

The Daily Action Pack

"It does not matter how slowly you go, so long as you do not stop."
Confucius



Consistent action may not be very flashy, and sometimes appears to be the chore of the masses, but it will certainly get you where you want to go.

The Daily Action Pack is a small group of actions that, if completed daily (at least 5 days per week), will virtually guarantee that you accomplish what you set out to do.

Consider the story of the stonemason who spends hours striking the rock with absolutely no visible sign of progress, and then finally one more strike splits the rock in half. Was it the final strike that got the result? Or the accumulation of all the previous actions?

To be truly effective the Daily Action Pack needs to contain an inviting set of concrete actions that can be ticked off as completed through the day. The actions will be pointed at, or make steps toward your personal and/or business goals.

Working with a Daily Action Pack is also a great way of achieving a sense of completion each day: To look at the list, all ticked, and know that for today, your work is done.

The Daily Action Pack can be expressed in time (e.g. spend 2 hours a day writing), in number of actions (e.g. make 5 phone calls), results (close 2 sales per day) or bundled up (make 3 phone calls, close 2 sales, spend 1 hour reading industry materials).

If there are a number of varied actions that would be valuable to take, you might consider devising a points system. Each day your Daily Action Pack might consist of different combinations of useful actions. Each action would earn points and your Daily Action Pack would be completed when you reach 100 points.

| Simon's Sample Daily Action Pack | Done? |
|--|-------|
| <i>Make 3 Proactive Calls</i> | — |
| <i>Take 1 Marketing Action</i> | — |
| <i>Read one Coaching Article</i> | — |
| <i>Take 1 Non-Coaching Business Action</i> | — |
| <i>Write for 30 minutes</i> | — |

Take the first week of using a Daily Action Pack to adapt it, it's yours, if you don't achieve one of the elements, change it, if you surpass it easily consider extending it. The rules are yours, make it work, feel the success of achieving it, every day, and enjoy it!

"We are what we repeatedly do. Excellence, then, is not an act, but a habit."
Aristotle