



Reality Check!

Your Strategic Thinking & The Silver Lining

Reality Check

The end of financial year is a great time to reflect on what you've achieved so far, and whether you are on your way to achieve greater business goals building in this calendar year. Strategic thinking goes beyond looking at what is - it involves imagining what could be. It's having a fresh point of view on reality, a unique take on the future, or a capacity to imagine new answers to old problems.

First, what is your current reality?

“To some of us reality is an illusion. We may try our best to understand it but as Einstein said “our mind and our common sense are just not capable of understanding the true nature of our reality”. But, what is certain is that at some point in time, reality will confront us. The only question that remains is whether it will paralyse us, or whether it will drive us to greater things”.

By identifying gaps in your own reality, you begin to see the silver lining and only then you will be able make timely changes to become more strategic. Organizations that support their employees as they build their strategic skills can reap a multitude of advantages —innovations, new ways of doing business, and insight into emerging opportunities.

So today, I'm giving you a short, eye-opening test to see how you're REALLY doing... and to give you some insight into becoming more strategic, productive and profitable.



REALITY CHECK

For the following statements score yourself on a scale of:
0-10, 0 being "not at all", and 10 being "couldn't be more true"

- 1. I plan my day in advance, either the night before or before I start the day.**

This means you write out your schedule and what you intend to accomplish, not just 'think about it'.

0 1 2 3 4 5 6 7 8 9 10

- 2. I have a written list of the specific, measurable and time-based goals I intend to achieve this year.**

I don't mean vague, unspecific things like 'I will be rich' or 'I will become happy'. I'm talking absolutely clear, specific and measurable in an OPERATIONAL AND STRATEGIC PLAN.

0 1 2 3 4 5 6 7 8 9 10

- 3. I anticipate change and look for opportunities that may arise from it.**

Be honest about it. Not a lot of people can say they do this.

0 1 2 3 4 5 6 7 8 9 10

- 4. I do not equate being busy with being effective. I place a high value on projects with the potential for great impact and return.**

This is your strategic thinking space. Strategic thinking goes beyond looking at what is - it involves imagining what could be. Answer the question based on your reality.

0 1 2 3 4 5 6 7 8 9 10

- 5. I purposely put myself in situations where it's impossible for me to be interrupted or distracted from what I am doing.**

This means you turn your phone and email off, close your door and no one is able to access you during that time.

0 1 2 3 4 5 6 7 8 9 10



6. I regularly participate in a focused and structured strategic group with people I like, respect and learn from.

I don't mean your family, buddies or girl/boyfriends. I mean people focussed on SUCCESS, CREATIVITY & INNOVATION.

0 1 2 3 4 5 6 7 8 9 10

7. I read at least one book related to my business, industry or about marketing or sales every month.

I'm talking about a real book you could get in the bookstore, not a 14-page eBook you downloaded for free.

0 1 2 3 4 5 6 7 8 9 10

8. I've invested in a business coaching course, program or product to enhance my knowledge and capabilities.

Meaning, you've committed real money to your education and spent at least \$1000 or more (maybe a lot more).

0 1 2 3 4 5 6 7 8 9 10

9. I proactively seek knowledge and skills and are willing to teach others.

Again, are you willing to invest today to gain a better outcome tomorrow.

0 1 2 3 4 5 6 7 8 9 10

10. The days where I feel absolutely engaged and empowered outnumber the days I feel overwhelmed and frustrated.

When you compare to the number of 'awesome days' with the 'bad days', what do you experience the most?

0 1 2 3 4 5 6 7 8 9 10



11. I align myself with like-minded people. I understand the importance of being part of a team. I always create win-win relationships.

These are your business relationships and strategic alliances that make you feel you are being a productive member of a successful business community.

0 1 2 3 4 5 6 7 8 9 10

12. I have a plan for my life and I work methodically at turning that plan into reality. My life is not a clumsy series of unplanned events and outcomes.

Most people live by the law of accident watching things happen in their lives, but you make things happen.... Do not kid yourself here, make sure that you are extremely honest with your answer!

0 1 2 3 4 5 6 7 8 9 10

TOTAL SCORE _____

You should now have 12 different answers, each with a response between 0 and 10. Add them up to get your Success Check-up Score.

Your Results

You've probably decoded my super-complex scoring system by now, **the higher the score, the better you're doing...** and the better you're **LIKELY** to do in the future.

A score of 100 and above means you're a strategic thinker, and likely right on track to achieve what you set out to do this year. Congrats!

A score of 80-100 means you're likely getting some traction, but spend more of your time frustrated, overwhelmed and feeling like you should be getting paid a LOT better for what you're doing.

A score of 60-80 means you're likely struggling financially, burning out, and questioning whether you're really cut out for what you're doing.

A score below 60 is a serious danger sign that if you don't change things quickly, you're on the path to failure.



After spending a LOT of time with thousands of entrepreneurs, I've been able to observe what habits and practices are common to the most successful entrepreneurs (as well as what the unsuccessful ones are failing to do).

Simply put, here is a short list of the key things that successful, strategic business leaders do:

- 👉 They write their goals down and review them on a DAILY, MONTHLY AND YEARLY basis. And they have a meaningful purpose, i.e. they know why they exist!
- 👉 They put into action strategic moves and tactics to achieve these goals.
- 👉 They focus on people. acts and activities that exert disproportionate impact on their performance.
- 👉 They participate in one or more strategic groups to get new ideas in perspective and build execution into their strategies.
- 👉 They invest in themselves – constantly...And they do what unsuccessful people don't like to do. Above all, they always see THE SILVER LINING even in their weakness!!!

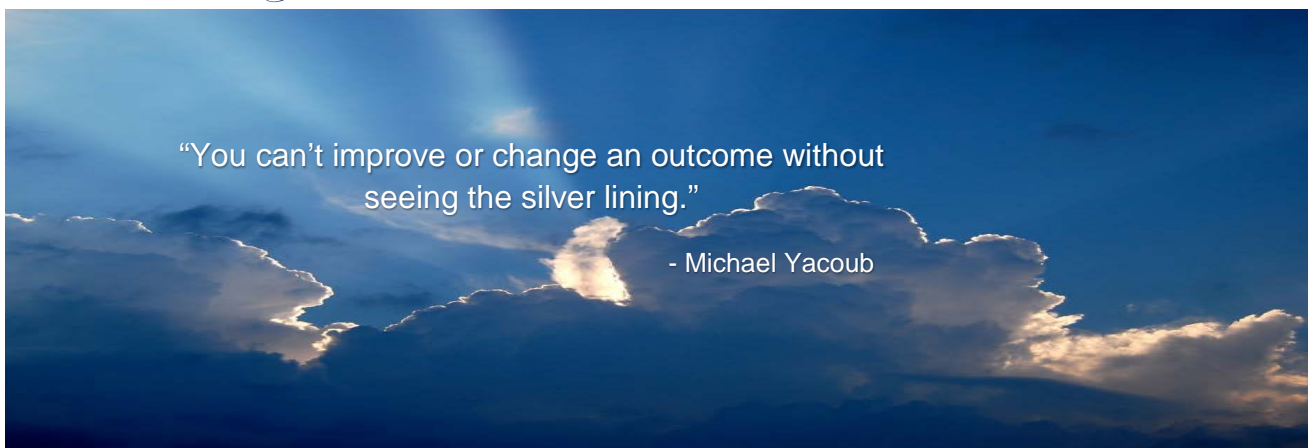
You're either where you want to be in your business and life right now, or you're not. My bet is that you have a burning desire to succeed, otherwise, you wouldn't be doing this test. Having said that, I want to give you some really powerful ideas and tools that you can use to explode your own productivity, and begin to fast track your growth and success. But I want to make sure that the information and resources are relevant to your reality!

Tell me WHICH of the 'test questions' above you struggle with the MOST in your life. What is the BIGGEST thing that holds you back from staying on track with your goals?

Send an email and let me know which of the questions above you struggled to get the 10 email: michaely@advantexconsultingcom.au

To Your Achievement of Greater Success!

Michael Yacoub



“You can't improve or change an outcome without seeing the silver lining.”

- Michael Yacoub

About Us

Advantex Consulting offers business coaching, training, seminars, workshops and consulting services that deliver immeasurable results. Our services add profitable value largely because of the relationships between our coaches and our clients. These relationships are successful and effective due to the ongoing communication, connection and reporting maintained throughout the coaching process.

Many of Australia's most admired small to medium enterprises invest in coaching with Advantex Consulting.



ADVANTEX CONSULTING

Level 1, Commerce Centre
146 Bundall Road, Bundall

Phone: (07) 5574 3453

Email: info@advantexconsulting.com.au
www.advantexconsulting.com.au

About Michael Yacoub

Michael Yacoub is the CEO and Founder of Advantex Consulting and widely known as the Strategic Coach. He combines the tremendous communication skills that have placed him amongst Australia's top speakers with the strong business acumen that has made him a trusted advisor to numerous organisations.

Michael is a Telstra Business Award winner, ASX Enterprise Market Award winner and author of a multitude of business and leadership development books, articles and resources.

With over 25 years of experience Michael has successfully owned and operated a number of multimillion dollar business ventures such as:

- wholesale and retail;
- business Services
- property development;
- manufacturing;
- investor alliance groups;
- call centres; and
- business and leadership development companies.

Michael serves as advisor to some of Australia's best corporate leaders sharing his extensive business acumen and entrepreneurial spirit to help companies grow and thrive.

"The greatest achievements in life can only be possible when we activate the best within us by transforming the essence of our existence to a worthwhile cause".

– Michael Yacoub