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Designate

Dedicate

cate Elevate

Repeat these three words and that action will intuitively remind you to self-examine your current progress towards your intended growth goals.

These three words serve as *The Trigger Phrase* that immediately sets up the linear "effort path" towards reaching our growth goals. Everyone has a starting point, an official position (designation) of their *progress journeys*. As examples, a person earns the designate level as a financial advisor, asset management wholesaler, lead business development officer, lawyer, doctor, accountant, runner, swimmer, basketball player, golfer, musician, writer, wife, husband, a cook, etc. Please note, we are not able go directly to the dedicate level if we do not <u>first</u> earn our designate level. Keeping that same logical sequence in play...it is impossible to embrace the elevate level without putting in the dedicate work as seen in the below mind map. Let's Grow!

Designate

Decide Mindset Purpose Focus

The starting point. You are the owner of an official position or designation such as "I am a student... I am a professional... We are a team... I am a lawyer... I am a financial advisor... I am a professional wholesaler... I am a team leader... I am a golfer... I am a musician... etc."

Example Thoughts & Actions

Mindset - *I* am a top financial advisor. We are the best sales team. I am the the most successful wholesaler, etc.

Purpose - This opportunity is best for me and my family. This situation will motivate all on the sales team, etc.

Focus - I am in the top 5% of my firm. I am the go-to wholesaler for private wealth teams. My brand is noticed by all, etc.

What's next? Yep, you are at this valid starting point which is so important. You now choose to own the growth actions required within the next level of dedicate and then graduate to the elevate level. Yes, you are setting yourself up for pure progress towards your exceptionalism. Enjoy your journey to the top! Reset your mindset ready with purpose and focus.

Dedicate

Commit Strategy Actions Persistence

This is when you or your team are fully committed to your role and purpose. You are identifying, learning and incorporating the intellectual uplifts of your brand, craft, reputation, industry, product knowledge, best practices and additional new habits that lead to new results and bold growth.

Example Thoughts & Actions

Strategy - I am researching, learning and practicing the best attributes of my role in the next four weeks.

Actions - Every Monday, Wednesday and Friday I am (we are) dedicating two hours on my (our) calendar to fulfill the above strategy.

Persistence - There is nothing that will distract me from my above daily actions to fulfill my strategy.

This is the **extra effort level** when nobody's looking. Yes, you carve out extra time for this effort. This is going to be the effort when no one else is looking, thus doing what the average do not dare to do. There in lies the main difference that defines the mass separation between the best and average. Reset your strategy ready with actions and persistence.

Elevate

Become Success Fulfilled Contagious

You reach this level where you now create the memorable difference, raise eyebrows and are immediately recognized by your earned specialization, knowledge, passion, etc. You are ready to <u>turn up the</u> <u>volume</u> and share your true value-add with all in your targeted space.

Example Thoughts & Actions

Success - I am getting more clients with larger accounts. The top private wealth teams now take my meetings.

Fulfilled - These results and experiences are incredibly rewarding. I see myself achieving even more.

Contagious - Our team wants to raise the bar again. This is the start of something big...I desire to explore more directions of excellence.

Reach this **most impressive level** that immediately separates you from the average. You chose to dedicate and elevate like no other which places you in the top % of your space. This is special so embrace and announce your earned exceptionalism - you worked too hard not to. Reset your success ready with fulfillment and being contagious.

Being the Best And Average Have Nothing In Common