

Implement the Plan

Toolbox Teleclass Transcription

By Debra Russell



**S.P.E.C.I.A.L Road Map to Success – 7
Steps Taught in Detail**

**Track 1: See Your Future: Create Your
Business Vision, Career Goals & Plan**



TABLE OF CONTENTS

Introduction 4

This step and the next 2 steps, Assess and Adjust and Love the Results tend to all blur together. So, while I've separated them out for ease of teaching, once you begin to implement the plan you want to be assessing and adjusting and loving the results all the way through. 4

As I explain in Special Roadmap to Success and in The first 4 advanced classes – this step does not work nearly as well if you try to leap into it without working the full process 4

In my experience, the clients who patiently worked the full process got their goals and then some and the clients who were unwilling to do that ... not so much..... 4

So you have a plan 5

How do you now fit it into your already crazy life? I recommend a few things that will help: 5

Make appointments to work the plan – literally block out time in your calendar and make yourself “Unavailable” during those times. 5

At the start of each blocked time, read and update the plan. 5

At the end of each blocked time, read and update the plan..... 5

Your plan is a living document..... 6

Fears, Considerations and Obstacles 6

In Setting Goals that Get Results, I talk about the Jack Canfield Success Principle about setting goals – review that class 6

Use your “How to Use Feedback and Criticism Constructively” to manage the what if voices. Inner critic 7

Ask yourself – “Is this fear True?” If it is, then plan some actions to take care of those fears 7

Talk to your family and let them know you're working on this and ask for their support..... 8

Take action to avoid negative consequences you are imagining 8

If your uncertain if it's true – tell yourself you will figure it out as it goes. 8



Artists Marketing & Business Academy: Professional Program

Track 1: See Your Future: Create Your Business Vision, Career Goals & Plan

Implement the Plan

Ask yourself what the underlying belief is that is getting triggered and creating the emotion – fear. Then shift that belief 9

Steady Sustainable Momentum: 9

Keep blocking out time every week to work this project 10

Every time you work your plan, update the plan document 10

Play with reorganizing it by date started, date due, time required – so that you are making it work for you 10

When you schedule your week (you do that every week, right?) then review the plan and block out enough time to start, move forward and complete the actions according to your plan. If that's not possible – edit the plan. (assess and adjust) 10

Celebrate every win, ever movement forward every baby-step as if you've completed the goal – give it to yourself! (love the results!) 11



INTRODUCTION

Welcome to Step 5: Implement the Plan. Now this is the fifth step in the [S.P.E.C.I.A.L Road Map to Success](#) system for Getting Your Goals. If you're listening to this class and you have not yet listened to the overview, [S.P.E.C.I.A.L Road Map to Success](#) class, and the classes on the first four steps, I do recommend that you stop and go back and listen to those first, because most people just want to jump into action and frankly that doesn't work.

This step and the next two steps, Assess and Adjust and Love the Results, which is the A and the L in S.P.E.C.I.A.L, tend to all blur together in the actual doing of this system. So while I separated them out for ease of teaching, once you begin to implement the plan, you want to be assessing and adjusting and loving the results all the way through.

THIS STEP AND THE NEXT 2 STEPS, ASSESS AND ADJUST AND LOVE THE RESULTS TEND TO ALL BLUR TOGETHER. SO, WHILE I'VE SEPARATED THEM OUT FOR EASE OF TEACHING, ONCE YOU BEGIN TO IMPLEMENT THE PLAN YOU WANT TO BE ASSESSING AND ADJUSTING AND LOVING THE RESULTS ALL THE WAY THROUGH.

AS I EXPLAIN IN SPECIAL ROADMAP TO SUCCESS AND IN THE FIRST 4 ADVANCED CLASSES – THIS STEP DOES NOT WORK NEARLY AS WELL IF YOU TRY TO LEAP INTO IT WITHOUT WORKING THE FULL PROCESS

So you know, while I am breaking it out so you understand what the different steps are, when you really start implementing the plan, it all tends to run together. And as I explain in the [S.P.E.C.I.A.L Road Map to Success](#) and in the first four advance classes, this step does not work nearly as well if you try to leap into it without working the full process.

IN MY EXPERIENCE, THE CLIENTS WHO PATIENTLY WORKED THE FULL PROCESS GOT THEIR GOALS AND THEN SOME AND THE CLIENTS WHO WERE UNWILLING TO DO THAT ... NOT SO MUCH

In fact, in my experience, the clients who patiently work the full process, get their goals, and then some. And the clients who are unwilling to do that not so much. The clients who really just want to jump into action and what is all this other stuff...yeah, they tend to not be as successful, so there's method behind my madness in making the "getting into action" the fifth step of the process.



SO YOU HAVE A PLAN

So, in step one you look at your [Starting Point Assessment](#). Step two you [created your vision](#). Step three you did a lot of research and brainstorming and talking to people and [gathering of information](#), possibly learning some skills. In step four, you put all of that material together into [a plan](#), and now here we are in step five so you have a plan.

HOW DO YOU NOW FIT IT INTO YOUR ALREADY CRAZY LIFE? I RECOMMEND A FEW THINGS THAT WILL HELP:

Now that you have a plan, how do you now fit it into your already crazy life? I know, you know you've got a lot going on. You've got your day job very possibly. You've got family. You've got other obligations. You're running a business. Things are you know...life is already very full, but you have this goal.

So how do you kind of build going after this goal into your day to day life so that you make significant progress towards it? I recommend a few things. First of all, make appointments to work the plan.

MAKE APPOINTMENTS TO WORK THE PLAN – LITERALLY BLOCK OUT TIME IN YOUR CALENDAR AND MAKE YOURSELF “UNAVAILABLE” DURING THOSE TIMES.

Literally block out time in your calendar and make yourself unavailable during those times. So you know, let's say you decide Monday, Wednesday, Friday from 2 o'clock to 4 o'clock, you're going work on this goal.

Well, in your calendar, it should be calendared, and it should be calendared as busy and unavailable. That also means that if someone calls you and says, “Hey, are you available at 2 o'clock to go have coffee on Monday.” The answer to that question is “no.” You're not.

And you know the truth is they don't need to know why. You have other things. You made other commitments, so sorry. So set up appointments and defend them as if they were appointments with someone else.

AT THE START OF EACH BLOCKED TIME, READ AND UPDATE THE PLAN.

Then at the start of each block of time, read and update the plan. So pull the plan out, that Excel document...pull it out, read it, and update it. So if you've gotten stuff accomplished that you didn't know it on the plan, do it know.

AT THE END OF EACH BLOCKED TIME, READ AND UPDATE THE PLAN

And do that again at the end of each block time. Read and update the plan because your plan is a living document. You create a plan with the best intentions and knowing what you know then.



YOUR PLAN IS A LIVING DOCUMENT.

Very often as you really start working a plan, things happen. Stuff gets delayed. People don't show up, you know. Sometimes things happen way faster and easier than you thought they would. Oh magically, so and so shows up with the exact tool you're looking for, so you don't have to build it yourself. You know whatever.

Very often things happen that both extend some parts of a plan or shorten others. So you're always assessing and adjusting your plan, and you know, changing it. It is a living document. And I'm going to go into that in a lot more detail in the class on step 6, which is the assessing and adjusting.

FEARS, CONSIDERATIONS AND OBSTACLES

So in my experience, one of the things that happens when you set a goal, and sometimes when you get to this stage where you've got a plan, and you're ready to sit down and start working that plan, what comes up are fears, considerations, and obstacles.

IN SETTING GOALS THAT GET RESULTS, I TALK ABOUT THE JACK CANFIELD SUCCESS PRINCIPLE ABOUT SETTING GOALS – REVIEW THAT CLASS

Now, in [Goals that Get Results](#), I talk about the Jack Canfield book, "Success Principles," and the one, the principle that he...where he talks about setting goals. And in the book, he talks about fears, considerations, and obstacles as evidence that the goal you've set is a good goal.

So I recommend reviewing that class if you've listened to it or listening to it if you haven't yet, but the point is that fears and considerations and obstacles are going to come up as you're working towards your goal. It's natural. It's normal. It's human.

It doesn't mean that it's the wrong goal, that you can't possibly achieve your goal. It doesn't mean any of that stuff. It just means that fears, considerations, and obstacles have come up. Now, you may decide it's the wrong goal.

Though I would prefer that you actually get the goal, and then decide it was the wrong goal. I think very often, you know, people quit too soon and too easily on goals. Though sometimes life throws you a curve, and it really is not the right goal, and if that's what's happen, that's what happens, but just understand that fears, considerations, and obstacles are a normal part of pursuing a goal.



Implement the Plan

So don't stop just because you get scared or because you hit an obstacle. If you get scared or you hit an obstacle, brainstorm different ways around the obstacle. Ask for support, you know. Listen to the [Overcoming Fear](#) class, you know. Do what you need to do to move through it, because it's worth it in order to achieve your goals.

USE YOUR "HOW TO USE FEEDBACK AND CRITICISM CONSTRUCTIVELY" TO MANAGE THE WHAT IF VOICES. INNER CRITIC

I also recommend using the [How To Use Feedback and Criticism Constructively](#) class when dealing with the "what if" voices. "What if this happens and what if that happens? And what if so and so says no?" You know again those are just fears.

And you can treat that voice as feedback and criticism, but you can also treat it as the inner critic, so using the inner critic also...would be the class on [Transforming Your Inner Critic into Your Staunches Ally](#), that also would be helpful for dealing with this stuff.

My point is this: part of the process of pursuing any goal is confronting the things that have stopped you in the past. And the only way to move through that and get the goal is to move through that and get the goal.

So if you're setting goals and you're not coming up against fears, considerations, and obstacles, you're playing too small. And if you are coming up against fears, considerations, and obstacles, then process them. Work through them.

You know, move past them, because that's the nature of getting, you know, creating success. Another thing that you can do though is using the Byron Katie work, "The 4 Questions," and by the way I will have a link to that book in the class.

ASK YOURSELF – "IS THIS FEAR TRUE?" IF IT IS, THEN PLAN SOME ACTIONS TO TAKE CARE OF THOSE FEARS

Ask yourself, "Is this fear true?" Now, you may have some fears come up that are true, that are things that you do need to be concerned about, and if there are things that you do need to be concerned about, well then, be concerned about them and build into your plan the actions to take care of those fears.

So for example, if you're concerned that your family will feel neglected because you're putting so much energy into going after this goal, then sit them down and talk to them and say, "Okay, I am working on this project, and it's going to take a lot out of me and I need your support," you know. Ask them for support. Ask them for their tolerance, you know, if you're not quite so available in the next little while.



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TALK TO YOUR FAMILY AND LET THEM KNOW YOU'RE WORKING ON THIS AND ASK FOR THEIR SUPPORT

Or ask them for actual support. "Can you guys help me with these actions or that action on my big list here?" I'm a big fan of putting your family to work for you. So I think it's really good as...I know as a child I went to work for my mom when I was quite young. I think I was 12 when I started working for her in her office.

And it was hugely helpful to me. It was a great learning experience, and it also brought us closer. You know, I got to see what she does and help her, you know. Colleagues held her in such high esteem. I thought it was really good for me.

So, you know, talk to your family. Ask them for support you know, like that.

TAKE ACTION TO AVOID NEGATIVE CONSEQUENCES YOU ARE IMAGINING

E.g. what if I get lost on my tour? Get a Trip Tik from AAA; get GPS on your smart phone or in your car. Go to google maps and print out directions for each step of the trip, etc.

You can also take action to avoid the negative consequences you are imagining. So for example, let's say your goal is a tour. An East Coast tour or whatever, and the "what if" voices are, you know, "What if I get lost on my tour? What if, you know, what if I get lost going from this town to that town?"

Well, there's a lot of things you can do in answer to that fear in order to make sure that, even if you do get lost, you won't get badly lost. So for example, you could get a Trip Tik from Triple A Automobile Association.

You can get GPS on your smartphone or in your car. You can go to Google Maps and print out directions for each step of the trip, and for example, you can decide, "Okay well, I'm going to be around this area of the trip for around lunch time. Let me find some good restaurants in that area," and you could use Yelp to do that or you can use Google Maps. You can search an area for restaurants on Google Maps.

So you can do all of that stuff in advance of the actual trip, and in cases like that the fears, the "what ifs" are really useful information. But the thing to do is not to freak out. The thing to do is say, "Well, what can I do to make sure that that doesn't happen?" or "What can I do to take good care of myself if it does?"

IF YOUR UNCERTAIN IF IT'S TRUE – TELL YOURSELF YOU WILL FIGURE IT OUT AS IT GOES.

If you ask the question, "Is that true?" and you're not sure. You're uncertain. You could just tell yourself, "I will figure it out as it goes. If that becomes an issue, I'll manage it. I'll deal with it."



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Track 1: See Your Future: Create Your Business Vision, Career Goals & Plan

Implement the Plan

You can do some brainstorming in advance. You can think about who you know that would be of good help if it happens. You know, mom the accountant always says, "Expect the best, plan for the worst".

So you can, you know, you can make some plans for things going wrong and set up contingencies, and you know, and also just trust your capability that you will figure it out. You'll make it work if you hit an obstacle.

You're just going to make it work, because again, obstacles are just signs that you've got a good goal going. You know, it's just an obstacle. It's not a death now, okay?

ASK YOURSELF WHAT THE UNDERLYING BELIEF IS THAT IS GETTING TRIGGERED AND CREATING THE EMOTION – FEAR. THEN SHIFT THAT BELIEF

Also, ask yourself what the underlying belief is that is getting triggered and creating the emotion, fear.

Now in several of the classes on, you know, [Emotional Intelligence](#), I talk about this cycle of...you have your beliefs, your thoughts, your expectations, your assumptions, and those create emotions.

Well, fear is just an emotion. That's all it is. It's just an emotion. So if you're feeling scared, then ask yourself, "What is the underlying beliefs that's getting vibrated here? That's getting triggered?" and then shift that belief, and of course, you could listen to the [Transform Your Beliefs: The Key to Success](#) class, as well as some of the [other emotional intelligence classes](#) are useful for this work.

So, hopefully, all of these will help you getting into action, and then once you're in action, kind of dealing with the stuff that comes up internally. As far as the stuff that comes up externally, that's when flexing the plan comes in, and I'll talk more about that in the Assessing and Adjusting class, but hopefully, this will help you moving forward.

And you know what, the truth is if you hit an obstacle or you come up against a fear and you're not sure how to move forward or what to do with it, that's a great time to submit a question for the Ask Coach Debra call or send an email for your monthly email support.

STEADY SUSTAINABLE MOMENTUM:

That's a great way to use the support that's available for you in the Academy. And finally I want to talk a bit about now that you are moving, now that you are taking action, how do you create steady sustainable momentum?



Implement the Plan

KEEP BLOCKING OUT TIME EVERY WEEK TO WORK THIS PROJECT

If you have the experience of, you know, stopping and starting on things, this is important for you. So you have to keep blocking out time every week to work your project. Every week that you can. I mean, if you've got a week or two because of a conference or a gig or whatever that it's just not possible to get to it that week, that's okay. Just adjust your schedule. Adjust the dates on your schedule to accommodate that, and as soon as that project, that interruption, if you will, is done, go back to blocking out the time every week to work this project.

EVERY TIME YOU WORK YOUR PLAN, UPDATE THE PLAN DOCUMENT

Every time you work your plan, update the plan document. I also recommend playing with the organization of the plan document. The reason I recommend using Excel is that you can use the data sort feature to rearrange by different criteria.

And make sure when you do this that you highlight the whole thing; otherwise, you don't want columns to become re-organized without staying...without the entire line moving. Believe me that happened to me once, and it will never happen again because it was a mess.

There's always the back button when you make that mistake. Just hit the back button, you know. It'll go back to normal. But since your plan document has information like Start Date, Due Date, Estimated Time of Accomplishment, so how long it's going to take you, your percent complete, you could, let's say you're planning the week and you want to sort your plan for all the actions, all the task that you've decided needed to start this week.

PLAY WITH REORGANIZING IT BY DATE STARTED, DATE DUE, TIME REQUIRED – SO THAT YOU ARE MAKING IT WORK FOR YOU

So you can just go through and do a data sort on Date Started. You can go through and say, "Okay, I just want to see the tasks that are due this week," and sort it on due date. You could sort it, you know, with the percent completion like, "Okay, I really...I feel the need today to feel like I accomplished something. I finished something." So sort by the percent complete, and you know, and work on the things that are 90% done and just cross them off your list.

So you can use the plan as it is to help you decide what do you want to work on today. And by sorting in that way, you can keep yourself moving forward. When you schedule your week, and you want to do that every week, right?

WHEN YOU SCHEDULE YOUR WEEK (YOU DO THAT EVERY WEEK, RIGHT?) THEN REVIEW THE PLAN AND BLOCK OUT ENOUGH TIME TO START, MOVE FORWARD AND COMPLETE



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THE ACTIONS ACCORDING TO YOUR PLAN. IF THAT'S NOT POSSIBLE – EDIT THE PLAN.
(ASSESS AND ADJUST)

You schedule your week every week. Review the plan and block out enough time to start, move forward, and complete the actions according to your plan. So make sure that you schedule enough time to start the tasks that are due to start this week, to complete the tasks that are due to complete this week or to move forward the tasks that you are in process with, and if that's not possible given the week that you've got coming up, then edit the plan, right? And again that's an assessing and adjusting piece. You know, you're always going to be editing the plan, because this goal isn't the only thing you are working on in your life.

If it were life would be so much easier, but it's not. I know it's not. So the plan will flex as you go and that really is the part of assessing and adjusting piece. And finally celebrate every win. Celebrate every movement forward, every baby step as if you've completed the goal.

CELEBRATE EVERY WIN, EVER MOVEMENT FORWARD EVERY BABY-STEP AS IF YOU'VE COMPLETED THE GOAL – GIVE IT TO YOURSELF! (LOVE THE RESULTS!)

Give it to yourself. Don't just celebrate when you're done. Celebrate all the intermediary steps. In other words, that's Step Seven, which is Love the Result. You want to be doing this all the time if you only ever allow yourself to celebrate when you've finished something, completed something, you will actually slow your momentum. Not giving it to yourself, not celebrating all of the things that you accomplish, actually slows your momentum, because it's...it has to do with valuing what you're accomplishing.

And it has to do with kind of feeding your inner child's need for "Atta boys!" and "Good jobs!" and you know, "Oh you're doing so well. Keep it ups," right? You got to keep feeding that stuff to your inner child or he or she's going to sulk in the corner, and then in order for you to get back into action, you're going to have to coax him or her out of the corner to come back out and play with you.

So you want to give Kudos and give, "Woo hoos!" and you know, "Atta boys!" and pats on the back for all the things that you've accomplish, and again, I will get more into those details in the Love the Results class.

Alright everybody, hope this was useful, and do, you know, if you have specific questions about specific goals, use the Ask Coach Debra call for that and use the email support, because you know you get a support email every month with me so take advantage of that. Alrighty have a good one. Bye!