

12 Steps *to* Success *in* Business Life

RALPH
WHITE

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Toolkit for Steps 1-12

I believe the best method of learning something new is “See, Do, Teach.” This is how medical doctors train. They watch a procedure, they perform the procedure (possibly many times), then they teach the procedure.

In this book, I gathered my best coaching wisdom and practices from my decades of coaching motivated, committed individuals like yourself. My path to coaching began with my own coach over 30 years ago. I practiced what I was taught, experiencing breakthrough results in my BusinessLife. As a coach, I now teach and motivate others. However, at the same time, I am continually learning, gathering fresh ideas and strategies for my clients. So it is a continuous cycle of learning, practicing, and teaching.

Something motivated you to pick up and open this book. You are seeking a breakthrough in your life, even if you cannot identify what that breakthrough will look like. But you will not see results unless you actively follow the steps I have laid out for you. I want to make the process of taking action as easy as possible for you, so you have no possible excuse for not taking action.

In the following pages, you will find exercises for each chapter and step of the book. Collectively, these exercises are your “Toolkit” which will guide you to unprecedented results. To download these sheets in electronic format, please visit my website at www.PossibilitiesUnlimited.com.

As you use these tools, I encourage you to teach them to someone else. In doing so, you will realize a deeper understanding of the power of each tool and its ability to transform your BusinessLife.

Step 1: Creating an Unrecognizable Future

Gather all your ideas and concerns, then list your “wants.” Search out any details that lurk in your mind. Add more pages as you need space. Be as thorough as possible. You want to create space in your mind for the possibilities you will create as we work through the 12 Steps.

My business, career and finances: (what do I want)

- 1.
- 2.
- 3.

My relationships: (what do I want)

- 1.
- 2.
- 3.

My health and personal needs: (what do I want)

- 1.
- 2.
- 3.

My spirit and the world around me: (what do I want)

- 1.
- 2.
- 3.

Out of the lists above, there are three items or situations where change will have the most impact for you. Identify those three things. Now set an intention in that area. You will need additional space to complete this task. (Refer to Step 1 in the book for more information on setting your intentions.)

Intentions: (the three large problems I am going to work on)

- 1.
- 2.
- 3.

For each intention, come up with a list of actions that will cause you to realize your intention. Identify how much time is required to accomplish this action. (Refer to Step 1 for more information on identifying the actions.)

My first intention is:

List of Actions and Time Requirement:

- 1.
- 2.
- 3.

My second intention is:

List of Actions and Time Requirement:

- 1.
- 2.
- 3.

My third intention is:

List of Actions and Time Requirement:

- 1.
- 2.
- 3.

Step 2: Visualizing and Planning for Success

Write me a letter coming from the future as if you have realized your intentions, telling me how you accomplished your intention. What must have happened?

Close your eyes and visualize accomplishing one of your intentions. Enjoy the feelings of success.

What was the final breakthrough? What happened when it was accomplished? How did you celebrate?

Write me a letter describing what happened on the path to this realization. Starting with that final breakthrough, work backwards through each step in your process, ending up with your original inspiration. You are making up what must have happened. This is a creative writing exercise.

Some thoughts to get you started:

You had many breakthroughs and breakdowns along the way. What were they? Describe the events in detail. Make sure you attach a time element to each event.

You had a lot of help along the way. Who helped you? Be specific – the branch manager at the bank, a coach, a colleague, web designer, friend, critic, mentor, teacher, employee. How did you connect with that person? How specifically did they help you?

What kinds of monetary support did you receive? Kickstarter? Savings? Bank loan? How did you determine how much money you needed? Did you need more funds along the way?

Where did you do your work? Do you have an office? Did you go away somewhere to create in solitude? What did you learn along the way?

What kept you motivated as you moved towards realizing your intention? How did you recover when you had a breakdown? How did you keep your project in existence?

How did you spread the word about your work or product?

What was your initial inspiration for this idea?

You are making up what must have happened. This is a creative writing exercise.

Send me your letter. Since you are reading this book, I consider you my client. I would enjoy reading your letter and giving you some complementary feedback.

Email me your letter at Ralph@Consulting2Win.com.

Step 3: Going from Hello to the Check Clearing the Bank

Evaluate your key business systems. Rate them on a score of 1-10 (1 being the lowest and 10 the highest). Do you have a measurement set up for each system? Where are your bottlenecks? What systems do you need to create? Who can help you create that system?

| Key Systems | Current System Score (1-10) | Score I Want (1-10) | Action to Take to Achieve Score I Want |
|-------------------------------------|-----------------------------|---------------------|--|
| Marketing and Sales | | | |
| Opportunities | | | |
| Conversations | | | |
| Managing Actions | | | |
| Pipeline | | | |
| Resource Management | | | |
| People | | | |
| Products | | | |
| Information | | | |
| Capital | | | |
| Profitability & Finances | | | |
| Accounting | | | |
| Estimating and Pricing | | | |
| Projections and Plans | | | |
| Reporting & sharing | | | |
| | | | |

Step 4: Building a High Performance Team

When you hire new employees, base your decision on your list of qualities or abilities you want to see in your new employee. Remember: trust nothing, test everything.

| Candidate Name: | | | | |
|------------------------|---|-----------------------|--------------------------------|---------------------------|
| Position: | | | | |
| | Talents / Abilities needed for position: | Essential or helpful? | Candidate's Self-Rating (1-10) | My Candidate Score (1-10) |
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| 4. | | | | |
| 5. | | | | |
| 6. | | | | |
| 7. | | | | |
| 8. | | | | |
| 9. | | | | |
| 10. | | | | |
| 11. | | | | |
| 12. | | | | |
| 13. | | | | |
| 14. | | | | |
| 15. | | | | |

Step 5: It is Not Possible to Get it All Done

Take every item on your “to-do” list and move it to one of these three buckets:

| Things I Am Doing: |
|---|
| |
| Assign a time frame and schedule these items on your calendar. |

| Things I Am NOT Doing: |
|--|
| |
| These tasks can be scheduled at a later date. |

| Things I Am Never Going to Do: |
|--|
| |
| Letting go of these things creates space for new possibilities! |

Step 6: Producing Results Through Others

Checklist for powerful delegation. Delegate as much as possible to free up your time for other tasks.

Define the task:

| |
|--|
| |
|--|

What are your standards for the completed work?

| |
|--|
| |
|--|

Who is the employee who can complete the work?

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Did I delegate the work and the authority?

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Did we agree on the number of hours needed for the task and when it would fit into the employee's calendar?

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How is the employee being held accountable for completing the task?

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What is the task's deadline? Is it recorded in my calendar?

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|--|

Date employee notified me of task completion:

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There are existence systems in your BusinessLife or personal life that you may want to keep in existence, things you no longer want to keep in existence, and things you want to put into existence. Below, list these things and how you will accomplish your goal.

| Existence Systems to Keep: |
|--|
| |
| Systems that are working. Do any of the systems need to be updated? |

| Existence Systems to Remove or Replace: |
|---|
| |
| Which systems are no longer serving you? |

| New Existence Systems to Put in Place: |
|--|
| |
| What new systems could benefit your business or life? |

Step 8: Managing the Gap

List all the successes of your life. Be specific.

Successes in my business, career, and finances:

- 1.
- 2.
- 3.
- 4.

Successes in my relationships:

- 1.
- 2.
- 3.
- 4.

Successes with my health and personal needs:

- 1.
- 2.
- 3.
- 4.

From the above list, choose one of those successful experiences. List the skills and attitudes you used to achieve success. Close your eyes and remember what it felt like to engage those skills. Then picture applying those same skills and attitudes to your current situation.

Successful event:

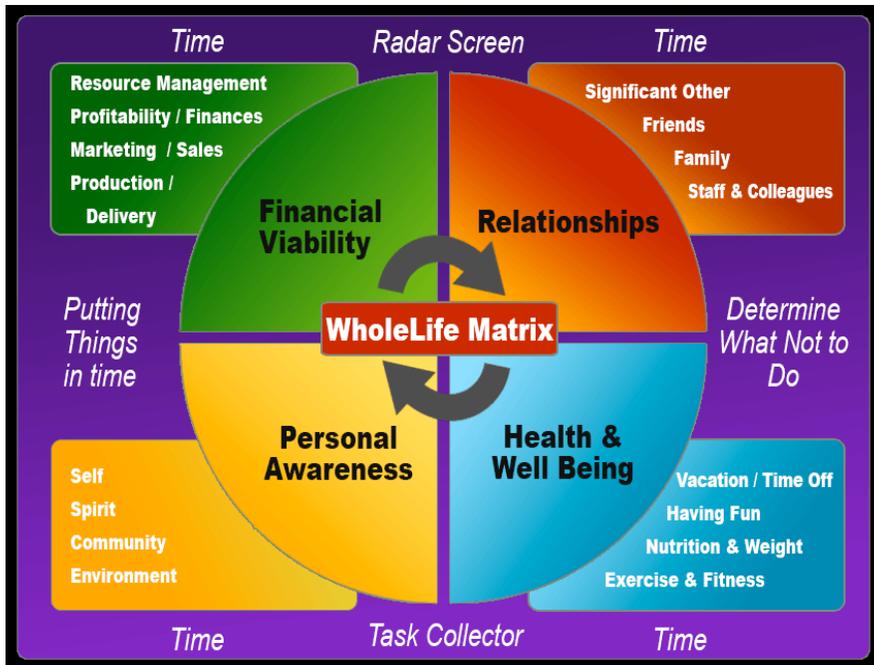
How did I achieve this success?

Write down the problems/performance issues you are currently addressing. How can I apply my past success to this issue? If I don't seem to be able to find a solution, I need to increase this gap. Pick a bigger challenge. If you cannot find a new sales person, then look for five. By expanding the gap, you create bigger solutions.

Choose a bigger problem and bring your successful way of being from other areas of your life to the new challenge. This expanding of the gap will bring bigger solutions and bigger results.

Problem:

Step 9: The WholeLife Matrix



Where do you rate yourself in each of the WholeLife Matrix quadrants? Choose the quadrant with the lowest score and list three actions you can do to increase the balance in your life:

Quadrant most out of balance:

Actions I will take and where I will schedule in my calendar:

- 1.
- 2.
- 3.

Step 10: Managing Breakdowns into Breakthroughs

Write down your current breakdowns. Do you have any breakdowns that have fallen out of existence? Are any of these problems too small? If you were to work on a bigger problem, what would it be?

| |
|--|
| Breakdown: |
| Is this problem too small? How can I aim higher and work on a bigger problem? |

| |
|--|
| Breakdown: |
| Is this problem too small? How can I aim higher and work on a bigger problem? |

Are you having trouble identifying breakdowns? Maybe it is time to recalibrate. Identify an area of your business currently functioning as a “10.” If you recalibrate this evaluation to a “5,” what actions do you need to take to achieve a new “10”?

| |
|--|
| Area to recalibrate: |
| What will now encompass a “10” in this area? |

Step 11: From Possibility to Success

Success is accomplishing your named intentions. I made an intention to write a book, I wrote a book. I consider that a win and a success. Success begins when you look out in the world and choose something and begin to make it happen. What are you going to choose now?

What are the signs of my current success?

| |
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How has my success changed me?

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What are the new problems I face?

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What is my next possibility? Where is one notch higher?

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Step 12: Growing Your Happiness

Make a commitment to apply the happiness tool daily for 66 days. That will make it a habit. Track your results in your calendar.

The Happiness Tool

1. **Choose it:** Choose to be happy daily.
2. **Say it:** Every morning, let the first words out of your mouth be “To-day is a Happy Day.”
3. **Show it:** Smile at everyone you meet and say hello.
4. **Remind yourself of it:** Put a ringtone of a happy song on your phone to remind you to be happy.
5. **Keep it in existence:** Put in your calendar at the end of every day to write down three things you are happy about.

About the Author

Ralph White is the President and CEO of Possibilities Unlimited, Inc., a Southern California-based coaching company specializing in achieving breakthrough results through a transformational approach to business thinking and systems.

Ralph has unfailingly navigated the choppy waters of business and life and always come up a winner. His earliest entrepreneurial aspirations involved selling donuts in his Boy Scout troop – for a profit, of course! The day after graduating from high school at age seventeen, Ralph partnered with his father and mother in the Industrial Surplus business. Despite beginning with no money and no experience, he embraced the ever-changing business environment. Over the next 37 years, Ralph expanded his business into a sheet metal fabrications company with annual sales of \$50 million and 300 employees. At one point, he simultaneously managed five other businesses. In 1990, Ralph began his consulting career. In 1998, he completed working in the fabrication business and went full time into business coaching.

Ralph worked for Consulting Alliance, a transformational business consulting company, for nineteen years as a course leader and business coach. During this time, he led programs to over 5,000 business owners and managers of businesses ranging in size from individual entrepreneurs to American Express. Over the years, Ralph has shared his vast knowledge and unique approach with thousands of entrepreneurs, managers, and salespeople worldwide through seminars, hosting radio shows, and other public events. He now tailors his coaching to corporate executives, entrepreneurs, managers and teams of people committed to producing extraordinary results.

Ralph is also an award-winning artist. Just as he coaches his business clients to redirect their thinking towards possibilities, Ralph embodies this philosophy in his art, expressing the soul's ability to evolve.

He has exhibited professionally across the United States as well as in Beijing and Hong Kong.

Ralph holds a degree in Business Administration for the California State University at Long Beach. He has served on numerous community service boards and committees and is a sought-after public speaker and radio guest. Ralph resides in Southern California with his wife.

Ralph can be contacted at Ralph@Consulting2Win.com.