

The second was that I learned that I could keep focused on a single activity for 25 years. I now had proof that I could stay with something for a long period of time. Given the short-term focus of most people, I knew this was an enormous advantage. ([Location 92](#))

One of the major characteristics was that it would not be a relationship that required a lot of work—I felt that my first marriage had totally met my lifetime quota for working hard. What I wanted now was an easy one. Another characteristic was that there would be an enormous agreement on lifetime values. Third, it had to also be work-related. In other words, there couldn't be a separation between my personal life and my business life. It had to be a business partnership as well. ([Location 102](#))

**Tags:** blue

I also started to set down a series of characteristics of what my new business would be like and focused on the notion that it would be an “idea business”—that is, people would pay me for my ideas, and the business would essentially be based on asking people really great questions. I decided on this as my goal because I loved it then, and I knew I would still love it 25 years later. What I was describing was a business that would be more exciting to me in 25 years than it was in the early stages. ([Location 114](#))

But when you gain the perspective that one single quarter on the calendar—or 90 days—is just one percent of an overall 25-year vision for your future, suddenly you relax and recognize that there is actually far more time than you'll need to achieve your biggest goals right now. ([Location 153](#))

Those around you see that you're always getting things done without any sense of rushing or panicking. This lets them develop the mindset that there is always more than enough time for their biggest achievements. ([Location 180](#))

This long-term framework replaces the goal of trying to be perfect with an exponentially bigger and better goal: continually improving every area of your life 100 times over 25 years, with each improvement expanding your available capabilities, resources, and opportunities for growth. ([Location 217](#))

An exercise I do with my entrepreneurial clients called The Moving Future is a powerful thinking process to help you build on your goals, quarter by quarter, and focus only on a manageable number of projects or tasks at a time. Morale: Start by asking yourself, “What were my five best achievements from last quarter?” Doing this will improve your morale going

into the next quarter. You'll always be feeling proud about winning achievements that continually increase with each completed quarter. Momentum: Then ask yourself, "What are the five areas of focus and progress making me the most confident right now?" This builds your momentum. In addition to your increasing sense of pride, you also feel greater confidence because there's a sense that progress is speeding up. Motivation: Then consider, "What new things are giving me the greatest sense of excitement going forward?" Now, you are adding an increasing sense of excitement about the future to your growing feelings of pride and confidence. Multipliers: Finally, ask yourself, "If I could just focus on five things that would be multipliers during the next quarter, what would they be?" All of your previous thinking in The Moving Future has set you up perfectly to zero in on just five projects over the next 90 days instead of the endless number of things that perfectionists are demanding of themselves during every three-month period of their lives. ([Location 234](#))

I tell the entrepreneurs I coach, "There are no unrealistic goals, only unrealistic deadlines." ([Location 252](#))

As you start a new quarter, visualize the next 90 days as a protected space in which you can focus completely on just the five multiplier projects that emerge from your Moving Future thinking. Each of these projects is created from the highest sense of morale, momentum, and motivation that you have right now. ([Location 288](#))

I'm interested in ideas that are timeless and in people who have productive longevity. In this way, my approach to business, our company, and the Program is different than that of most other entrepreneurs. I had a sense that the 25-Year Framework I was embarking upon would let me start my life over again. I chose an out-of-the-ordinary time period that would produce out-of-the-ordinary results. ([Location 320](#))

I said to myself, "Whatever happened in the first 34 years of my life is what happened. Nobody else is to blame for it. I'm 100 percent responsible." And in relieving everyone else of responsibility, I also relieve them of having anything to say about my experience. ([Location 327](#))

You're moving from one time zone to another, but it's a time zone totally defined by your own specifications—25 years, 100 quarters, and five multiplier projects during each 90-day period. ([Location 341](#))

You were using that first game to get ready for another much bigger and more exciting game. In the first game, you were collecting experience, and now, in your second game, you're going to maximize and multiply the value of that experience. ([Location 346](#))

"Since I'm focused and committed for 25 years, what ideas, projects, relationships, and activities in my present day life are going to grow and improve each and every quarter over those 25 years?" ([Location 378](#))

The 25-Year Framework forces you to simplify your ideas and strip out the complications. Simple ideas last, and the best ideas are the ones that will transcend time. This mindset allows you to be incredibly confident about your ideas in the present because you've put them through the filter and you know they're going to be bigger and better 25 years from now. ([Location 391](#))

Changing Your Game Visualize all of your work activities as three different types: A, B, and C. "A" stands for everything you find irritating. "B" represents the activities that are just okay—they're not irritating, but they're not very exciting either. Finally, there's a smaller circle of activities that you find fascinating and motivating—that's "C." Now, determine the three things you're doing in each area of activity that use up most of your time. ([Location 422](#))

One of the biggest "time tricks" in Strategic Coach is organizing all of your personal and work time into just three kinds of 24-hour days: Free Days for rejuvenation, Focus Days for productivity, and Buffer Days for preparation. ([Location 442](#))

By differentiating my entrepreneurial life in this way for the past 25 years, I've been able to establish and strengthen a predictable annual cycle of 155 Free Days, 180 Focus Days, and 30 Buffer Days. Because of the rejuvenation days, I never get burned out; because of the productive days, I keep achieving bigger and better results; and because of my preparation days, my organization keeps growing around me. ([Location 445](#))

Another trick is to look at your "Largest Cheque"—the average of the total amount of money you receive from your top five clients in a year—and increase that amount over the next 12 months. This will help to grow your bigger future and improve the quality of your relationships and your overall organization. ([Location 459](#))

The 10x Mind Expander This eighth time trick is simple and powerful: Multiply your last year's company revenues or profits by 10x and pretend that you have already achieved that

breakthrough result. Then ask yourself what the 10x changes were that enabled you to grow your business in such an extraordinary way. As you move your mind 10x into the future, you begin to see the logic of how you can pull this off. This “mind expander” trick makes going 10x seem very doable. Finally, at the end of this exercise, you establish the future date when the 10x result will be achieved. ([Location 464](#))

When you’re operating inside of a 25-Year Framework in which every quarter is another chance to get things right, the pressure to achieve perfection is lifted off of you as well as off your team. ([Location 485](#))