more times than they can remember. They will fail again, and they don't like it, but they know it's inevitable. Because when you do stuff, stuff happens. And lots of the time it's good, goal-getting-closer stuff, but sometimes it's not. They love the doing for the doing as much as for what it *might* do. They're less interested in what the doing has done and more in the next thing to do.

One more thing about implementing...

It creates competition. Beating fence-sitters is boring, but out-doing doers? Doers get lined up for the bump. Embrace that. Bump first.

(Like this note each week? Email troy@42mighty.com.au to become a client...)

If you are running on the treadmill next to me, the answer is YES...we are racing.



To ugly ducklings everywhere: Don't worry about those fluffy yellow morons. They'll never get to be swans...

Brave enough to ask yourself...

“Is everything on my to-do list prioritised against & aligned with my business plan & my goals?”

(Double-check. Get them out and compare notes....)

The implementers diet

As you pull back the doona of Winter and allow the Spring sunshine to warm your professional growth intentions, you may find yourself inspired to add a few things to the daily disciplines list. Get up earlier! Read those publications! Drive that innovation! Use the planning tool! Rekindle those meetings! Reaffirm the goals! These may all be great things. Superfoods to fill your daily progress plate with. But that plate isn't empty. The days are already full & there isn't a vacant timehome these aspirational acts will naturally slot into.

So if you're serious about giving these energetic pastimes permanent residence in your diary (or at least more than a 1-week vacation Visa), then you have to make some room. That means firing tasks. Which ones?

- **Non-goal/purpose/vision/values-aligned tasks** – if it doesn't serve your longer term desired future or fit with the kind of reputation you want to precede you, then... gone-ski.
- **Double-ups** – what are you recreating that already exists? What could you do once instead of twice?
- **Art when process will suffice** – yes, you might love building anew each day, but could a standardized, automated or just more efficient flow chart get you a satisfactory outcome (and free up hours each day?)
- **Process that's expired** – are there systematic practices you go through that are box ticks that no longer add real value? If you're doing it purely for the sake of complying with a redundant event chain, then cull.
- **The indulgent food of your instant gratification demons** – we all have them, those practice vices that feel GREAT... short-term. Then you feel that tingle of self-loathing, that inner voice that says *“I know better than that”*. Whether it's Candy Crush, office scuttlebutt, the milk run of old mate low-value clients or analyzing the life out of graphs that just don't need it, give up feeding one of your short-term highs.

This all sounds very logical and it's not a path unfamiliar to you. But it's hard work, and it needs help. Write a list & evolve it into a simple plan. Engage a friend to help you police yourself, or call me. Break it down to 1 thing you can shave off the list to make room for some implementation broccoli today. **Then implement.**

3 things you can implement this week...

1. A pay it back act. Reciprocate to the best client or supplier or the internal partner that's helped you succeed.
2. A pay it forward act. Start a new chain of positive actions by delivering over and above to someone not expecting it.
3. A pay yourself act. Something you can do for yourself that will have positive long-term implications for you.

Common threads binding disciplined do-ers...

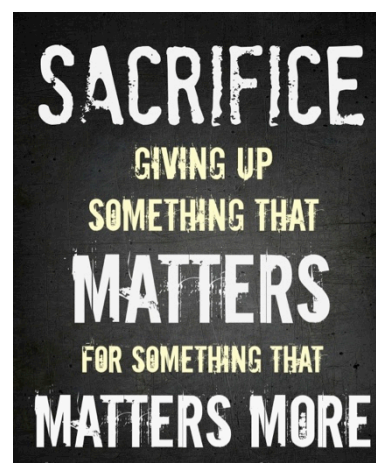
They achieve more because they're willing to give up more. Like Jarryd Hayne, who gave up the highest ever salary in Rugby League to pursue a dream that had very little chance of succeeding. Like Geraldine Cox, who gave up the comfort of life in a lucky country to help others in a place without that luck. Like the best performer in your field, who doesn't indulge in the fun distractions of lesser achievers. Want more? Then give up more to get it.

One more thing about implementing...

It's the easiest thing in the world to think and write about. It's the doing that makes it tough and rare. The doing means moving.... now.

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Whatever you do, always give 100%. Unless you're donating blood...



Brave enough to ask yourself...

“The act... the most impactful act... the one that’ll ripple further & generate more... will I put all aside to do it?”

(Know the act. Understand its impact. Then enact.)

Implementer questions are blunt

What more than anything do I want to achieve today?

Why?

What will I have to say “yes” to in order to get it?

What will I have to say “no” to in order to get it?

What’s action 1 on the list, and what’s action 2?

Will action 1 have a bigger, better impact than action 2?

So will I stick to action 1 even if action 2 looks more fun?

What’s likely to tilt me off the rails today?

So what will I do to protect myself from that risk?

And if I do come off the rails – misalign – how will I get back on?

What lies do I sometimes tell myself about how aligned I am?

Why again do I need to be aligned today?

Who do I need to give more of my best to today?

Who then gets less?

Who gets none?

What’s the price I’ll pay if I don’t approach the day with discipline... with focus?

Whose hard-to-follow example should I follow today?

My weakness... my Achilles heel... how will I ensure it won’t slow or stop me today?

My strength... my value proposition... how will I employ it and keep building on it for tomorrow?

Am I ready for the hurt that effort brings?

(Do I remember the feeling of pushing through it and just how ecstatic that feels?)

Ready?

Set?

Really?

IMPLEMENT.

3 textures you can implement this week...

1. **The smooth** – deft touch, silky skills, warm engaging tones and supportive arms and a leaders love for the team.
2. **The hard** – difficult decisions, gritty discipline, ugly but effective push-forward acts, tough conversations that pay.
3. **The lumpy** – pulse checks to assess moods & appetites, seasonally adjusted approaches to the wind, recalibration.

Implementing has many faces...

If you want to conquer fear, don't sit home and think about it. Go out and get busy.

(Dale Carnegie)

It’s plan enactment. It’s opportunity cost paying. It’s following a path or carving a new one. It’s teaching or doing; sharing or farewelling. It’s bringing lists alive and it’s choosing imperfect over further delay. It is continue or anew or again or redirect. But it is *always* action.

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Email Troy for details – troy@42mighty.com.au

DO YOU WANT TO KNOW WHO YOU ARE?
DON'T ASK. ACT!
ACTION WILL DELINEATE AND DEFINE YOU.

Brave enough to ask yourself...

“That stupid baggage I’m carrying around, kicking the dirt over, that’s of no real value... can I dump it today?”

(Lighten your load. Jettison a weary old grizzle you’ve got.)

Implementing against negativity

Even when you are as lucky as we, even with irritations that are only first-world, there are moments, hours and days when even the best battle to shake a mental thunderstorm. People irk you, processes annoy, you get jack of feeling let down or overlooked or under-valued. On those days, everything grates. And for all the motivating pep talks and inspirational memes you catch on LinkedIn, there remains a glibness about your gait, and the idea of sucking it up to be the pumped-up professional you pride yourself on being... ahhh, stick it up your jumper. So, what “fences against the night” are in your bag - strategies you can employ to negate the negativity blocking your focused implementing?

- (Trite but true) **Longer-term goals, clear values and a plan** that stretches to a place you want. So you mightn’t be feeling the rhythm today, but these tools double as crutches to help you hobble through mire.
- **Rose-smelling** – put the functional stuff aside and go inhale in a fresh, completely removed field. Press reset by letting the fog lift (if not clear) while you distract yourself in a different place with different tasks.
- **Dig deep for the why** – so an individual or group is annoying you... why? Why are they **DOING** that? Why are they doing **THAT**? Why **ARE** they doing that? You mightn’t forgive them, but at very least you start looking at them like organic matter in a petrie dish rather than as monsters making your life miserable.
- **Hang with the positive do-ers** – OK, they might annoy you for a bit... then something remarkable happens.
- **Create something bloody amazing** – small, for someone you give a damn about, that they’ll appreciate & value. Find the tiniest of tasks you can do for someone that’ll think you’re the ducks guts for doing.
- **Give up.** Quit. Spit the chewy and toss the towel and walk away. It will feel liberating....
... for the oh-so-briefest of moments.

Yes, others should do better. Yes, the storm will pass. Yes, it’s normal & OK. The day can still count though.

Implement despite (or in spite of) them. Because it’s really no skin off anyone else’s nose... this is for you.

3 things you can implement this week...

1. An up and about to-do list – one rich in positive, proactive value-generation and delivery vehicles.
2. A no DH policy – when they appear, smile, nod, thank and then move on. Actively fill your circle with non DHs.
3. An austerity measure – where can you trim, fast or cull that won’t kill you, and what can you pour the savings into?



Implementing a bit of you into it...

This little hand-crafted macaroni necklace of a weekly focus note can’t be written by anyone else. Not because there aren’t bazillions of experts and better writers than I on these topics. But they just can’t write it like I write it. Full of unique grammatical imperfections and oddball juxtapositions of business concepts & colourful ocker language & poncey verbage. It’s my style, it’s different, & like it or not, it’s me. And because *being you* in raw form can draw critique you take very personally, it often takes a long time to get OK with being *100% you* in what you share with the world. But that’s the very best bit. Implementing you in your work. It’s fulfilling. Try it, raw, today.

(Like this note each week? Email troy@42mighty.com.au to become a client...)

Brave enough to ask yourself...

“What’s worth persisting with that no-one else gets... that’s not yet a proven success... but I KNOW will pay?”

(Be the one backer of your action. Hold your line & keep going.)

80 clients. 80 implementation lessons...

9 years running 42 MIGHTY & a handful more than 80 client organisations served. I’ll carve off a few of the odds’n’sods to keep it at 80 tight. An implementation lesson from each & every VIP...

1. Implement consistently
2. Implement a “don’t be too hasty to judge a book cover” policy
3. Implement despite wave after wave of change smashing the rocks
4. Implement weirdness if it’s *you*
5. Implement that which you are competent at
6. Implement a skill update if your required competence isn’t there
7. Implement a client-is-Queen mindset & priority list
8. Implement a back-yourself approach
9. Implement a back-your-teammates approach
10. Implement daily toolboxes with the crew invested in your success
11. Implement an ask questions policy
12. Implement a cultural fit policy
13. Implement a bit of fun to make the journey enjoyable
14. Implement a loyalty to your investors
15. Implement an adherence to your values & credo
16. Implement family friendly cultural initiatives for team wellbeing
17. Implement practice & simulation
18. Implement on-the-business conversations (frequently)
19. Implement new business development disciplines daily
20. Implement client loyalty inspiration & leveraging practices daily
21. Implement your technical expertise to help a client out of a jam
22. Implement rewards for contributions in a proportionate way
23. Implement an impatience with “the way things are done around here”
24. Implement support of your boss
25. Implement an expectation of self-directed professional development
26. Implement a tangible demonstration of your love for the gurnsey (brand)
27. Implement a passion for mastery
28. Implement alignment mechanisms
29. Implement a “*focus on things I can impact, not what I can’t*” approach
30. Implement gratitude
31. Implement humility
32. Implement genuineness
33. Implement candor (sensitively)
34. Implement for an implementation reputation
35. Implement for those trying (but struggling) to implement themselves
36. Implement tough love (that is love)
37. Implement stuff that can be picked up & readily used by others
38. Implement time to understand the person others can’t be bothered to
39. Implement what they need *before* what they want
40. Implement “no” when it’s not right.
41. Implement persistence
42. Implement to fill deficiencies
43. Implement prioritization calls
44. Implement with cultural awareness
45. Implement with a bigger picture & distant future in mind
46. Implement with a language & tone that fits
47. Implement your best attempt (and an idea for Plan B if it falls short)
48. Implement double-time for referred clients
49. Implement in the face of peripheral sniping resistance
50. Implement for the client (not for the forces they’re battling)
51. Implement with confidence, mindful your KoolAid isn’t for everyone
52. Implement questions that expose, that uncover hidden elephants
53. Implement what you believe, not the party line
54. Implement mindful of party politics if you want a productive outcome
55. Implement for those that WANT to get something from it
56. Implement with mucho gusto
57. Implement one thing at a time
58. Implement for action (not theory)
59. Implement at their pace (plus a bit)
60. Implement big flappy open ears
61. Implement a little more than they expected
62. Implement with the things they hold dear held very dearly in your hands
63. Implement honestly
64. Implement without prejudice
65. Implement with THEIR goals in mind
66. Implement mindful of capacity
67. Implement WITH them
68. Implement a big enthusiastic push start for the stationary
69. Implement silence if that’s what’s needed
70. Implement support for the one that’s right (but isn’t getting support)
71. Implement a 5-senses audit to truly understand the entire experience
72. Implement a 3-birds one-stone approach if you can see it
73. Implement all you can of value (even if it’s beyond the brief)
74. Implement for those paying you
75. Implement a walk-away policy when it becomes clear they won’t pay
76. Implement long-term stay-connected follow-ups
77. Implement with more than one contact point (‘cause they move on)
78. Implement evolving supports (because value is a moving bar)
79. Implement support for the important ones beyond the contract period
80. Implement for the human being as much as the organization
81. Implement one more than you need...

**Done
is
better
than
perfect**

I wrote this over 2 hours, with 80 client organisation names written beside me, thinking damn hard about the learns. Every lesson is real & came from a VIP client. For that, I’m indebted. **To you, the implementers.**

(Like this note each week? Email troy@42mighty.com.au to become a client...)

“If the wind will not serve, take to the oars...”

Brave enough to ask yourself...

“I’m smart, experienced... but I’m just not doing what I know I need to do to get where I want to be....WHY?”

(You mightn’t easily answer that question, but asking it is the first step to fixing it.)

Implementing Reunions

This weekend just gone I attended a reunion of my wife’s family. They hold them every two years, open to family members from all around the world. This year’s was in Adelaide, and we had guests from Malaysia, Singapore, Perth, Queensland and more. Formalities, celebrations, stories, reacquainting and making new acquaintances. A lot of food, noise and photographs. In 2017, the reunion will be in Malaysia.

They take effort, reunions. To organize, and to attend. There are always good reasons to send your apology. Busy. Too expensive. Other commitments. Just too hard. Yet, whenever you put one on or attend, you invariably finish saying *“I’m so glad we did this, it’s important, we enjoyed it and we must do it again.”*

The excuses are easy. The implementing is hard.

I’m also part of a social basketball game each week. A bunch of school Dads getting together for a run-around, collecting subs to fund the school’s coffers and donate a bit to charity. Everyone that gets involved in it loves it (even with the injuries). And yet, in the depths of winter, it’s easy to look outside and say “nah, not tonight, I’ll make an excuse”. Even harder is being the one organizing it, taking the first step to invite and arrange and get it together. There are so many reasons to not put your hand up for that gig.

The excuses are easy. The implementing is hard.

There might just be some folk in the world that have the implementer’s gene. Who are naturally the first-hand-putter-uppers, the volunteers, the doers. Maybe that’s just a convenient excuse for the rest.

If you know you’ll enjoy it, if you’ll derive long-term value from it, and it’ll benefit others in the process, then for the love of something meaningful to you, **implement it**.

Implementers have a better life because they contribute, not sponge. Contribute today.

*“if you’re not
contributing,
then what are
you **doing?**”*

3 things you can implement this week...

1. Something you said you would last week (but didn’t).
2. Something that will make a VIP go “WOW! That’s fantastic! Thank you so much!”
3. Something that, as your head hits the pillow on Friday night, makes you look at the dark ceiling above you & smile.

Supporting the imperfect implementers...



If you know what you need to do, but just aren’t doing it (and you’ve looked into yourself and found that it’s *you*.... YOU are the reason you’re not doing it), then I’d love to help you. Shoot me an email and I’ll show you how, quickly, inexpensively, persistently. troy@42mighty.com.au

AskMeAgain...[©]

The bridge between knowing and doing.

“We make a living by what we get, but we make a life by what we give.”

~Winston Churchill

(Like this note each week? Email troy@42mighty.com.au to become a client...)

A clean desk is a sign of a cluttered desk drawer...

Brave enough to ask yourself...

“What’s one practice... person... perspective I’ve held onto, but is no longer helpful... even hurting me?”

(Ouch. It or they is most certainly there. What will you do about it? What price will you pay holding on tight? Decide.)

Implementation alignment

Years ago I got to hear the great sales trainer Brian Tracy. He borrowed a couple of terms from the legendary Zig Ziglar, asking our group *“what would you rather be – a **wandering generality**, or a **meaningful specific**?”* In other words, someone that stumbles through life making random choices, going with whatever flow is heading down the gutter? Or someone that decides on a compass point, a cause or belief system or desired outcome, and then works with discipline towards it? It’s had a big impact on my professional life, this question. It’s the philosophy behind this concept of **implementation alignment**. Follow the cascade;

1. **Know your professional / business’ Purpose** – why you exist, why the world would miss you if you left
2. **Know your Vision** (or goals / aspirations) – what you want to achieve, where you’re trying to get to
3. **Know your Values** – how you believe in carrying yourself, going about your work, treating others, progressing to your Vision & fulfilling your Purpose
4. **Break it down to your Strategies** – based on the above “holy trinity” as well as your capabilities, your market and its dominant forces (today’s & tomorrow’s), which paths will you prioritise energies towards?
5. **Break strategies down to your Plans** – the what, who, how, when, plan B, next step, review & replan process – nail down the details on the doing.
6. **Now implement.** Put the plans in play, aligned to the strategy, aligned to the Vision, Values & Purpose. Constantly check your alignment. Apply disciplines to hold your alignment tight, to recognize & quickly correct misalignments. Do the stuff you know you need to do to get you where you want to be.

This “meaningful specific” cascade of processes & priorities is so plainly logical, and I have a sweaty old baseball cap I’ll happily eat if it doesn’t work. However, like so many seemingly simple, logical things in life, it’s so incredibly challenging to follow it, daily, to a staff member. But you can. You must. It can be supported and helped, and you must. Because the alternative is just dumb and wasteful. **Implement with alignment today.**

3 things you can implement this week...

1. Stretching – your muscles, your thoughts, your imagined capacity.
2. Breathing – the air and ideas and options swirling around you. Deeply.
3. Effort – use your resources, your gifts and armory, with all your might. Can you *imagine*?

Supporting the imperfect implementers...



I have a little red wagon full of services to support the talented-but-human. It’s newest cargo is **AskMeAgain** – a dead simple, dirt cheap, damn effective means of holding your nose to the goals grindstone while patting your back, pumping your tires and propelling you forward. Shoot me an email and I’ll get your subscription Kalamazoo moving toward your goals today.

troy@42mighty.com.au

(Like this note each week? Email Troy)

AskMeAgain... ©

The bridge between knowing and doing.

**DREAM.
BELIEVE.
DO.
REPEAT.**

Be **DRIVEN**
with purpose.
Be **RELENTLESS**
in your alignment
with **EXCELLENCE.**

I’m a leader, not a follower. Unless it’s dark. Then you’re going first.

Brave enough to ask yourself...

“What’s one activity I kinda think is “beneath me”... something for a junior maybe (but, if I did it, would pay)?”

(You can delegate it out. Or you can do it yourself. But if it'll pay, make sure it gets DONE.)

Implementing in a vacuum

When you do something, and the crowd goes “YEAH! WOOH! Great stuff!”, you’re inspired to do more of it.
When you do something, and the crowd goes “BOO! That stinks!”, you’re challenged to learn, improve & redo.
But when you do something & you hear NOTHING – radio silence – you’re lost. You don’t know what to do.

Did they like it but just aren’t saying?

Did they despise it and don't want to hurt my feelings?

Did they even KNOW I did it?

In silence, you’re sorely tempted to stop implementing.

Now, you can blame the crowd for not giving you feedback, but that’s missing the point.

Your challenge is to know how to work in the vacuum. Here are some ideas;

- **Ask for feedback.** So it wasn’t automatically forthcoming. Dig for it. Check in with the crowd and ask.
- **Sit yourself in different chairs.** Consider how your work might have been seen, received, interpreted and potentially valued (or otherwise) by different members of the crowd. Try putting yourself in their situation, imagining all that’s happening in their life. Where does paying attention to your work sit on their hierarchy, and with all else on their plate, how important would it seem to give you feedback?
- **Reflect on your works’ alignment.** With the goal you set out to achieve with it. With the fit of that goal and your larger Purpose. With the problem you were trying to fix & the beneficiaries you were trying to help. Did it align (and were you to do it over, how would you sharpen that alignment)?
- **Go “strength + 1, weakness -1”** – by that, I mean honestly assess your work for its best part, and think about how you can make that great part just that little bit better next time. Then think about its weakest part and consider how you’d carve out that soft spot in your next attempt. Shore up a strength, remove an aspect of weakness, and....
- **Go again.** Back yourself. If you believe in it, if it’s aligned, if you’re convinced and you don’t have information to the contrary, go again. Motion trumps inertia every time. **Implement in the vacuum.**

Failure is feedback.
Learn from it.
Grow from it.
And never be afraid to
START OVER.

3 things you can implement this week...

1. An audit – ask yourself and others whether what you’re doing is of sufficient value.
2. A piece of feedback – if you don’t like operating in a vacuum, don’t make others. Tell them what you think.
3. Enthusiasm – vacuums don’t care if you’re excited or morose. So hey, you may as well be chipper about your work!

The support service brothers...



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If at first you don’t succeed, redefine success.

The Implementer...

A weekly newsletter for the clients of

Issue 18 – October 2015



Brave enough to ask yourself...

"If for some reason my employer could only retain one team member, why, honestly, should it be me?"

(If you can't appreciate your value, kind of hard for the boss / client to do it. Take a step to address your personal value proposition today.)

The implementing test

You've been reading these notes for 18 weeks now.
18 attempts to poke you to put aligned activities into play.

Let's see if they've helped. Take the test. Ask yourself...

- Do I clearly know what all my "doing" is aimed at?
- In the last week, did I consciously ask myself *"Is this activity aligned with my goal?"* before deciding?
- Have I, in the past fortnight, said *"path A is more aligned to a better long term outcome than path B... so that's the one I'm taking"* (and then acted accordingly)?
- Did I do something – *anything* – I know in my heart I'd have otherwise let sit or slip by, because somewhere in the recesses of my brain, a little voice said *"Do it. Do it. Do it. Implement."*
- Can I list 3 new initiatives I've taken these past 5 months; things I've started, driven, applied myself to, all in the service of my goals, all breaking a status quo, all based on a decision to progress?
- Am I set to take another step forward this week? (*Is it in my diary?*)

Like the 18 holes on a golf course, these 18 notes have been laid out to try and challenge you, to be enjoyed along the way, to test your mettle and intent and skills, and maybe even to get you to the clubhouse better than when you began. But beware their limitations. Like the course, they can't hit the ball for you. They can't address your tendency to slice if you're not intent on improving it yourself. They can help you expose, but they can't affect the change needed. That, my friend, is for **you**.

No matter how the read makes you feel, if you're not choosing to implement that which you're provoked to think about on this bunker-filled course for doers, then you've wasted a round.

The good news? You can always take the round again. Read them all again. Think again. **IMPLEMENT AGAIN.**

3 things you can implement this week...

1. Any training.
2. Any plan.
3. Any activity you choose. It really is up to you.

A level of support that scares me.....

Cornerman to the MIGHTY is the new high performance coaching & mentoring service I'm offering to a small subset of mighty achievers. It's a level of tailored professional support I've never delivered before - what I'm committing to **scares me**. It's not for the 10% of sub-par performers that every team has or even the 85% spanning the bell curve. It is for 5%. The dominators. The serious aspirants. The future-focused. Want an unfair advantage in 2016? If you want the title, you'll need it. Contact Troy on 0430 308963 or troy@42mighty.com.au today.

The times, they are-a changin'...

The Implementer has been fun to write... **now to change it.**

Next week, a new read... stick around!



Cornerman to the

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I intend to live forever. So far, so good.

keep implementing...

Thanks for reading. An implementer's trek is so much more enjoyable with company.

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