

MASSIVE
ACTION PLAN!



100 DAY CHALLENGE

START FAST ► FINISH STRONG

"Your life changes the moment you set new, congruent, and committed goals. In the 100-Day Challenge, you will be setting priority goals that once achieved will change the trajectory of your life!"

- Gary Ryan Blair

Welcome to 100 Day Challenge!

Congratulations on your decision to participate in the 100 Day Challenge where our mission is to inspire, promote, and celebrate excellence.

You make hundreds of decisions every day. Some matter more than others. But joining the 100 Day Challenge is one of the **most important decisions** you will ever make in terms of your life's success.

You are not alone. The 100 Day Challenge is a global community of **like-minded people dedicated to a common purpose**—creating lives of excellence.

I'd like you to look at the 100 Day Challenge as a global **Circle of Excellence**.

In the following pages my aim is to introduce you to the challenge, explain the importance of committing your life to excellence, and to set the stage for the great adventure you are about to undertake.

WHY CHOOSE EXCELLENCE?

The pursuit of excellence is not only politically correct, it's also **highly profitable**.

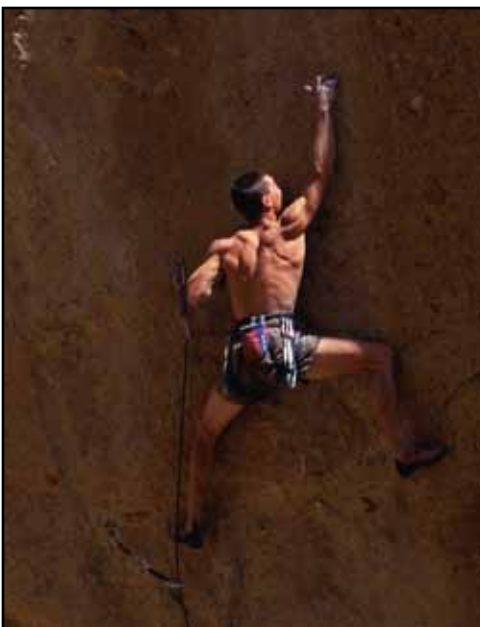
Excellence is a form of currency and a commitment to excellence can help you capture true wealth and realize the inherent value of your potential, while a lack of commitment devalues potential, credibility, and reputation.

Each of us must determine the specific achievements we must accomplish in order to deem our own life **"excellent."**

Your responsibilities in doing this include choosing a career path, deciding what to and what not to believe in, what to learn and apply in life, and what actions to take.

"There will never be a day that will not require dedication, discipline, good judgment, energy, and the feeling that you can improve. Each day offers an opportunity for improvement. Each moment an advance or retreat in the pursuit of your goals."

- Gary Ryan Blair



You can help yourself with these responsibilities by consistently asking one simple question: ***How are your thoughts and actions reflective of a life committed to excellence?***

To ensure maximum value from the 100 Day Challenge, you must commit not only to your own personal advancement, but to inspire, promote, and celebrate excellence with everyone inside this circle of excellence.

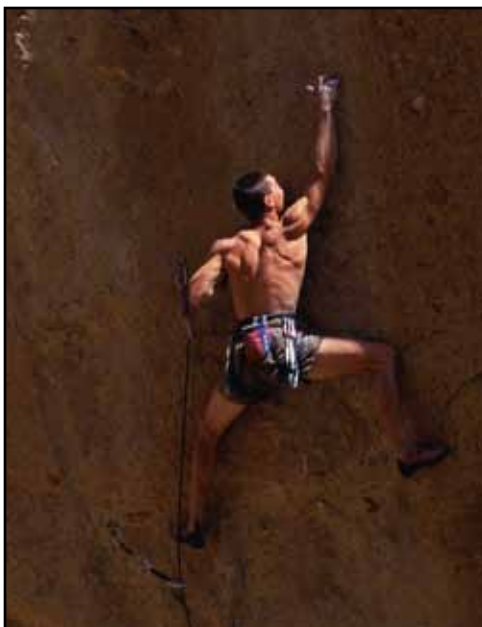
The following plan will show you how to start on your path.

ALPHA TO OMEGA

Excellence is a quality, a standard, and the expected norm of our community which is best represented by the words Alpha to Omega. From beginning to end, first to last, and from start to finish—**excellence always!**

*"Yesterday is history,
tomorrow is a mystery.
And today? Today is a gift.
That's why we call it the present."*

- Norman Vincent Peale



Alpha is the first letter of the Greek alphabet. In our world it has come to signify a beginning, the first step on the path to a goal. Alpha may be a plan, an action, or intention, but without it, one can never reach any goal.

Omega is the twenty-fourth and last letter of the Greek alphabet. Reaching it means you have gone through all the steps and reached your goal. You have accomplished what you set out to do, and demonstrated excellence throughout the journey.

But in the Circle of Excellence, omega does not mean the end. The reaching of one goal, frees you to set another, much more challenging goal.

So, while omega marks an accomplishment, it is the link between accomplishing one thing, and setting a new challenge. It is the link that completes and expands the circle of ever-increasing success and excellence.

WHO'S IN YOUR CIRCLE?

Besides plans and goals, we have other circles in our lives. We all belong to circles of people: some we don't choose, some we do.

Our families, our neighbors, our schoolmates, and the people we work with are circles not of our choosing.

Our friends, our loved ones, our trusted colleagues, and our dependable advisors comprise people we have chosen to be in our lives.

Both types of circles always exist, but we can expand and contract them as our needs and each circle's contribution toward meeting our goals changes.

You have chosen to join the 100 Day Challenge and become part of a global Circle of Excellence because it is a community of people who all are dedicated to living a life of excellence.

CIRCLE OF EXCELLENCE (CoE)

What is "excellence?" Think of it as the process of continually growing and improving yourself and your life. Excellence entails achievement and accomplishing goals that can be measured by constantly asking the question, ***"Is what I'm doing truly reflective of a life committed to excellence?"***

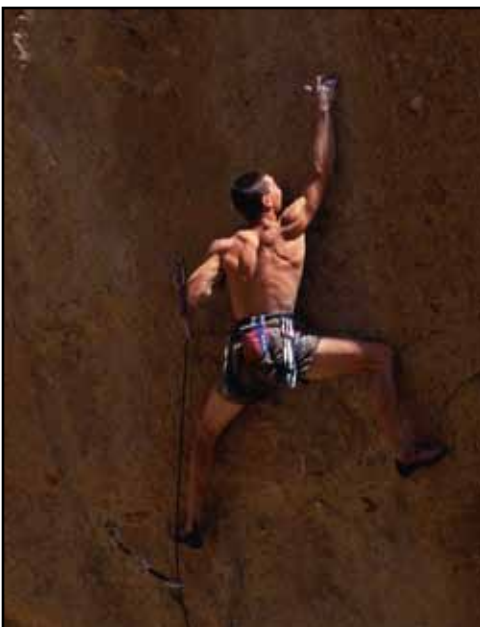
Your greatest responsibility in seeking excellence is to define what this means precisely in your life, then to choose the best course of action to make it happen.

Excellence is not a relative term; it is the **standard by which you must judge** what you do. You will quickly discover that committing yourself to a life of excellence cannot be accomplished haphazardly.

Excellence never occurs by accident. It always comes as the result of quality thinking and purposeful execution.

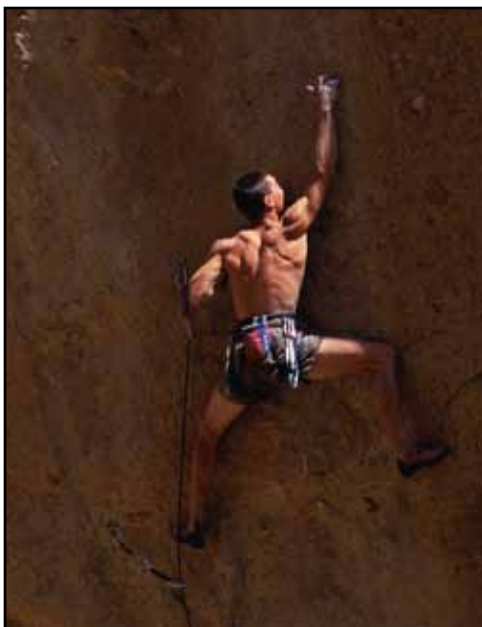
*"Far away there in the sunshine
are my highest aspirations.
I may not reach them, but I can
look up and see their beauty,
believe in them, and try to follow
where they lead."*

- Louisa May Alcott



"Champions aren't made in gyms. Champions are made from something they have deep inside them a desire, a dream, a vision. They have to have the skill and the will. But the will must be stronger than the skill."

- Muhammad Ali



To become the person you were meant to be, everything you do must be done with the **single purpose of achieving excellence**. You must do it with the unshakeable belief and understanding that excellence counts.

You must live and die in the spirit of quality and excellence. The measurement of your "best" begins and ends with the marks of excellence—nothing less.

Why should you actively participate in this Circle of Excellence?

Because a circle is infinite and repeating the three steps in the circle – to inspire, promote, and celebrate excellence – it will lead you to ever-higher accomplishments.

- **Inspire.** Your personal goal, and that of the 100 Day Challenge community, is first to Inspire.

By always setting the highest standards for each of your goals, you will inspire others to believe in you. You will also be a beacon that shows those around you that striving for excellence in all of their endeavors is a noble ideal.

- **Promote.** The second arc in the Circle of Excellence is to Promote the goal of excellence - for yourself and for those around you.

No matter how high your standards, or how often you meet those standards, you are not living a life of excellence if you do not bring others along with you. You must actively advocate for the practice of virtue, dedication, reason, and integrity in the pursuit of excellence.

- **Celebrate.** The final arc that completes the circle is to Celebrate excellence.

You can inspire others and promote excellence only if others see what having high standards can bring to their lives. And why should you care if other people strive for excellence? Will they not become your competitors? No! They will become your inspiration.

Some people perpetually create their own dissatisfaction by consistently slipping into mediocrity. This can easily be fixed, right now by simply deciding to quit doing less than excellent work. What a profound idea!

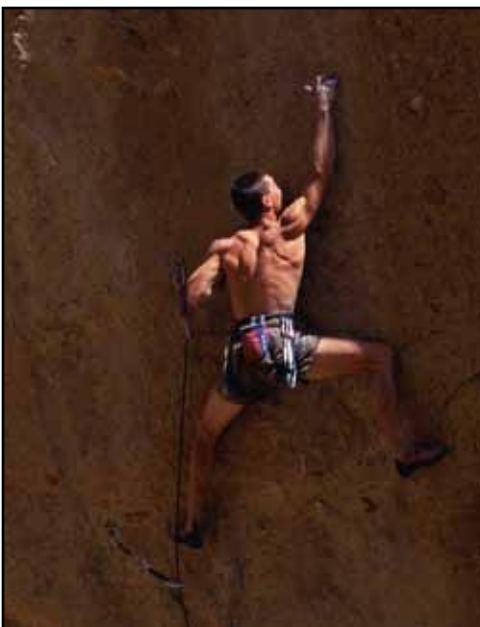
Mediocrity is a choice; it's not always made consciously, but it is still a choice.

You commit career malpractice every time you do things in a mediocre manner; every time you show up late; every time you are unprepared. There is no inherent value in mediocrity, there is no reason for people to stop and pay attention to you or your work.

Choose never to compromise your talent, quality, and high standards, and you will never choose mediocrity.

"All who have accomplished great things have had a great aim, have fixed their gaze on a goal which was high, one which sometimes seemed impossible."

- Orison Sweet Marden



Being world-class has nothing to do with size, education, or bloodline; it has everything to do with decision, commitment, action, and persistence. Excellence is a destination for anyone who **appreciates, respects, and demonstrates** hard work and good judgment.

But excellence is not something that you attain, then put in a trophy case. It is a habit—a momentary happening—a crossroad where the **body, mind, and spirit** all work together.

Excellence requires that a price be paid; whatever you are willing to pay in sweat to find it and keep it in good working order.

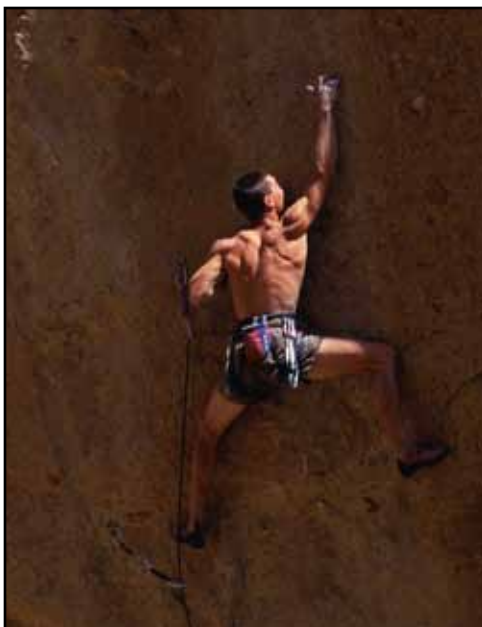
Those who have legitimately reached the summit of their careers, relationships, gamesmanship, have worked harder and longer; studied and planned more assiduously; **practiced more self-denial**; and overcome more difficulties than those who have not risen as far.

You can become excellent in a second—beginning right now. Start by visualizing yourself as the best teacher, artist, manager, coach, or parent that you aspire to become—and start acting the part.

We all have a range of career choices and opportunities, but we expand this **range and quality** of our choices when we practice excellence.

"Excellence is a form of currency. A commitment to excellence can help you capture true wealth and realize the inherent value of your potential. A lack of commitment devalues potential, credibility, and reputation."

- Gary Ryan Blair



Adversely, we blackball ourselves from future opportunities when we do mediocre work. Therefore, attempt to make every opportunity one of importance, because every opportunity counts.

What is considered excellent today will become the minimum cost of admission tomorrow. You're only as good as your last performance. The bar is constantly being raised, and if you don't produce excellent results consistently, someone else will.

There is absolutely no grace period for mediocrity, and you must have a zero tolerance policy for it. People expect the best and if they can't get it from you, they'll find it elsewhere.

The reality of life is that most people are not hard acts to follow, and that's exactly why a commitment to excellence is the ultimate competitive advantage.

Excellence is a guilty pleasure, as it's respected, admired, and serves as the triumphant accomplishment of those unwilling to accept anything less than your absolute best.

Excellence is achieved via qualitative, not quantitative, shifts in developing skills.

So by participating in the Circle of Excellence you have chosen to become part of a qualitatively different world, where excellence is expected and practiced by each person within the circle.

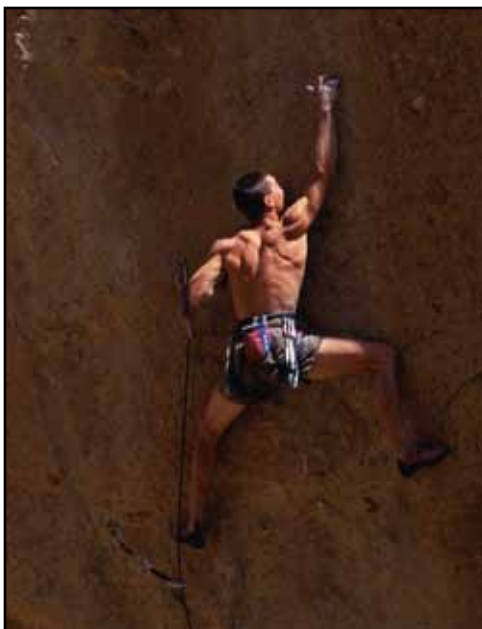
SEVEN GUIDING PRINCIPLES

The following are the seven guiding principles of the 100 Day Challenge. They serve as the building blocks in starting and sustaining the construction of your ideal future.

- I. You must always live a virtuous life. It is not enough to just live; you must live with nobility and honor.***
- II. You must always act to inspire, promote, and celebrate excellence in yourself and in others.***

"Each of us has an important responsibility, and chances are that it's not listed on your job description: a commitment to excellence. You will never outlive its importance, usefulness, and necessity."

- Gary Ryan Blair



- III. You must always choose your actions based on good reasons and good reasoning, not of fear, self-interest, or other short-term considerations that compromise long-term opportunities.**
- IV. You must always seek out the truth and live with it, even if that truth is unpopular or uncomfortable.**
- V. You must always rely on principles which stand the test of time and changes of circumstances. The conclusions you draw from them must be ones you which you can be constantly faithful.**
- VI. You must always do the right thing and never do wrong willingly, even when others have wronged you.**
- VII. You must always keep your promises and honor your commitments, provided that they are just.**

By mastering one principle, one day at a time, you will build a stairway to higher and higher attainment. Your stairway will be strong because you have concentrated on one thing at a time.

100 DAY CHALLENGE

NOW that you know why a commitment to excellence is so important in the 100 Day Challenge, let's get started by creating a goal-setting plan that will help you to make monumental performance gains.

The 100 Day Challenge is a practical, results-focused program that brings together the success secrets of high performers from all walks of life.

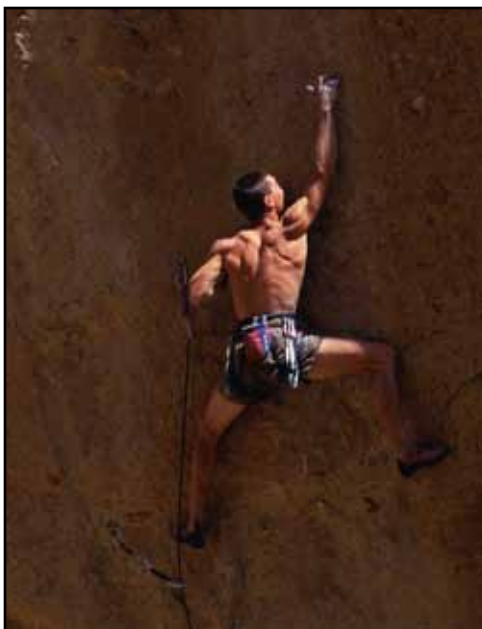
You will have access to a **collective mastermind**, one that I have spent my life developing.

Each day I'll present you with a series of challenges and lessons that you'll be able to leverage. I'll share with you the knowledge, attitudes, skills, and habits that you need in order to realize your vision, grow your confidence, focus on your core strengths, and to create and communicate increasing value in a fast-changing world.

"Being 'world-class' has nothing to do with size, education, or bloodline; it has everything to do with decision, commitment, action, and persistence.

Excellence is a destination for anyone who appreciates, respects, and demonstrates hard work and good judgment!"

- Gary Ryan Blair



Your active and relentless participation along with your willingness to constantly raise the bar, will lead you to constantly higher goals through content rich lessons, mp3's, and an online community.

You will also have access to other members of the 100 Day Challenge who will be committed to helping you reach your zenith of achievement.

You will also have the opportunity to share your knowledge, skills, and talents with others to help them reach their goals - thereby continuing the Circle of Excellence.

LET'S GO!

The first step to igniting the 100 Day Challenge begins with the completion of your very own Massive Action Plan.

What is a Massive Action Plan?

A Massive Action Plan is based on the law of cause and effect which states that for every effect in your life, there is a cause, or series of specific, measurable, definable, identifiable causes.

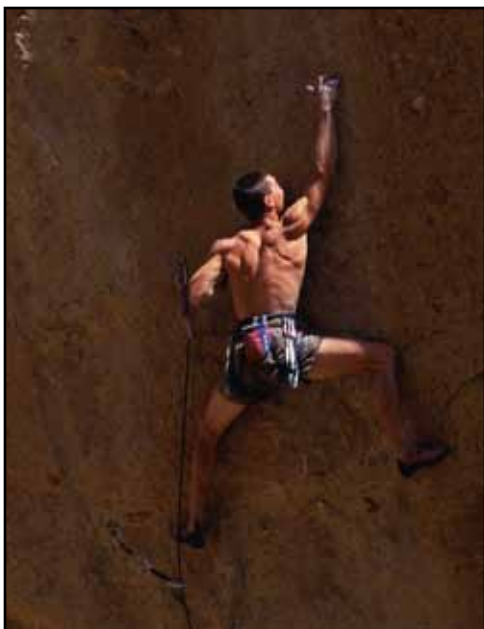
This law says that if there is anything you want in life, an effect that you desire, you can find someone else that has achieved the same result or effect, and that by doing the same things that they have done over and over you can eventually enjoy the same results and rewards.

There are four identifiable relationships between cause and effect, and throughout the 100-Day Finish Strong Challenge, we will focus on and leverage the fourth relationship to ensure maximum results.

1. No Cause = No Effect
2. Wrong Cause = Wrong Effect
3. Right Cause = Right Effect
- 4. Massive Cause = Massive Effect**

"Your biggest concern is not your skill, ability, or intelligence- it's your commitment. Unless you are committed, there will be a sense of negligence to everything you do."

- Gary Ryan Blair



Success, however you define it, is not an accident. It is not a result of good luck versus bad luck.

Even if you have not taken the time to clearly identify how you got from where you were to where you are today, there have been a series of specific steps that you have taken that have brought you to where you are at this minute.

And the fact is they could have brought you to no other place. You are where you are, and what you are because of yourself. It has been your choices and your decisions over the months and years that have inevitably determined the condition of your life at this moment.

The most wonderful part is that at any time you can start making different choices and different decisions, taking different steps and you will inevitably arrive at a different place than where you are today. And, that is precisely why this challenge has been created.

Our world is filled with people with every conceivable type of handicap and liability but who have gone on to build wonderful lives for themselves.

Often people around them have ascribed their good fortune to luck. But if you talk to these people and you trace their stories from where they began to where they are now, you will find that luck had nothing to do with their success, and it has nothing to do with yours.

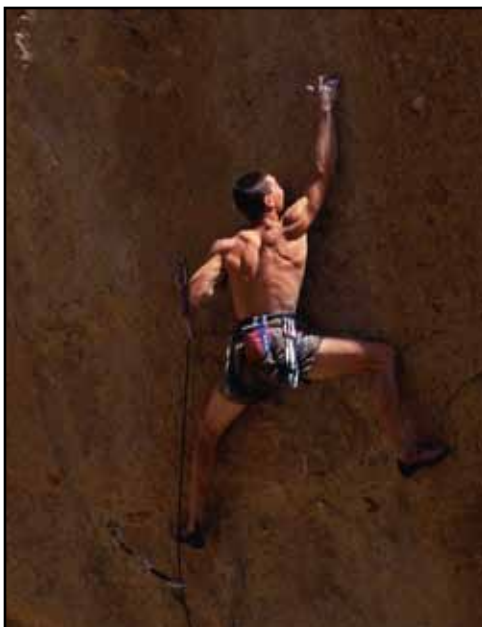
The law of cause and effect cuts in both directions. It also says that if there is an effect in your life, such as lack of money, problems in your relationships, an unsatisfying job or career, or any other difficulty, you can trace that effect back to the things that you have done to cause it and that by removing the causes you can begin to remove the effects, sometimes as quickly as overnight.

In its simplest terms, successful, happy, healthy, prosperous people are those that have discovered the laws that govern our lives and have designed their lives so that they are in harmony with those laws.

As a result, they experience far more joy and satisfaction, and accomplish far more in a few years than the average person does in a lifetime.

"The litmus test of commitment is a clearly understood deadline. If you are unable or unwilling to establish a deadline for your goal, you probably need to examine your commitment."

- Gary Ryan Blair



Perhaps the most important corollary to the law of cause and effect is this – “thoughts are causes” and “conditions are effects”.

Your mind is the most powerful force in your universe, and you become what you think about most of the time. You are where you are and what you are because of your habitual ways of thinking.

Your thoughts are creative, and they ultimately create your reality. So if you change your thinking, you will change your life.

The law of cause and effect is a timeless truth, it’s a universal principle that applies to each one of us. Your success in the 100 Day Challenge will come from organizing your life in conformance with this timeless principle.

When you understand the power that comes from the linkage between Massive Cause = Massive Effect, you will achieve a level of success and freedom that is far beyond anything you can currently imagine.

Usually there is a conclusion at the end of a message. But the 100 Day Challenge is committed to continuous improvement. So learning about the principles and structure of building a Massive Action Plan, and about the commitment to Inspire, Promote, and Celebrate excellence is the beginning of your journey to ever-increasing success.

By joining the 100 Day Challenge, you have chosen your path wisely, and you have already started your great adventure.

By understanding the Circle of Excellence concept; by identifying the Alpha and Omega of each goal; by understanding how the omega is not the end alone, but also the beginning of a new goal building toward greater excellence; and by adhering to the Seven Guiding Principles, you will lead a life of excellence.

Never relax the rules of excellence, because when you compromise quality, when you make an exception, you immediately suffer physical and emotional detachment from your goals.

Throughout the 100 Day Challenge, you must have the belief that the efficiencies of your business and life are infinite, that everything

can be improved upon, that every project can be completed in an excellent fashion.

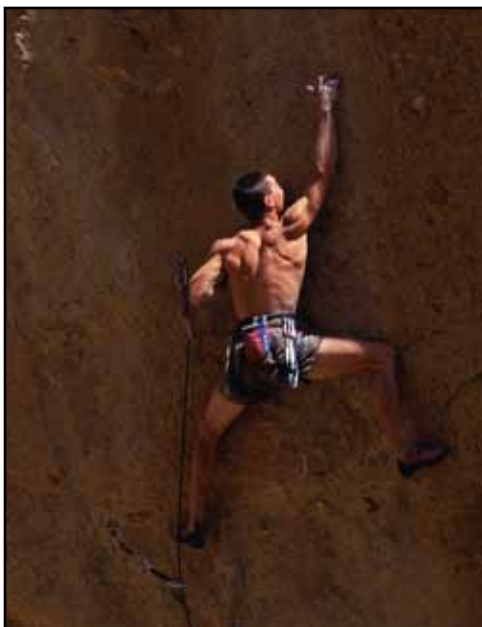
It gives me great personal pleasure to welcome you to the 100 Day Challenge, a community of people who are committed to living a life of excellence and displaying exceptionally high standards.

Everything Counts!

Gary Ryan Blair

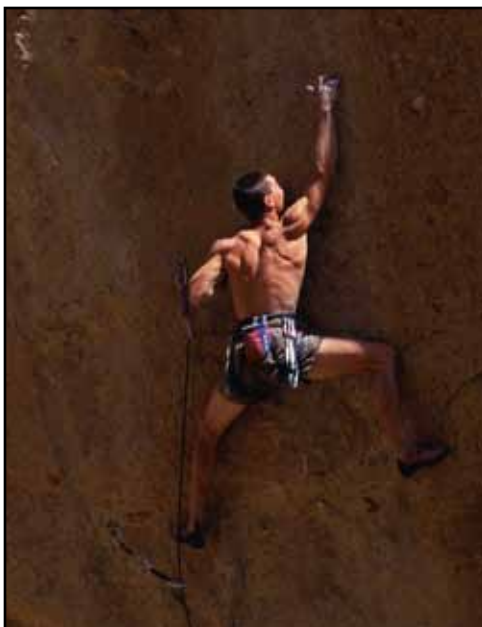
"Sweat the small stuff as character is revealed in the smallest actions. You commit character assassination every time you choose to violate what you know is right. Some indiscretions shout . others whisper, but high standards leave no room for little indiscretions."

- Gary Ryan Blair



“There will never be a day that will not require dedication, discipline, good judgment, energy, and the feeling that you can improve. Each day offers an opportunity for improvement. Each moment an advance or retreat in the pursuit of your goals.”

- Gary Ryan Blair



Building Your Massive Action Plan

A well-defined set of goals and detailed action plans supported by daily activity towards those goals is your meal ticket to success.

You significantly increase the odds of success in achieving your goals if you know who you are, what you want, where you are going, how you will get there, and what you will do once you arrive.

Effective planning ensures a greater sense of security in yourself and the actions necessary for success. Therefore, follow each step to build your own Massive Action Plan.

Step 1: Identify Your Top Five Goals

Set goals that are specific, measurable and deadline driven. This process will be reinforced each day of the challenge.

Step 2: Complete a 1 - 3 - 5 Planning Form

For EACH goal, mix one clearly defined goal with three solid reasons why you want to achieve it. Then toss in five specific actions you will take along with target dates for completion and you'll have a tasty little plan.

Step 3: Complete the Contract With Myself

Throughout the challenge you will be making daily commitments that must be honored. Sign, date and post this contract in a high visibility location. This is a symbolic act, but you must remember that a commitment made, must become a commitment honored as each one counts in more ways than you can possibly imagine.

Step 4: Keep Score and Monitor Your Performance

Built into the 100 Day Challenge are fourteen checkpoints that are designed to measure performance and enforce accountability. These checkpoints will take place every 7 days. The Report Card Performance Grid will serve as an invaluable resource and it directly supports the After Action Review in the next step.

Step 5: Complete an After Action Review During Each Checkpoint

The Report Card Performance Grid allows you to quickly identify the progress being made on your goals. The After Action Review then allows you to adjust and update your plans as needed. It too will also be completed every 7 days .

GOALS

1

2

3

4

5

1-3-5 GOAL!®

Directions: Mix one clearly defined goal with three solid reasons why you want to achieve it. Toss in five specific actions you will take along with target dates for completion and you'll have a tasty little plan.

1. Goal – *Write the goal in specific, measurable and time-bound language.*

3. Why's – *Identify and prioritize three reasons why you want to achieve this goal?*

5. Actions – *List five specific actions and target dates to achieve this goal.*

| | <u>ACTION</u> | <u>TARGET DATE</u> |
|--------------------------|---------------|--------------------|
| <input type="checkbox"/> | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ |

"A goal is created three times. First, as a mental picture of something you want to be, have, or do. Second, when written down to add clarity and dimension. And third, when you take action towards its achievement."

-Gary Ryan Blair

Contract With Myself

I hereby commit to achieving this goal. I will plan thoroughly, act boldly, and be accountable for my actions. I will focus on results and reinforce the values of discipline, character, and perseverance until success is achieved. I will make sure that everything I think, say and do counts. I will begin today to achieve this goal!

Date

Signature

**“If You Make a Commitment–Honor It
If You Make a Promise–Keep It
If You Set a Goal–Achieve It”
–Gary Ryan Blair**

Report Card Performance Grid[©]

If life came with a report card, what kind of grades would you be getting?

Directions: Use this form to evaluate (✓) the current performance of any goal(s). When completed make notes for improvements, adjustments and/or celebrations.

Scoring Key: A = Exceptional, B = Good, C = Average, D = Poor, F = Counter-Productive.

| Goal | A | B | C | D | F | Notes |
|------|---|---|---|---|---|-------|
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“Without a goal, someting terrible happens - nothing!”

-Gary Ryan Blair

After Action Review[®]

The AAR is a structured review and discovery process that allows you to uncover and share important lessons learned in the attainment of a specific goal.

Directions: Identify the goal, determine the specific + or - activities that occurred, isolate why those activities occurred, and ask how you can enhance or improve upon those activities.

Goal _____ **Date** _____

1. Outcome – *Provide a brief description of current outcome.*

2. Strengths – *Identify what went right and why.*

3. Weaknesses – *Identify what went wrong and why.*

4. Future Activity – *What will/should you do differently next time?*

**"Those who do not learn how to create history
are condemned to repeat history"**

-Gary Ryan Blair

Gary Ryan Blair

Gary Ryan Blair is a visionary and gifted conceptual thinker. As one of the top strategic thinkers in the world he is dedicated to helping his clients win by creating focused, goal-directed lives.

His library of world-class books, tapes, and programs are enjoyed by more than 80,000 companies and over 4 million people worldwide. In fact more than 60% of the Fortune 500 use material from The GoalsGuy to intensify focus, improve performance, and maintain a competitive edge.

For Workshops and Retreats:

**Info@GoalsGuy.com or
877.462.5748**

How We Can Help

For over 12 years, we've been helping firms like IBM, Apple Computer, Disney, Starbucks, American Express, Monster.com, NASA, and others, intensify focus, improve performance, and maintain a competitive edge.

Since the day we first opened the door, our mission has been to inspire, promote, and celebrate excellence. Our motto says it all; our goal is simply to help you achieve yours. To that end, our assistance includes:

- **Coaching**, one-on-one, and small group coaching initiatives designed to increase your sense of direction, performance, and profits.
- **Training Programs**, high-impact training programs designed to enhance productivity and performance.
- **Keynotes and Retreats**, customized presentations that energize, motivate, and inspire peak performance.
- **On Demand Web Seminars**, a suite of world-class offerings, available 24/7 provides an affordable and convenient education alternative.
- **Books and Self-Study Resources**, a library of powerful handbooks, DVD's and self-paced materials that educate and inspire.
- **Licensing Opportunities**, a turn key cash cow allowing you to customize, promote and profit from our programs and trademarks.

The GoalsGuy handbooks, training programs and coaching services offer you an energizing, effective way to transform your business and your life.

The experience of more than four million people worldwide has proven that what you learn in our programs really can change your life.

If success is your destination, than let The GoalsGuy guide your journey.

Everything Counts!

Gary Ryan Blair

**To book Gary for a speech, training program, retreat or upcoming event, contact:
Info@GoalsGuy.com or call 877.462.5748 / Fax 813.435.2022 | www.GoalsGuy.com**