



Earl Nightingale Lead the Field Programme

11 Today's
Greatest
Adventure

Today's Greatest Adventure

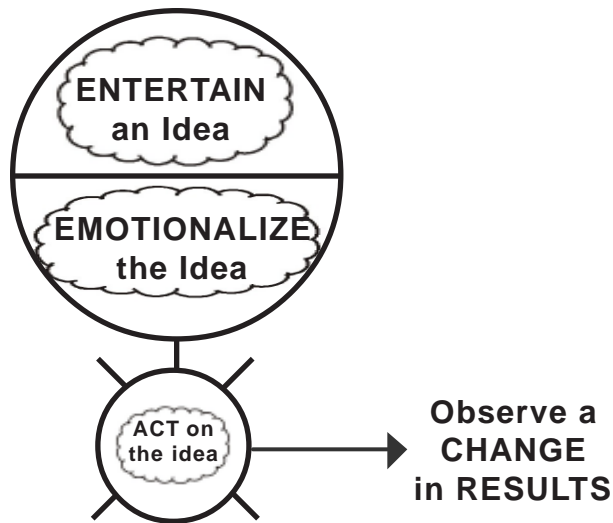
You've heard the definition of success as the progressive REALIZATION OF A WORTHY GOAL. The purpose of this message is to tell you of a wonderful way to keep realizing—to keep ACHIEVING YOUR GOALS, one after another, in the years ahead.

A goal sometimes seems so far off, and our progress often appears to be so painfully slow, that we have a tendency to lose heart. It sometimes seems we'll never make the grade. And we come close to falling back into old habits which, while they may be comfortable now, lead to nowhere. Now, there's a way to beat this. It's been used successfully by many of the world's most successful people, and it's been advocated by many of the greatest thinkers.

This is the lesson where we really determine whether we have merely gathered information or truly learned something. You will remember the advice we were given 2000 years ago, "By their fruits you will know them." Just as you can tell the quality of a tree, by the fruit it bears, so too can you tell a person's level of understanding by the results they achieve. Keep in mind, our paradigm has us accepting the concept that if we can remember and repeat information, we have learned it. Regardless of how often we've heard it or how many people believe it, that is definitely not learning, it is merely gathering information. This is precisely why so many people continually get the same results. They buy and read the books, attend the seminars, and nothing happens. Their frustration is heightened.

LEARNING IS WHEN ...

- **we consciously entertain an idea**
- **we emotionalize the idea**
- **we act on the idea**
- **and, we observe a change in results.**



Learning is not difficult. It's altering the old paradigm where the difficulty comes in. Earl Nightingale just mentioned that he was going to give us an idea that has successfully been used by many of the world's most successful people and it's been advocated by many of the greatest thinkers. I can tell you, from personal experience, that it's an idea that I have used which has been worth an absolute fortune to me and will be to you when you act on it. However, you must remember that your old paradigm will put up a royal battle in an attempt to stop you from acting on a new idea.

We've brought to your attention, time and time again in this program, that to act on a new idea, calls for you to break an old habit. The old habit is part of the paradigm and does not want to let go. This is where study pays off. It gives you understanding. And, as we begin to act on the new idea, we want to understand that the difficulty we are encountering is caused by the opposition that's created because of these two ideas—they are polar opposites. It is absolutely essential that we mentally marry our new idea that is going to improve the results we're getting with the goal that it will lead us to.

The New Lead the Field Coaching

Notes

The moment we lose sight of the goal, the old habit gains control. It would be worth listening to this lesson one hundred times to make certain that we clearly understand the laws that govern growth. All great educators have always known that repetition is one of the first laws of learning. Now, let's return to Earl Nightingale's words and the idea he promised would change our life.

It's to live successfully, ONE DAY AT A TIME!

A lifetime is comprised of days, strung together into weeks, months, and years. Well, let's reduce it to its lowest common denominator—a single DAY, and then still further, to each TASK of that day.

Look at it this way: a successful life is nothing more than a lot of successful days put together. It's going to take so many days to reach your goal. If this goal is to be reached in a minimum of time, every day must count.

***“No one manages time.
Time cannot be managed.
We can manage activities.”***

Earl Nightingale

Think of a single day as a building block with which you're building the tower of your life. Just as a stone mason can put only one stone in place at a time, you can live only one day at a time. And it's the way in which these stones are placed which will determine the beauty—the strength of your tower. If each stone is successfully placed, the tower will be a success. If, on the other hand, they're put down in a hit-or-miss fashion, the whole thing's going to be shaky and look pretty bad. Now, this may seem to be a rather elementary way of looking at it, but I want to make it clear—and it's a good and logical way of looking at a human life.

All right then—let's take it ONE DAY AT A TIME,

from the time we wake up in the morning, until we drop off to sleep at night, keeping our goal in mind as often as possible.

Now, each day consists of a series of acts—acts of all kinds. And the success of a day depends upon the successful completion of most of these acts. Now, if everything we do during the day is a success—that is, done in the best fashion of which we're capable—we can fall asleep that night in the comfortable knowledge that we've done our very best ... that our day has been a success ... that one more stone has been successfully put into place.

Now, this is the way to REALLY LIVE!

Do, each day, all that can be done that day. You don't need to over-work—or to rush blindly into your work, trying to do the greatest possible number of things in the shortest possible time. Don't try to do tomorrow's—or next week's—work today. It's not so much the NUMBER of things you do, but the EFFICIENCY OF EACH SEPARATE ACTION that counts. Gradually, you'll find yourself increasing the number of acts—and performing them all much more efficiently. To get the habit of success—and that's why successful people go from one success to another—because it's a habit with them—to get the habit of success, you need only to succeed in the small acts of each day. This makes a successful day. Enough of these, and you have a successful week, month, year ... and LIFETIME.

This is why I say success is not a matter of luck; far from it. It can be predicted and guaranteed—and anyone can achieve it by following this plan. Almost before you realize it, you'll have achieved your goal. In looking back, you'll realize that your success was not attributable to any one day, week, or month—but rather it was the consistent, unrelenting, SUCCESSFUL SUCCESSION OF SINGLE DAYS that turned the trick. This is the way a skyscraper, a home

The New Lead the Field Coaching

Notes

or a human life is successfully built. One successful day at a time; and each day comprising a collection of successful acts—one successful act at a time.

Time management is a very general term which takes in a wide variety of things in your life. And as you've already read, Earl Nightingale pointed out that we're not able to manage time anyway. To keep it simple and help us reprogram our paradigm, let's change the two words "Time Management" to "Getting Things Done." To the best of your ability in the space provided, outline everything you did yesterday—from the time you got up in the morning, until the evening. This will require clarity of mind ... just relax, go back and visualize yourself as you were getting out of bed. Then, in the space provided, list your day's activity. Mark everything down. You may find that your mind will jump from something you did in the morning to something you did in the afternoon. Write them all down. You must be very honest with yourself. Remember, you cannot get to where you're going if you don't know where you are.

Time	Activity
7:00 - 8:00 am	
8:00 - 9:00 am	

Today's Greatest Adventure *(continued)*

<i>Time</i>	<i>Activity</i>
<i>9:00 - 10:00 am</i>	
<i>10:00 am - 12:00 pm</i>	
<i>12:00 - 1:00 pm</i>	
<i>1:00 - 3:00 pm</i>	
<i>3:00 - 5:00 pm</i>	
<i>5:00 - 7:00 pm</i>	
<i>7:00 - 10:00 pm</i>	

Notes

The New Lead the Field Coaching

Notes

In order to advance to the place you've chosen, two things are necessary: (1) That you keep your eye on your goal, and (2) that you continue to grow from the standpoint of competence and effectiveness.

Now, don't get impatient. Don't let the hundreds of little distractions which each day try to get you off course bother you. Pay no attention to them—shake 'em off and stay steadily on the track. Concentrate on each act of the day, from morning to night, and do each successfully. Know full well that if EACH OF YOUR ACTS is performed successfully ... or at least the greater majority of them ... YOUR LIFE HAS TO BE SUCCESSFUL; there's no other answer. There's no way to avoid it.

The men and women who are certain to advance are the ones who become too big for their jobs, and who have a clear concept of what they want to be; who know that they can become what they want to become; and who are determined to BE what they want to be.

Remind yourself at this time that people become exactly what they make up their mind to become.

Are you too big for your present job? If it's obvious to you that you are ... it's obvious to others. Y'know, people are not "given" promotions, as a rule—they promote themselves by becoming too big for their jobs—and by making up their mind exactly what bigger and better job, or income, they're shooting for.

And this is done by taking one day at a time ... one ACT at a time during each DAY.

The world has always cried for men and women who can get things done, for people who are self-starters, who see a task through to its finish.

It isn't how much you know, but what you

get done that the world rewards and remembers. More people are held back from success because they don't know how to get things done, than for any other single reason. The biggest handicap to a person's success is not a lack of brains or a lack of character or willingness—it is in their inability to get things done.

*This large group of people know what to do and almost do it on time. They **almost** win promotions. They **almost** become leaders. They may miss by only a minute or an inch, but they do miss until they learn how to gain that minute or inch for themselves.*

*The “**Almots**” are not lazy. Often they are busier than the very effective few. They putter around, unfocused, all day long and half the night, though they fail to accomplish much.*

They are held back by indecision, by lack of organization in their work, and by their over-attention to minor details. They wander aimlessly and they get nowhere because they don't chart a straight course and then stick to it.

You don't need to work harder, you need to work more effectively. You must learn to make your work count.

It's the producers who raise the world's standard of living. It's the producers who win the big share of the world's rewards. The producers are those people who have formed the habit of getting things done and who will not permit the “almots” to get them off course.

**“Seest thou a man diligent in his business?
He shall stand before kings.”**

Proverbs 22:29

The New Lead the Field Coaching

Notes

But how do we separate the important acts from the unimportant?

Did you ever hear of the single idea for which a man was paid twenty-five thousand dollars? It was worth every penny of it!

The story goes that the president of a steel company had granted an interview to an efficiency expert named Ivy Lee. Lee was telling his prospective client how Lee's firm could help him do a better job of managing the company, when the president broke in to say something to the effect that he wasn't at present managing as well as he knew how. He went on to tell Ivy Lee that what was needed wasn't more knowing—but a lot more doing. He said, "We know what we should be doing; now if you can show us a better way of getting it done, I'll listen to you—and pay you anything within reason you ask."

Well, Lee then said that he could give him something in twenty minutes that would INCREASE HIS EFFICIENCY by at least 50%. He then handed the man a blank sheet of paper and said: "Write down on this paper the six most important things you have to do tomorrow."

Well, the man thought about it, and did as requested—it took him about three minutes. Lee then said, "Now number them in the order of their importance to you and to the company." Well, that took about five minutes. And then Lee said, "Now put the paper in your pocket, and the first thing tomorrow morning, take it out and look at item number one. Don't look at the others, just number one, and start working on it; and—if you can—stay with it until it's completed. Then take item number two the same way; then number three and so on until you have to quit for the day. Don't worry if you have only finished one or two. You'll be working on the most important ones. The others can wait. If you can't finish them all by this method, you could not have finished them with

any other method. And without some system, you'd probably take ten times as long to finish them—and might not even have them in the order of their importance.

“Do this every working day,” Lee went on. “After you've convinced yourself of the value of this system, have your men try it. Try it as long as you like, and then send me your check for whatever you think the idea is worth.”

The entire interview hadn't taken more than a half-hour. In a few weeks, the story has it that the company president sent Ivy Lee a CHECK FOR \$25,000 with a letter saying the lesson was the most profitable, from a money standpoint, he had ever learned in his life. And it was later said that in five years this was the plan that was largely responsible for turning what was then a little known steel company into one of the biggest independent steel producers in the world.

One idea! The idea of taking things ONE AT A TIME, in their proper order. Of staying with one act, until it's successfully completed before going on to the next—of living ONE DAY AT A TIME.

Charles Schwab was the executive who Earl Nightingale was referring to. He was the man who paid \$25,000 for this simple, yet powerful idea. This is an excellent place for you to stop what you're doing, go back to the journal you've just completed of all the activities you were involved in yesterday, that you recorded, and complete the following three exercises of how your days are actually being spent. And, although you might think that yesterday was not a good example, it probably was—since our old conditioning dictates how we do spend our days.

You could very well have formed the habit of doing things that other people want you to do, that you really don't want to do. You know

The New Lead the Field Coaching

Notes

that they are not activities that are going to move you toward your goal, but rather, activities that will actually cause you to waste a valuable part of your day.

Review your day's activities and list the things that you did that other people wanted you to do which were not, particularly, goal oriented activities. In the space adjacent to these listed activities, state your reason for doing them.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

**PEOPLE WHO GET THINGS DONE
HAVE TO LEARN TO SAY NO TO
OTHERS AND TO THEMSELVES.**

Today's Greatest Adventure *(continued)*

Notes

It is very apparent that not only will getting things done make you a master of time management, it will move you in the direction of your goal.

You might be in the habit of doing things that you enjoy doing—many of which may not be constructive or goal oriented.

In the space provided, make a list of the things that you did which you enjoyed but were not goal achieving activities. Number them.

Did the enjoyment that you received from doing the things listed actually exceed the joy that you will receive when you reach your goal?

YES NO

Would reading this exercise over for the next twenty-one days help you to improve your effectiveness and ultimately your results?

YES NO

The New Lead the Field Coaching

Notes

“There will never exist anything permanently noble and excellent in the character which is a stranger to resolute self-denial.”

Sir Walter Scott

Make a list of the activities that actually moved you in the direction of your goal—number them.

If you are in sales, how much time did you spend face to face with a prospect.

<i>Hours</i>	<i>Minutes</i>
<i>What percent of your working day does the above time constitute?</i>	
<i>%</i>	

Today's Greatest Adventure *(continued)*

Notes

For the next seven days—try the \$25,000 idea in your life. Tonight, write on a slip of paper the six most important things you have to do. Then number them in the order of their importance. And tomorrow morning, go to work on No. 1, and stay with it until it's successfully completed; then move to No. 2, and so on. When you've finished with all six, get another piece of paper and repeat the process. You'll be amazed and delighted at the order it brings into your life—and at the rate of speed with which you'll be able to accomplish the things that need doing, in the order of their importance. Now, this simple but tremendously effective method will take all the confusion out of your life. You'll never find yourself running around in circles wondering what to do next.

Remember, as you do—to live the best you can, one day at a time. You need not WORRY about TOMORROW, or the next day, or what's going to happen at the end of the month. One day at a time, handled successfully, will carry you over every hurdle; it will SOLVE EVERY PROBLEM. You can relax in the happy knowledge that successful acts make successful days, which in turn build a successful life. This is the kind of unassailable logic no one can argue with. It will work EVERY TIME—for EVERY PERSON.

The reason for writing down what you consider only the most important things to do is obvious. Handling each act during the day successfully is important to the degree of the IMPORTANCE of the ACTS themselves.

Doing a lot of unnecessary things successfully can be pretty much of a waste of time. Make certain that the acts you take the time to do efficiently are IMPORTANT ACTS, acts which move you ahead, steadily, toward your goal.

So often youngsters in school worry about a passing grade—they think of all they'll have to do before the end of the school year. Following this

The New Lead the Field Coaching

Notes

course of action, they can stop worrying completely, and count on excellent grades. Freshmen in high school and college are frequently plagued by doubts as to whether or not they'll be able to successfully complete the four years ahead and graduate—four years seem like such a long time to them ... almost forever ... and this thought leads to a sort of giving up—a fear of failure. It was the great Harvard teacher and psychologist, William James, who said, in effect, let no student worry about the success of their efforts. If that student will do each day as best they can, the work which is before them, they will wake up one day to find themselves one of the competent ones of their generation.

Student—assistant—older person—or executive—this plan works for everybody. It REMOVES DOUBT, FEAR, and WORRY, and brings order into our lives. All any of us needs to do is face each day as it comes—in good cheer, knowing that we have only to succeed today to guarantee our future. In this way, we'll move steadily ahead—growing more competent—more confident with the passing of every day. Others may seem to suddenly shoot up faster ... (and possibly fall much farther) ... and operate in spurts and fits, but it is to the steady that the rewards are eventually paid.

St. Edmund of Canterbury was right when he said, "Work as though you would live forever; but live as though you would die today."

Now try writing down the six most important things you have to do tomorrow ... then number them in the order of their importance. First thing tomorrow morning, tackle number one and stay with it until it's completed. If something should force its delay, move on to number two. But take them in order, and finish them in order as best you can. Try not to get sidetracked by people or things in successfully accomplishing each act of your day.

YOUR \$25,000 IDEA

Date: _____

These goal achieving activities will be completed today.

- 1** _____

- 2** _____

- 3** _____

- 4** _____

- 5** _____

- 6** _____

The top 3% are in action every day before the masses even start to get ready for their day. All successful people make daily commitments, and keep them. These six actions WILL BE DONE TODAY before I lay my head on a pillow.

Signature

And there's nothing mysterious, or capricious, about achieving outstanding success. It's completely within our individual control and is absolutely predictable. It's simply a matter of DOING CERTAIN THINGS IN A CERTAIN WAY, EVERY DAY—and that's all there is to it. There is no valid reason on earth why you should not become really successful in your field, your home life, and your community.

Remember, everything in the entire limitless universe operates on the law of CAUSE AND EFFECT. There are no exceptions to this ... nothing happens by accident ... for every result, there's a cause. You have only to take care of the cause; the effect will always—without exception—take care of itself. Good cause—good effect. No cause—no effect. Bad cause—bad effect. It's as reliable as the rising of the sun.

Take the page with your “\$25,000 Idea” on it. Have it duplicated and made into pads. For the next 30 days, complete that exercise every night before going to bed.

CONSTRUCTIVE TIPS FOR EVERYDAY PLANNING

- 1. Carry a small note pad for jotting down things to be done. An inexpensive note pad has contributed a major role in the success of many executives.*
- 2. Plan your day “tightly.” Schedule enough time to keep you “moving.”*
- 3. Schedule your out-going telephone calls so they can be taken care of at one sitting. There is less chance of finding busy lines early in the morning or late in the afternoon.*
- 4. Plan meetings for the beginning or close of the day, not in the midst of work periods. Write out a list of things to discuss at each*

meeting.

5. Plan things that you can work on or think about while you are in transit or waiting around. Have material to read or other constructive work handy for odd moments that inevitably crop up.

6. The best way to stop wasting time is to schedule your time. Plan tomorrow, tonight; don't wait for tomorrow morning.

7. Virtually everyone goes to bed at a different time each night, but as a rule, gets up at the same time every morning. Set your alarm back one hour and you will gain nine forty-hour weeks each year.

Sir Walter Raleigh who built the great tobacco empire was asked how he accomplished so much in such a short time. Raleigh replied, "When there is anything to do, I start it."

**"Don't look at a thing; Start it.
Don't imagine that it is too difficult; Start it.
Don't put it off for a day; Start it.
Don't pretend that you must think it over;
Start it.
Don't start halfheartedly; put everything you
can muster into your start.**

**'It can't be done;'
but with a forceful start you can do it.'**

You have probably done things throughout your life without using this extra force at the start. Think how much more you could achieve by making an enthusiastic start at each task, every morning.

Many of the world's great producers have had excuses for not getting things done. But, they have ignored the excuses and have produced.

They have not had an easy-chair state of mind. They have had ailments galore, but they have been spared that combination which is fatal to producing—dropsy and heart trouble—dropping into an easy chair and not having the heart to get out of it.

They have produced regardless, because they are professionals and a pro is at their best regardless.

You now have a plan—your plan for tomorrow.

Get up early and follow Raleigh's advice.

START WITH INTENSITY

Do not be distracted by the know-it-all who is behind in their installment payments.

A person who is doing their best today is truly alive, but a person who did their best yesterday is stagnant.

"I can make enough money as it is," is an alibi of those who imagine that people should work for money instead of results.

WORK FOR RESULTS

This business of living one day at a time, the best we can, has an almost unbelievable cumulative effect for good—for success and the things we want. Sometimes when we see a bricklayer starting on a building and putting the first brick in place, we're struck by the size of the job that person has ahead of them. But one day, almost before we realize it, they're finished. All the thousands of bricks are in place—each one vital to the finished structure, each one sharing its portion of the load. And so should be the days of a human life—and we'll be proud and happy with the finished product.