



BE RELENTLESS IN THE PURSUIT OF EXCELLENCE.

Excellence is the attainment of results beyond what could normally be expected. It's only achieved when we relentlessly pursue targets beyond the boundaries we (and others) have set for ourselves. To do so, we must first reflect on where we've been and where we are so that we may evaluate and plan what we need to do to advance excellence.

DAY ONE: What does it mean to be relentless in the pursuit of excellence?

DAY TWO: What would it look like if you relentlessly pursued excellence in all areas of your life?



DAY THREE: Rate yourself in the following categories on a scale of 1 to 10.
1 = Not pursuing relentlessly, 10 = Pursuing relentlessly.

- Physical Health - _____
- Thought Expansion - _____
- Leadership Evolution - _____
- Relationship Building - _____
- Relaxation - _____

DAY FOUR: Where did you see yourself score below a 5? What are the excuses you tell yourself? Can you recognize these excuses?

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DAY FIVE: Pick one area that you want to look back on at the end of 2020 and be able to rate yourself a 10. Why is this one area the most important to you?

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**INCREASE YOUR AWARENESS. MAKE BETTER DECISIONS.
ADVANCE YOUR PERFORMANCE.**



**GET HONEST
WITH YOURSELF**

**What in your life promotes
you being “average”?**

**How could you do things
differently and advance your
excellence?**



#THOUGHTSTARTER CHALLENGE

GO BEYOND IN 2020

REFLECTION

Reflection is about our intent to give serious consideration to a particular topic, idea, or thought. When we want to move forward, we have to consider where we've been. When we examine our evolution and what we've accomplished, we can use it as a driver for what we want to achieve. This week's #thoughtstarters are intended to help you reflect intentionally on 2019 so that you can challenge yourself more deliberately in 2020.

DAY SIX: Write out three phrases that describe your mindset in 2019.

DAY SEVEN: List three professional achievements in 2019. List three personal successes in 2019. What do each of these have in common with each other?



DAY EIGHT: List three struggles from your career in 2019. List three personal limitations in 2019. What do your limitations have in common with each other?

DAY NINE: How will you avoid repeating these limitations in 2020?

DAY TEN: How will you advance your successes in 2020?

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ADVANCE YOUR PERFORMANCE.**



**GET HONEST
WITH YOURSELF**

**Did your success or your
limitations define you in
2019?**



#THOUGHTSTARTER CHALLENGE

GO BEYOND IN 2020

LOOKING AHEAD

Last week, we invested time reflecting. This week we are going to think intentionally about what we strive to achieve in 2020. Looking ahead allows us to consider where we have been, where we are going, and define the plan to get there. That is the heart of the Thoughtstarter Challenge, purposeful momentum. When we take the time to think purposefully, we can bring about change proactively instead of reactively.

DAY ELEVEN: How will you take on the mindset of relentlessly pursuing excellence in 2020?

DAY TWELVE: Where did you rate yourself a 10 on day five? What one thing can you start doing NOW to make this possible?



DAY THIRTEEN: What will be the measure of success to signal that you are relentlessly pursuing excellence in this area? (Measures of success are quantifiable, tangible, and/or visible methods for identifying that the target is being met or exceeded).

DAY FOURTEEN: Define your single most important goal for your career and leadership evolution in 2020.

DAY FIFTEEN: Use the Defining Your Goals worksheet on the next pages to create an action plan for your goals.

**INCREASE YOUR AWARENESS. MAKE BETTER DECISIONS.
ADVANCE YOUR PERFORMANCE.**

DEFINING YOUR GOALS

THINK | PLAN | DO | MEASURE

WHAT IS YOUR CORE PURPOSE?

WHAT ARE YOUR CORE VALUES?

ONE YEAR GOAL:

MEASURES OF SUCCESS:



ULTIMATE OBJECTIVE:

ACTION PLAN:

- 1)
- 2)
- 3)
- 4)

RESULTS ACHEIVED:

DEFINING YOUR GOALS WORKSHEET

INSTRUCTIONS

1. Start with defining your core purpose.

Doing so will allow you to operate with clarity and alignment to make strategic decisions. It should be meaningful to you personally and never change, but rather, inspire change.

Your core purpose is always present in you personally and professionally and can never be fully realized.

If you are struggling to define your core purpose start by writing down what you want to accomplish. Then ask yourself why your goal is important. Then ask yourself why again and again (a minimum of five times). Review your answers, looking for commonalities.

These commonalities are a good indicator of your core purpose.

2. Next, define your core values.

Without overthinking, review the list on the next page. As you encounter words that resonate with you, highlight them. Copy your highlights over to the Defining Your Goals Worksheet, adding any values you possess that aren't on the list.

3. Thinking about your responses, define your one year goal.

4. Input your previously defined "Measures of Success".

5. Now define your ultimate objective.

Why is reaching your goal important and impactful? What is it ultimately helping you to achieve?

6. Keeping in mind your measures of success, list action steps you will take to move towards accomplishing your goal.

7. Keep this worksheet visible to hold yourself accountable. In December 2020, record your results.

CORE VALUES INSPIRATION

Accountability
Achievement
Advancement
Adventure
Ambition
Appreciation
Balance
Boldness
Brilliance
Calmness
Caring
Challenge
Charity
Cheerfulness
Cleverness
Collaboration
Commitment
Community
Compassion
Consistency
Contribution
Cooperation
Creativity
Credibility
Curiosity
Daring
Decisiveness
Dedication
Dependability
Diversity
Empathy
Encouragement
Enthusiasm
Ethics
Excellence
Expressiveness
Fairness
Family
Flexibility

Freedom
Friendships
Fun
Generosity
Grace
Growth
Happiness
Health
Honesty
Humility
Humor
Inclusiveness
Independence
Individuality
Innovation
Inspiration
Intelligence
Intuition
Joy
Kindness
Knowledge
Leadership
Learning
Love
Loyalty
Making a Difference
Mindfulness
Motivation
Open-Mindedness
Optimism
Originality
Passion
Performance
Personal Development
Playfulness
Preparedness
Proactive
Proactivity
Professionalism

Punctuality
Quality
Recognition
Recognition
Relationships
Reliability
Resilience
Resourcefulness
Responsibility
Responsiveness
Risk-Taking
Safety
Security
Security
Self-Control
Selflessness
Service
Simplicity
Spirituality
Stability
Stability
Success
Teamwork
Thankfulness
Thoughtfulness
Traditionalism
Trustworthiness
Understanding
Uniqueness
Usefulness
Versatility
Vision
Warmth
Wealth
Well-Being
Wisdom