Add Accountability to Your Day and Make Every Minute Count

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Mega Agent
Operating Principal
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Tell Keller Williams University what you think!
Simply enter
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Objectives

1. Utilize the Principles of Control
2. Setting Goals with the 4-1-1
3. Maximizing Your Productivity
Principles of Control

• Prime Time

• 80/20 Principle
Principles of Control – 80/20

TRUTH
There is a pattern of predictable imbalance in life. It is called the 80/20 Principal

20% EFFORT
The “Big Rocks”

80% RESULTS

80% RESULTS
Make more money
Time with family
More organized
Principles of Control

Q: Why don’t more people live by the 80/20 Principle?
A: It’s counterintuitive.

Q: Why should you care about the 80/20 Principle?
A: The principle applies to all aspects of your life.
Principles of Control

The Mega Agent’s 20 percent?

The Three L’s

1. Leads
2. Listings
3. Leverage (people, systems, tools)
Principles of Control—From E to P

THE FUNDAMENTAL CEILING OF ACHIEVEMENT

ENTREPRENEURIAL STYLE
“Doing What Comes Naturally”
- Drive
- Enthusiasm
- Intuition
- Natural Behavior
- Spontaneity

PURPOSEFUL STYLE
“Doing What Comes Unnaturally”
- Focus
- Strategic Options
- Models
- Systems
- Accountability

Higher and Higher Levels of Success

Learning-based Mastery

1. Disappointment
2. Resignation
3. Greater Peril
And the Cycle Plays on and on...

Training
Coaching
Consulting
A Workable Plan

The 4-1-1 process is a practical tool for:

• Structuring your time
• Managing your activities
• Improving your productivity

To create a workable plan:

• Rely on support groups
• Reward yourself
Setting Goals

Work Smarter, Not Harder.

- **S**—Specific
- **M**—Measurable
- **A**—Action oriented
- **R**—Realistic
- **T**—Time bound
## Eight Goal Categories for the Mega Agent

<table>
<thead>
<tr>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Leads</td>
</tr>
<tr>
<td>2. Listings</td>
</tr>
<tr>
<td>3. Contracts Written</td>
</tr>
<tr>
<td>4. Contracts Closed</td>
</tr>
<tr>
<td>5. Money</td>
</tr>
<tr>
<td>6. People</td>
</tr>
<tr>
<td>7. Systems and Tools</td>
</tr>
<tr>
<td>8. Education</td>
</tr>
</tbody>
</table>
Accountability

- The most crucial part of goal achievement
- Report your activities and your progress to someone else.
- Accountability always improves performance.
# The 4-1-1 Worksheet

## Format of the Worksheet

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Month</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**Useful categories:**
- Job goals
- Business goals
- Personal finance goals
- Personal life goals
# The 4-1-1 Worksheet

Monthly Goals: Ask yourself, “What activities must I do this month that will help me stay on track with my Big Rocks?”

## 4-1-1 Action Goal Worksheet

<table>
<thead>
<tr>
<th>Name: Your Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

### MY MONTHLY GOALS

#### MONTH OF February

<table>
<thead>
<tr>
<th>Job</th>
<th>Business</th>
<th>Personal Financial</th>
<th>Personal</th>
</tr>
</thead>
</table>

1) & 2)

Record your personal monthly goals and actions for your job here.

1) & 2)

Record the key monthly business goals and actions here.

1) & 2)

Record what you will do each month for your personal finances.

1) & 2)

This section includes but is not limited to your monthly personal education goals and actions. Plan well. You want to burn up, not burn out!
The 4-1-1 Elements

Types of Goals on the 4-1-1

1. Annual Goals
   • Think about your Big Rocks.
   • Identify 5–7 key goals.

2. Monthly Goals
   • Break down your annual goals into monthly increments.
   • Identify 5–7 monthly goals.

3. Weekly Goals
   • Plan one week at a time.
   • Identify 6–8 key, measurable activities.
The 4-1-1 Elements

Questions to Ask Yourself

1. **What** is it that you want to accomplish?
2. **How** are you going to achieve your goals?
3. **When** are you going to accomplish these things?
Time Blocking

• Use this powerful time management tool.
• Block and protect periods of time in your day.
• Focus on your 20 percent.
• Remember the Big Rocks story.
Time Blocking

• Keys to Successful Time Blocking
  • Be purposeful.
  • Be thoughtful.
  • Be diligent.
  • Be consistent.
Time Blocking—Handling Interruptions

Telephone
• How can you apply the time blocking concept to your incoming phone calls?

People
• How should you handle drop-in visitors?
Protect Your Time—Habits to Cultivate

Just Say “No”!

1. Clarify the request.
2. Be polite and firm if you need to say “no.”
3. “No” is a complete sentence.
4. Suggest viable alternatives.
Other Habits to Cultivate

Delegate:

- Choose the right person.
- Provide clear instructions and training.
- Realize there may be a learning curve.
- Assign a deadline.
- Explain the project’s “why” and “what.”
- Allow the person to own the project.
- Establish follow-up communication.
- Be available.
- Avoid reverse delegation.
- Share the credit.
- Celebrate!
Energy Zappers

Procrastination

• Reprogram that bad habit of procrastination into a productive habit by doing the following:
  1. Recognize it can be eliminated.
  2. Use your 4-1-1.
  3. Block your time.

Obstacles/Setbacks

• Remain flexible to deal with obstacles as they appear.
Energy Plan

Get a jump on the world and tend to these five areas:

1. Meditate and Pray—Spiritual Energy
2. Exercise and Eat—Physical Energy
3. Hug, Kiss, and Laugh—Emotional Energy
4. Plan and Calendar—Mental Energy
5. Lead Generate—Business Energy

And do all of this by 11:00 a.m. every day!
Thank You!

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