

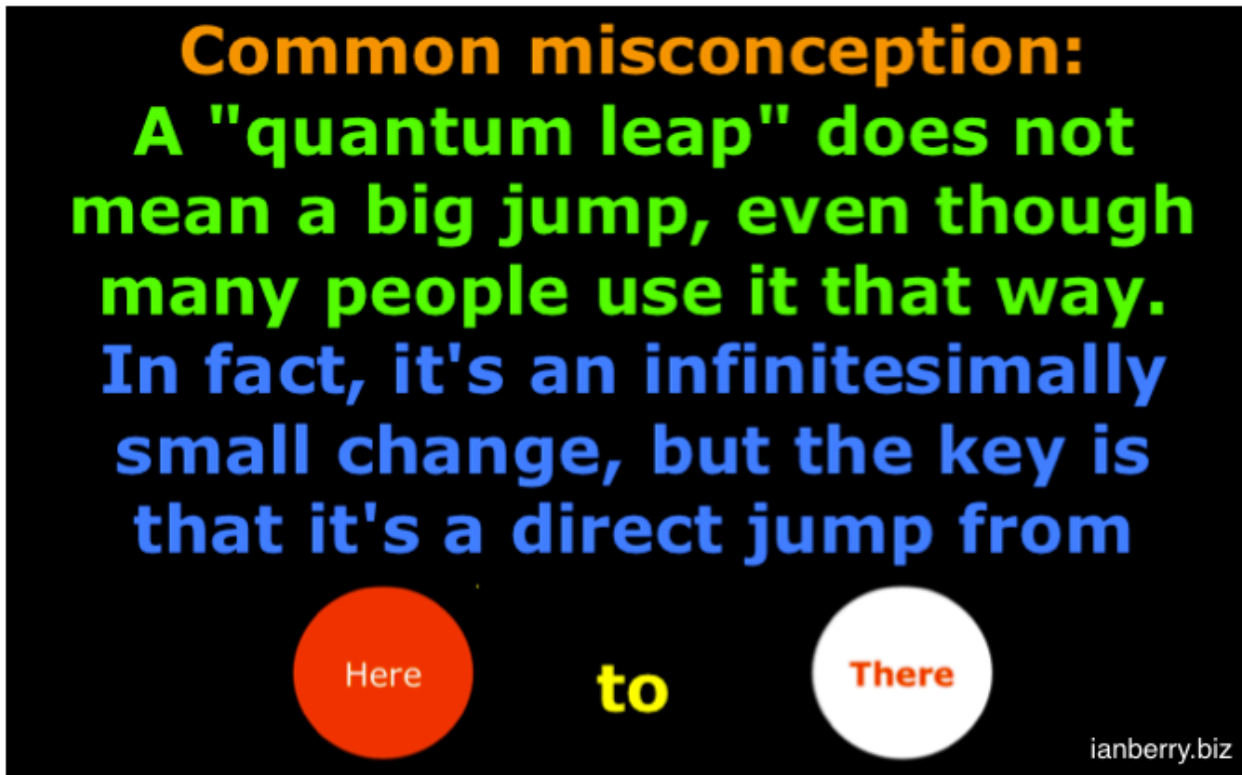
A photograph of a sunset over the ocean. The sun is a bright, multi-pointed starburst at the top center, casting a long, shimmering path of light down the center of the water. The sky is a deep orange, and the water is dark with white foam from waves in the foreground.

Reasons, Relationships, and Routines Guarantee Results

Ian Berry

Stay focused on reasons, relationships and routines. Results follow.

The most remarkable leaders I know are brutally honest about where they are, and have crystal clear clarity about where they're going. They then focus on the journey from what is to what can be, one quantum leap at a time.



Remarkable leaders fully appreciate, as Eckhart Tolle so wonderfully articulated, “*Stress is caused by being here and wanting to be there.*”

Reasons, relationships, and routines are critical to successful quantum leaping.

In direct contrast to remarkable leaders, everyone else is focused on results. They never quite achieve what's possible, because the stress of being here and wanting to there overwhelms them.

This workbook will help you, in your own best way, to focus on reasons, relationships, and routines. As I say, results follow.

As with all my work, what I say is important, yet nowhere near as important as what you hear yourself say to yourself, and then do your own unique work.

It's recommended that you watch the 4 videos that accompany this workbook as suggested prior to taking the actions.

Everything is at <http://www.ianberry.biz/reasons-relationships-routines-guarantee-results/>

Be remarkable.
Ian

When we understand our why, the how is simple

One of the great lessons from thousands of years of philosophy is that when we understand our why, our deep reason for being, the how (the doing) is simple. Of course simple rarely means easy!

“There are only two ways to influence human behavior: you can manipulate it or you can inspire it. Very few people or companies can clearly articulate WHY they do WHAT they do. By WHY I mean your purpose, cause or belief – WHY does your company exist? WHY do you get out of bed every morning? And WHY should anyone care? People don’t buy WHAT you do; they buy WHY you do it.”

Simon Sinek

Action One

Ask your employees, customers/clients and other stakeholders of your business - what is the single biggest difference that you make in their lives?

Their answers will tell you the purpose of your business.

Action Two

Meet with your team and use a technique known as the ‘five whys’. Start by answering the question What do we do? Then ask Why? several times.

In a great book ‘Scaling Up’, Verne Harnish and the folk at Gazelles suggest *“keep asking until you get to your version of “saving the world” and then back up one step.”*

Align the results of this exercise with exercise one.

Action Three

Decide how you will go about creating more leaders in your business and take action.

“Leadership is not defined by the exercise of power but by the capacity to increase the sense of power among those led.

The most essential work of the leader is to create more leaders.”

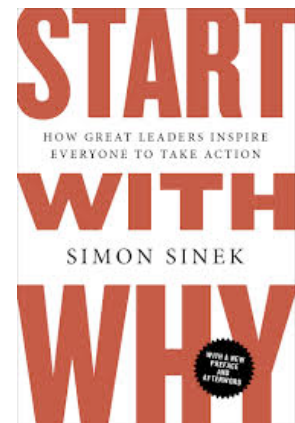
Mary Parker Follett in ‘The Creative Experience’, 1924

Advanced work on getting reasons right for you

Google ‘purpose driven businesses’, and ‘conscious businesses’ and see where this takes you.

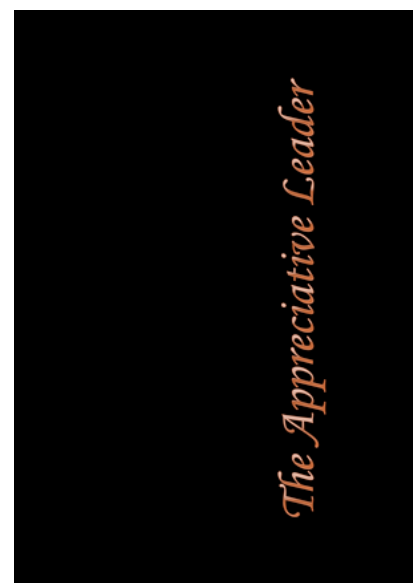
Watch Simon Sinek’s TED talk and read his book.

<https://www.startwithwhy.com/>



Get The Appreciative Leader handbook by joining the community. Both will help you to be purpose driven.

<http://www.ianberry.biz/appreciative-leader-community/>



**Your relationship with yourself,
and your relationships with other people
are paramount to your success**

You're accountable for your intentions, feelings, thoughts, and behaviours and actions.

You're not accountable for anyone else's. What other people do or don't do is none of your business.

This is sometimes difficult to grasp and accept. Doing so is essential to being remarkable.

Action One - Compete With Yourself

Describe an outcome/circumstance you want to improve in your life/work.

Then list how you can change or modify your behaviour, your thoughts, your feelings, your intentions, in relation to what you want to improve. These are the key processes that lead to a change of outcome or circumstance.

Do Your Work.

"There is nothing noble in being superior to your fellow man; true nobility is being superior to your former self."

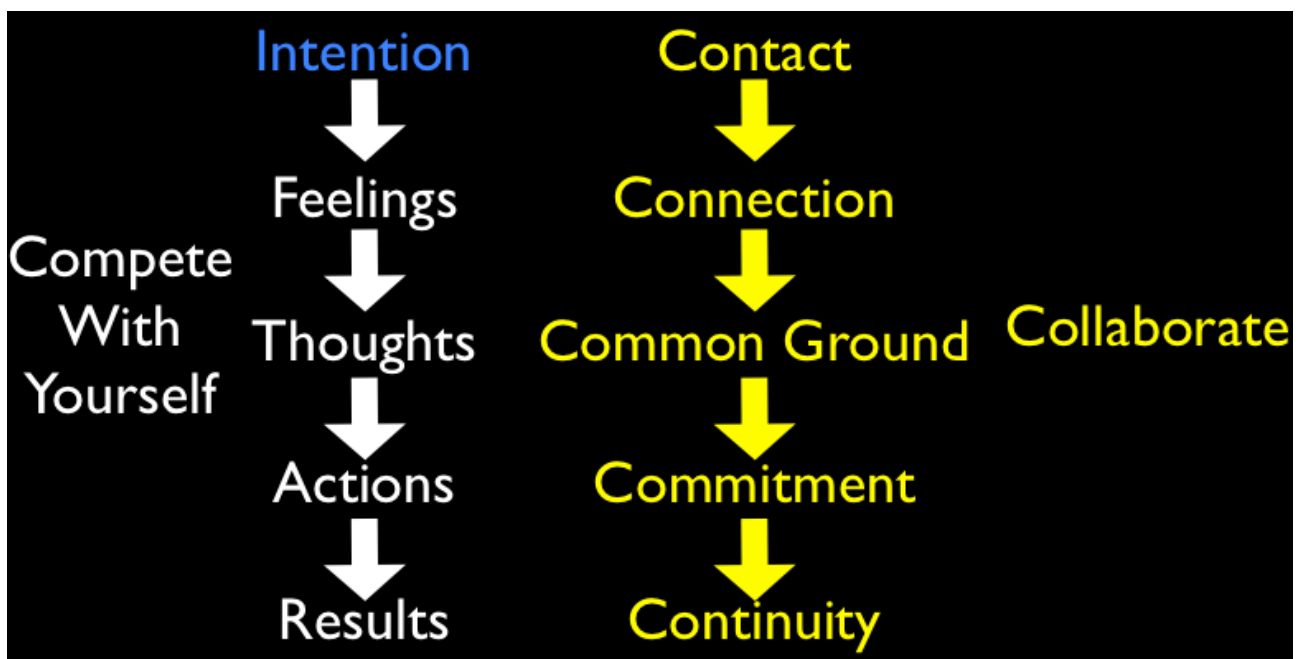
Ernest Hemingway

Action Two - Seek to collaborate with everyone else

Detail a relationship you want to improve in your life/work.

Then list how you can change or modify your commitment, your finding common ground, how you make connection, the regularity and kind of contact you have with the person you want to improve your relationship with. These are the key processes that lead to an improved relationship.

Do your work.



Now is the only moment that matters

Some people live in the past. Their focus is on what happened.

Some people are future focused. Their focus is on what might happen.

The most successful and happy people are crystal clear on where they're going and their focus is on what will happen in the present.

Routines, rituals, or standards as [Derek Mills](#) calls them are critical to ensuring that we live in the now.

Action

Create a one page document that overviews your daily, weekly, monthly, quarterly, and yearly routines/rituals/standards. Download mine [here](#) for an example of what such a one page looks like.

Do Your Work.

Following the right processes for you means the outcomes you desire will be a consequence.

"Stay focused on reasons, relationships and routines. Results follow."

Ian Berry

Like some help?

If you'd like to discuss your situation and how I can help you raise performance in your business, please call me on +61 418 807 898 and we'll set up a no obligation appointment.