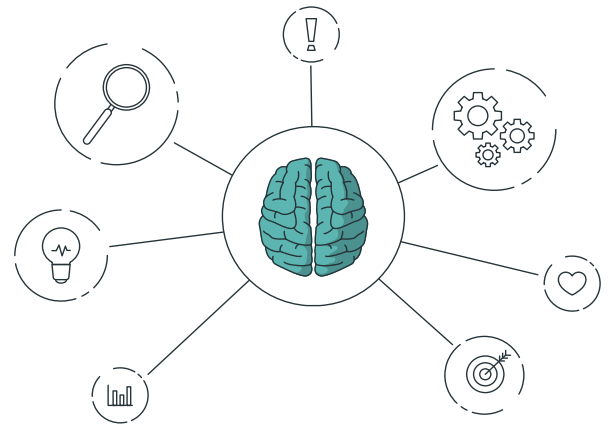


# Thinking Tablet Guide

## OVERVIEW

To be highly successful in life, two things have to happen. First, you have to be going in the **RIGHT DIRECTION**. And secondly, you have to take the **RIGHT ACTIONS** on a daily basis. Because your success in each area of your life comes down to the cumulative effect of your **DAILY ACTIONS**.

By setting aside time to **"THINK"** two times a week, this is how you make micro adjustments to your direction. It also provides the "output" for your subconscious mind from all the input that's coming in.



**INSTRUCTIONS:** Pick 2 mornings a week (one being a weekend ) to journal for at least 30 minutes per session. **CREATE THIS HABIT...** watch what happens! This is proactively influencing your subconscious mind as described in the top book in the world on success – Think and Grow Rich.

## TOPICS TO CONSIDER ...AT THE INCEPTION OF JOURNALING:

1. What moves the needle in my business? Regarding the bottom line.
2. How do I improve our marketing?
3. How do I improve my management of employees and holding them accountable?
4. How do I improve our culture – so everyone lives our culture and values?
5. My health and exercise routine. How can I improve that?
6. Being a great partner to my significant other. What can I do to improve myself?
7. Enjoyment of my life. What would make my life happier?
8. Challenges I am facing?
9. Wins I'm creating?
10. Blank sheet of paper – just look at the blank sheet of paper and see what comes up!!!!

## ONCE YOU FINISH JOURNALING...

Draw a line under the last thing you wrote and then note 2 things:

1. **The takeaways – a recap. (Typically 3-5 things)**
2. **Action steps-determine what they are.** Then transfer those "action steps" to your weekly to do's.

## Buying your thinking tablet through Amazon...



*Samsill Classic Collection Business Padfolio/Executive Portfolio, Faux Leather & Brass Corners, Resume Document Organizer, 8.5 x 11 Writing Pad, Black \$15.66*

## OUR OFFER TO YOU...

**(One-on-one zoom call to help you determine what moves the needle in your unique business)**

In working with clients, we often see that they can't see what moves the needle in their business. They can't see the forest for the trees. Because they're too close to their business. If you would like our help in determining what **MOVES THE NEEDLE** in your business, we'd be glad to help. Feel free to reach out and set up a free one-on-one zoom call with either of us. **Contact [john@thinkitbeit.com](mailto:john@thinkitbeit.com) or [kelly@thinkitbeit.com](mailto:kelly@thinkitbeit.com).**

# Some deeper issues to think about...

*(Regarding what moves the needle in your business)*

## 1. MARKETING

In looking at your marketing, is it performing the way it should? Are you measuring it on a weekly basis? This measurement should be reflected in a weekly dashboard that is simple and contains no more than five key numbers.

## 2. SALES

How good are your salespeople? Are you measuring their close rate relative to the number of leads they are given or generate? If you're able to improve their close rate by better training and/or more accountability, this will move the needle.

## 3. YOUR CULTURE

How engaged are your employees? On an annual basis, Gallup does an annual poll to determine what percentage of workers are fully engaged in their job. The results over the last 10 years has indicated that only about 30% of employees are engaged. This is a big problem to fix if you want to move the needle. What can you do to improve your culture and make your employees more engaged?

## 4. ORGANIZATION

How organized are your employees? Do they do the three principles of organization each day. Plan their day the night before, time block, and identify their top three priorities each day. Doing these things is a function of having a simple system. You can move the needle if you make your employees more organized. Keep in mind, most of them don't have an effective system and they typically rate their organization on average at a "6" on a scale of 1 to 10. Big opportunity here to move the needle by increasing their organization.

## 5. FINANCIAL CONTROL OVER YOUR BUSINESS

As a CPA by training (John Mitchell), I've come to appreciate that most entrepreneurs don't know how to use their monthly financial statements. Most entrepreneurs get monthly financial statements. But when you do, this can definitely move the needle in your business.