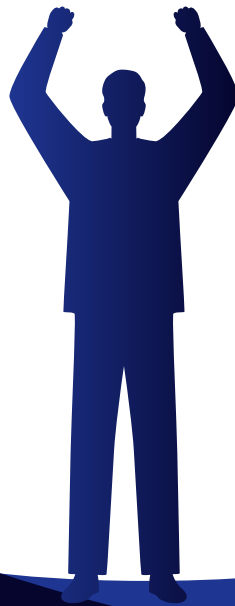




STEVE BURGESS

PLAN > EXECUTE > REVIEW > REPEAT

HOLD YOURSELF ACCOUNTABLE ONCE & FOR ALL



www.steveburgess.com

HOW TO HOLD YOURSELF ACCOUNTABLE

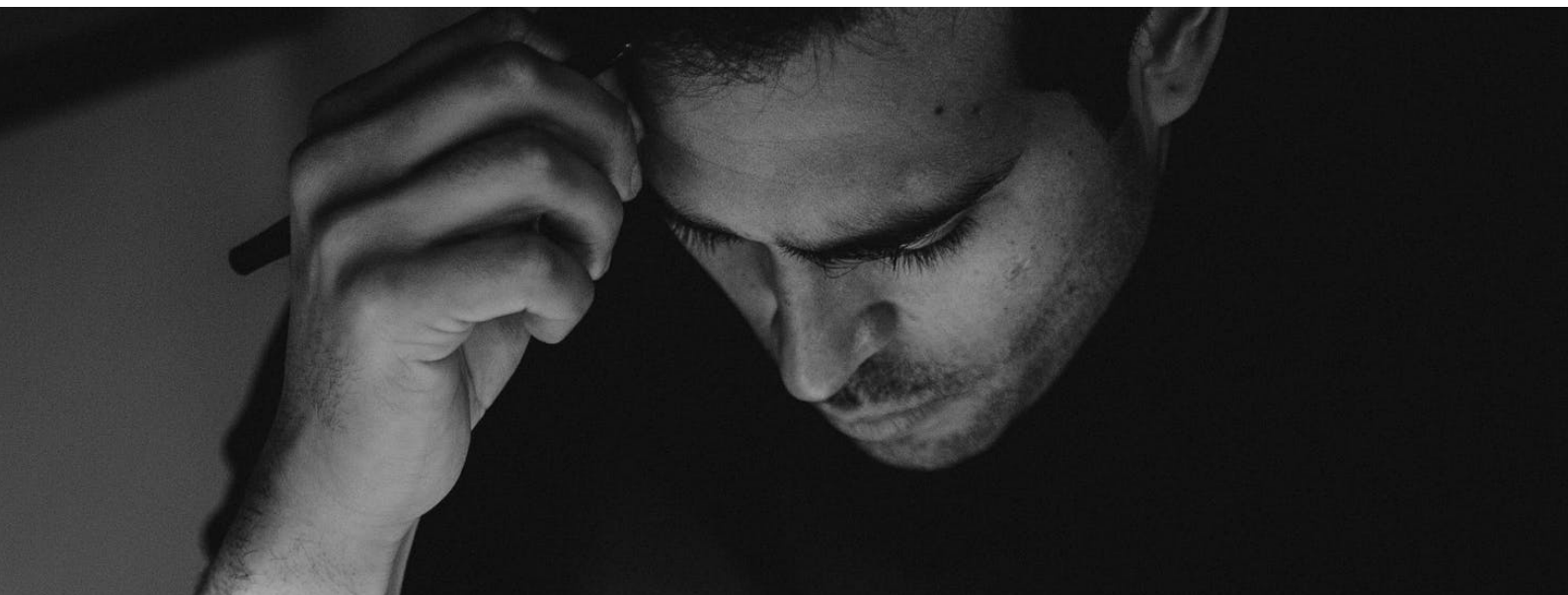
If you have ever set a goal, then you will know that everyone sets goals with the best of intentions. You start out (for most people that will be 1st January) intending to achieve those ever elusive goals with determination and motivation. However, as we probably have all experienced at one point or another, that enthusiasm starts to fade.

How quickly this fades varies on the individual, but for some that could well be the 2nd January. More determined individuals will be full steam ahead well into February or March (if they're lucky).

The reality is this.....

We will all need support, encouragement, motivation, discipline and desire in various forms, to keep going at some point. We just do! Even with the best of intentions and the greatest made plans, it is very easy to feel that you lack or lacking that special something. Maybe you can't put your finger on it at the time but you know there is a missing ingredient to get you over the finish line.

What are the missing ingredients?



Accountability, Desire & Discipline.

Here we will focus on **ACCOUNTABILITY**.

My name is Steve Burgess. I'm a father, husband, investor, business owner and coach with a difference. I'm passionate about making personal development not only PAY but harnessing it to grow your own self-worth to in-turn create the true results you desire in both LIFE & BUSINESS.

Over the years I have realised that although education, self- development, and mentors are a necessity, many times they just aren't enough. It was like we had all the tools and skills but struggled to keep the initial momentum once the course or mentorship had finished. Maybe you can resonate with this.

The missing element that finally takes you over the finish line is YOU holding yourself accountable and doing what you said you would do: Day in, Day out, regardless of external factors, other's opinions, the economy or even a global pandemic.

In this e-book, you will learn some simple techniques that will help you hold yourself accountable but importantly do the very things you have said you would do. The list is not endless and you must do what works for you, but this 100% is a case of trial and error with the end goal of simply – **DOING WHAT YOU SAID YOU WOULD, TO GET WHAT IT IS YOU SAY THAT YOU WANT!**



Create a strong vision that is yours!

Having an unshakable vision of what you want to achieve is essential to achieving your goals. Not only because of the harsh reality that if you don't know where you are going, how will you get there BUT also the simple fact that having a strong vision that has emotion attached will drive you forward and push you to do what you know you should be doing, even when you don't want to do it.

I repeat....having a strong vision that has emotion attached will drive you forward and push you to do what you know you should be doing, even when you don't want to do it.



Adding emotion to the vision is a game changer. Something that helps me is including my family's vision, charitable goals that emotionally affect me and legacy leaving goals within this overall vision. Making the vision not purely about yourself adds external pressure that can force you into action BUT fundamentally this must be something that drives you to do what you **NEED** to do, instead of just what you **WANT** to do.

Micromanage yourself by breaking down the bigger goals into daily/weekly/90 day increments!

The emotion and the detail of your overall vision is a must! However, this is just one element to keeping yourself on track and accountable. You may find that on a “down day” or when you have challenges, the tasks you do on a daily basis seem to NOT be taking you closer to the overall goal. Notice I say “seem to”, this is often all just in the persons head.

This can become a vicious circle though, and things may quickly spiral out of control, and before you know it, you have quit. I repeat....things may quickly spiral out of control, and before you know it, you have quit.

Breaking down the overall goals and vision into bite size chunks is the key to being able to recognise progress and staying motivated to keep going.

You have probably read that you need to break the overall vision down to 10/5/1 year increments. This is on the right path, but all too often it's just not going to be “the thing” that holds you accountable on a daily basis, when the shit hits the fan.

Based on years of experience working with many individuals, reversing years of conditioning and a lack of results, one of the key factors is to make the goal believable, achievable and within your grasp – not easy, just within your grasp.

Have the overall vision but break this down to a 90 day goal, then weekly and daily increments. This is a system we use within my group coaching programme and the success rate is very high.



Diarise and plan what you **NEED** to do!

In the next method of keeping yourself accountable, we focus on planning.

You may have heard me talk about my 4 simple steps to getting shit done, but if you haven't...

PLAN > EXECUTE > REVIEW > REPEAT

This is a key part of my 4 area, 4 module, 4 step online coaching platform.

Here we look at how reminding yourself what to do at specific times of the day or week is a MASSIVE help. Set an alarm or calendar alert and then crucially when you get that reminder, do what you said you would do. Don't give it a second thought. You set the reminder for a reason, get the task done. You'll feel ten times better afterwards. Keep doing this, and you will soon become the most productive person you know PLUS the most stress-free person you know.



How do I know this? I do this myself, and I can tell you, once the reminder has been set I completely forget about it and focus on whatever is in front of me at that moment. As soon as the reminder hits, that's it, focus on completion of the task until it's done and then back to what I was doing. Use this simple reminder (maybe mind hack) to get the jobs done you are putting off that worry you or even create overwhelm on a daily basis (if you suffer from feeling overwhelmed, you'll also want to download the Overwhelm to Overdrive e-book).

Measure and evaluate your progress....DAILY!

Holding yourself accountable is not always easy. This book will help you, that's for sure.

Honestly though, without a plan how can you hold yourself to account? Without a plan, how can you track your performance or truly understand what you procrastinated (or what you did well)?

Your plan is essential if you are going to do this; be that alone or within a support group, but the planning and executing phase of the process is only as good as your ability to evaluate/measure your progress.

What went well?

What didn't go well?

What did I learn?

How I can I benefit from both the high's and the low's?

What can I take into tomorrow to compound the progress I'm making?

Ironically you must PLAN this very aspect of holding yourself accountable into your day. Don't make it over complicated so it becomes a task you procrastinate on, but do this daily to measure your performance.

Do you recall the process? Plan, Execute, REVIEW, repeat.

Planning your time, energy and focus will bring immeasurable results. Fail to plan – Plan to fail PLUS measure your performance – maximise your progress. 100% I just made that up while writing this, but it's GOLD and sooooo TRUE.

Review BUT learn from the good, the bad and the ugly!

Once you have completed the week, what next?

Review what you've just done. What went well? What went not so well? Was it an external issue out of your control or was it you? What success should be celebrated? What positives can you take into next week? How can you learn from any challenges you faced?

A simple review format process is available to my coaching group clients but in essence, if you review your week and challenge the good, the bad and the ugly while adopting a "what can I learn" attitude, you are very likely to plan the upcoming week with more focus, clarity and purpose.

What is the outcome of this? You will continuously perform better and better and your best week ever will become a continuously evolving process AND inevitably you'll move closer to your end goal and vision.

2 key ingredients to this are 1) you must do it & 2) you must be honest with yourself.

Seems too simple? That's because it is! The tough bit is actually reviewing your week AND being honest with yourself. That's where the support from my group coaching platform and the WINNERS community group comes into a league of its own.

It's very easy to simply dismiss the fact that YOU waste your time. You may be different to me, but I always thought I was super productive until I tracked what I did. Tracking a 24 or 48 hour period without judgment or BS will open your eyes, I assure you. Set an alarm every hour and record what you do. Be honest! The results will amaze you and set you up to take action to change the way you work.

When you know where you are wasting time and not achieving what you should be, you can change it. Simple!

Previously we covered planning your week. Tracking your performance then becomes an add-on, and you tend to do it without hesitation. Your week is planned and you know what you are doing today but also what you are doing tomorrow.

Being able to see this keeps you in the great position of knowing midweek whether you are on track or have slipped behind. You either recognise success or adjust the sails, as it were, to stay on course and finish the week doing what you said you would.

Recognise Reward Reprimand!

You are now able to hold yourself accountable. However, before you start planning or reminding yourself what you need to do and when you need to do it, know one thing. How will you either reward or reprimand yourself depending on whether you did or didn't do what you set out to?

Have this in place first. Make the reward a genuine "pull" to get the job done. Conversely, make the "push" to achieve, so you don't get reprimanded genuine too.

If you are holding yourself accountable (without a support group, coach or mentor), could it be too easy to reward yourself BUT not reprimand yourself? YES, 100%! The reality is it will be down to the individual's strong or weak willpower to monitor and enforce this on their own. Can it be done? Absolutely! Is it easy to not do? Absolutely!



Simply testing this technique and being honest with yourself will outline whether you are the type of person that can go it alone or you need a little help. There is no shame in admitting you need help. I have tried various ways, and for me, it is the pressure of a peer group and publicly being accountable to either a community or my family that pushes me over the line when the chips are down, or you are facing challenges.

You do what works for you!

Focus and limit access to distractions AND get disciplined!

This will be unique to everyone. What distracts one will not distract another. Get to know you. Remember this is about holding yourself accountable to do what you probably haven't been able to do so far, so it's essential to get to know what works for YOU.

If you work in an office; can you change desks away from the office gossip? Can you wear noise cancelling headphones? Can you work from home if there are fewer distractions there? What do you need to do to limit distraction?

The same approach needs to be taken in any area you need to focus, and you want to progress in. Explore options and experiment without judgment and use all the positives to supercharge how you work and avoid distractions.

As a family man, that runs businesses from home, this has been a journey to say the least. Initially, I would try to work the impossible and attempted to do work when the kids were eating breakfast or once they'd come home from school. Yes, it caused many hours of frustration, BUT I eventually found a way of working that suited me. This is why I say, test the ways you focus and limit distraction until you have found what works best for you.

Finding this out will mean you are about to give projects and tasks your full focus, which in turn will enable you to truly hold yourself accountable because it is now all about YOU!

Although I'm telling you this, the truth is distractions will ALWAYS be there. Fact!

So how can you truly deal with distractions?

You must get DISCIPLINED!

Disciplined at doing what you need to do, regardless of feelings, regardless of what you "fancy" doing and regardless of what everyone around you is doing. If your goal is important to you...you must get disciplined to do whatever it takes.

Top Tip: Apply this way of thinking to all areas of the Critical 4 (Health, Relationships, Business & Finance) and you'll start to focus this way by force of habit in your business. Trust me!

Start your own support group OR put your money where your mouth is and get a circle of influence that actually benefits you!

Set up a support group? How? Why? Who? When?

Sharing your goals and vision for some may just be too much. Why would it be too much? Could it be the fear of failure and how you will look in front of the group? Could it be your lack confidence in achieving the goal or maybe you're just embarrassed about the goal not being "grand" enough or being achieved and then feeling public shame?

Whatever it is, being able to share the goal is the first step. If you lack confidence in being able to share with those you would like to support you (or here's the killer, you "think" should be supporting you) then maybe my online group coaching platform is for you. It's a ready made network of WINNERS and in fact a pre-qualified circle of influence for you.

Remember though; we have all had issues sharing at some point or another. If this is your first time of sharing your goal or vision, then take it easy to yourself, but do jump straight in.

If sharing isn't your concern, then you need to select a support group that will encourage you but also not be just "fans of you" that reward failure/mistakes but a group that holds you accountable to do what you said you would. Let's be honest for most of us, having our Mum or Nan or Auntie in the group aren't going to be the drivers you need. They may well accept every excuse you give because they are permanently proud of you. You with me? Ok, it doesn't have to mean exclude you Mum or Nan, that's just to make the point, but do select the support group wisely.



Be clear on what you are going to do and by when. If you leave too much open to interpretation, you will undoubtedly end the week with confusion and miss the goal. You think you achieved it, they think you've failed or vice versa. Be clear from the start! This is applicable whether you're working alone OR with a group.

Setting up a support group is a great FREE way to stay accountable OR put your money where your mouth is and join a group of individuals or get a coach/mentor that will really support you.

Starting your own support group is and can be a great way to move forward. However, the downfall here is where you find a truly supportive, engaging, non-emotional and independent group of like-minded individuals that will hold you accountable. You may be extremely lucky and have that kind of support in place. If you do; grab it both hands and don't waste the opportunity.

However, if like me, that support network wasn't available to you and you would rather not do this alone, then you are in the right place and have a ready-made network within the WINNERS group.



Join a community of like-minded individuals from many different backgrounds that are all helping each other be accountable and achieve their goals by consistently achieving their best week EVER - week in, week out.

Time will not wait for you to decide "should I, or shouldn't I". Take action RIGHT NOW and join the community.