

## The Great Ones Online Volume III

### The Perfect Day

In sharp contrast to Steve Fader's ferocity, Eric Becker came across initially as a most gentle and sensitive individual. Don't get me wrong—at their level of achievement, both men have the capacity for ferocious behavior and both have a sufficient breadth of experience to understand the value of the “soft touch.” It was more a matter of style—which I believe will prove extremely valuable to all of us in this study—in that it showcases that there are many ways to be successful, even at the highest levels.

The lessons here focus a great deal on the value of planning, both on a personal and professional level. Unfortunately, most of us spend more time planning a vacation than we do planning our lives.

I have a dear friend who works for the United States Government. Every Friday she has a pay check deposited into her bank account. It is almost impossible for her to lose her job, and the US government is not likely to run out of money. As a result, my friend has no concept of how money truly flows and grows. To her, the dynamic is simple—she goes to work, money appears in her account and that will never stop. Therefore, she has no need to worry about it.

And, in fact, she's right. On a very small scale, she has figured out a straight forward relationship that requires minimal effort and works for her. She will likely end her professional days at the same job, live in the same house, take a modest annual vacation and purchase a new car every decade or so with her husband, who also works for the government. I'm happy for them. She doesn't really need a plan. Somebody else, in this case the government, made it for her.

However, this study is about The Great Ones and what they did to achieve greatness, not complacent survival (even when pleasant). No

one falls into greatness. It doesn't happen by accident. It can never happen as part of someone else's plan. It will only happen based on as Aaron taught us, a dogged pursuit of excellence, and as Steve Fader taught us a single-minded and determined purpose, both of which, as Eric teaches us, must be applied to clear and precise plans that we ourselves devise (albeit with the help of those who came before us such as our mentors.)

Quoting from Edict III in the Code:

"...at the very minimum, a solid plan must contain:

General—things that will not likely change with each rendition of your plan:

- A statement of your own or your company's core values, the characteristics that you stand for and what drives your behavior.
- A statement of your key competencies, what you do well.
- A mission statement that defines why you do what you do and for whom you do it.
- A definition of what you want to deliver to the marketplace—what promises your company makes.
- Long-term goals that while not part of the 90 day operating plan, help key the end game in mind.

Specifics—things that will adjust every 90 days:

- Action items—what specifically are you focused on for the next 90 days? What are your drivers?
- Precise targets—what are the goals for revenue, new customers, your product inventory, your cash flow, your profitability?
- Key numbers—what are you tracking that is critical to your business and its success?
- Clear accountability—who is going to be responsible for the action items that drive the business?
- A SWOT analysis. What are your strengths, weaknesses, opportunities and threats? This is a particularly valuable exercise for new enterprises. What could go wrong? Where can you capitalize on your strengths? What could

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help you exceed your targets? What threatens not only the immediate achievement of your objectives, but also the very business itself?”

Most people cringe at the sight of a list like this—so many details, so many variables, so many things to consider—oh, and if I write all this down, I might need to hold myself accountable—scary!

I would suggest a different perspective. Actually, a well designed plan can be liberating. Decisions no longer need to be considered in a vacuum. Everything can be measured against the plan, which by definition eliminates distractions, time wasters, outside influences that have their own agendas and perhaps most importantly, other peoples’ plans. We need to stick to our own. If we review, revise and refine every 90 days, we will in short order discover what is working and what is not, what we need to do more of and what needs to cease entirely. Plans are made to serve us, not enslave us, a tool for the success minded, much like a carpenter carries a hammer or an accountant uses a calculator.

Greatness also demands time. It doesn’t happen overnight and luck play a minimal role. A well executed plan, coupled with patience and diligence will set us well on our way. Consider this piece from Edict IV of the Code:

“The Law of Accumulation states that if you take the correct actions enough times, you will accomplish whatever the goal. This begs the questions: what are the “*correct actions*”; and how many are “*enough times?*” Though the answer will always depend on the goal, from a perspective of patience—this does not matter. If we are determined to persist for however long it takes, we can take comfort in the fact that with every additional correct action, we will get closer and that the Law of Accumulation will build chits in our favor; like a success bank account that is steadily increasing. Particularly on tough days, this knowledge enables us to make one more call, draft one last proposal, stay an extra hour, and trust that these micro steps will lead to overall success.

Complimentary to tenacious action, a patient attitude enables us to step back and evaluate more objectively; and even to

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periodically take a needed break to re-charge, knowing that the Law of Accumulation will continue to work in our favor.”

How do we uncover what are the “correct actions”? By making a plan, executing it and evaluating the results.

How do we make sure that the Law of Accumulation with work in our favor? By patiently continuing to execute the plan and evaluating the results. Success is not that complicated. The Perfect Day as defined by Eric Becker, begins always with a plan the night before. Do things always turn out as envisioned? Of course not. Imagine though, how often Eric would enjoy a Perfect Day without a prior plan. It would be much like rolling the dice—maybe I’ll have a good day, more often than not, I’ll be swept along by the plans of those who took the time to make one—a total crap shoot.

How do you want to live? How many Perfect Days would you like to experience? Do you aspire to be a Great One, or at least to learn from them?

I have an idea for you. Make a plan.