

The #1 Reason People Don't Reach Their Biggest Goals

**F T I**

**FAILURE TO IMPLEMENT**

**13 WEEK PHENOMENAL  
PERFORMANCE WORKBOOK**

**HOWARD PARTRIDGE**

## Week 1

# FTI (FAILURE TO IMPLEMENT)

## The #1 Reason People Don't Reach Their Goals

You want to be a phenomenal success in life and business, but you don't always do the things you should do.

Information alone doesn't transform. The 4 keys to implementation (and therefore phenomenal performance) are...



1. **Inspiration.** The first key is to stay inspired by feeding your mind the pure, the positive and the powerful every day. The secret ingredient of success is desire, and desire comes from a vision. Do you have a vision for your life or business that inspires you?

List some areas in your life or business where you feel you need more inspiration...



2. **Organization.** Organization means that there is a place for everything and that you have your goals, and your plans organized so that you can effectively take action on those goals and plans every day. Would you agree that you need to be more organized?

List some areas where you need more organization in your life or business....



3. **Training.** Training breeds confidence. When you know that you know something, you can move forward with more confidence. When you have doubt, you'll hesitate. Would you agree that you would implement more if you had more training?

List some areas where you feel you need more training in your life or business...



4. **Community.** Finally, the biggest key to implementation is to have the support, encouragement and accountability from a community of people who care about your success. Would you agree that you would implement more by staying plugged into a strong positive community?



If you are part of a Phenomenal Performance POD, be sure to participate in your POD every week! If you haven't joined one yet, go to [HowardPartridgeInnerCircle.com](http://HowardPartridgeInnerCircle.com) and join one today!

## ACTION STEPS

1. Get my free training that will inspire you to implement at [www.HowardPartridge.com](http://www.HowardPartridge.com). Every week, you will receive free training to help you perform better in your personal life and in business.
2. Get your *Ziglar Personal Performance Planner* at [www.Ziglar.com](http://www.Ziglar.com). The Ziglar Planner is the tool our members use to stay focused and to track our goals. I will reference the planner in every chapter.
3. Join a *Growth* POD at [www.HowardPartridgeInnerCircle.com](http://www.HowardPartridgeInnerCircle.com). A Growth POD is a small group where you receive support and encouragement.

*"The secret ingredient of success is desire, and desire comes from a vision."* – Zig Ziglar

## Week 2: PHENOMENAL Performance

The inspired person invites phenomenal performance. Why don't we implement?

We don't consistently perform because we don't believe that we can. Whether We have to be able to see and believe the possibilities.

Do the Wheel of Life Assessment, then list some areas where you would like to increase your performance.

**Directions:** On the following pages rate yourself from 1-10 in each category. Divide your total by 10 to reach your final number in each category. Using spokes of the wheel image below, plot your number in each category and connect the dots to see how smooth your ride is.

### Physical

- appearance
- regular checkup
- energy level
- muscles toned
- regular fitness program
- weight control
- diet & nutrition
- stress control
- endurance & strength
- enough sleep
- TOTAL ÷ 10 = \_\_\_\_\_

### Spiritual

- believe in God
- inner peace
- influence on others
- spouse relationship
- church involvement
- sense of purpose
- attitude for giving donations
- prayer
- Bible study
- abundant gratitude
- TOTAL ÷ 10 = \_\_\_\_\_

### Mental

- attitude
- intelligence
- formal education
- continuing education & training
- creative imagination
- inspirational reading
- inquisitive mind
- self-image
- enthusiasm
- automobile university
- TOTAL ÷ 10 = \_\_\_\_\_

### Family

- listening
- good role model
- principled but flexible
- forgiving attitude
- build self-esteem of others
- express love and respect
- meals together
- family relationships
- dealing with disagreements
- time together
- TOTAL ÷ 10 = \_\_\_\_\_

### Financial

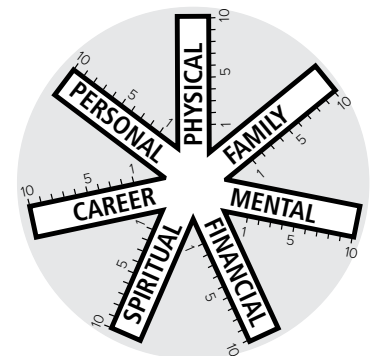
- proper priority
- personal budget
- impulse purchases
- earnings
- living within income
- money in savings
- adequate insurance
- investments
- financial statement
- debt free
- TOTAL ÷ 10 = \_\_\_\_\_

### Personal

- recreation
- exercise
- friendships
- community activities
- service clubs
- quiet time
- growth time
- consistent life
- appropriate social media
- time management
- TOTAL ÷ 10 = \_\_\_\_\_

### Career

- love what I do
- understand my job
- co-worker relationships
- productivity
- understand company goals
- understand my activity in relationship to my goals
- appreciate company benefits
- opportunity for advancement
- well-trained for my job
- own my business/have career path
- TOTAL ÷ 10 = \_\_\_\_\_



## ACTION STEPS

1. Put your contact information in your *Ziglar Personal Performance Planner*. Remember that you will use the planner as your constant companion, so make sure you order it if you haven't already.
2. Fill in the *Personal Commitment* on page 1 of the Planner. By making a commitment, you are saying you believe in your future success!
3. Participate in your weekly POD. If you are not in a POD yet, go to [www.HowardPartridgeInnerCircle.com](http://www.HowardPartridgeInnerCircle.com) to enroll.

*“Our behavior is just a simply a result of our beliefs.”*

## Week 3: PHENOMENAL Principles

What do you believe?

Your beliefs create the principles you live by and your philosophy of life.

Review the 10 principles of phenomenal performance and rate the level that you've adopted that principle on a scale of 1-10.

1. **The POTENTIAL Principle:** *Understanding Your Potential Impacts Phenomenal Performance.* “Who do you think you are?” All humans suffer from a poor self-image to one degree or another. Who you think you are, and Whose you think you are will determine whether you act on your goals or not.

My score \_\_\_\_\_

2. **The PICTURE Principle:** *A Compelling Picture Imagines Phenomenal Performance.* “Where are you going?” Human beings do what human beings see in their minds. This can be positive or negative. If you can't see yourself doing something, you won't even try. But when you have a clear picture in your mind, and you believe it, you will take the steps to get there. You have to see the reaching of your goals in your mind first.

My score \_\_\_\_\_

3. **The PURPOSE Principle:** *Knowing Your Purpose Inspires Phenomenal Performance.* “Why do you do what you do?” Man was created for a purpose, but most never find that out. Many live a life that is meaningless, just getting through the stress of the day. Knowing your purpose gives you a new level of energy and passion.

My score \_\_\_\_\_

4. **The PEOPLE Principle:** *The Right People Influence Phenomenal Performance.* “Who do you have around you?” The people you have around you will either keep you from being productive or they will promote your potential and purpose. Your closest friends, family and associates heavily influence you, whether you admit it or not. Having the right people around you will help you understand your potential, to help you see a more meaningful picture, and help you embrace your purpose.

My score \_\_\_\_\_

5. **The PLANNING Principle:** *Proper, Focused Planning Initiates Phenomenal Performance.* “How will you get there?” You can’t go somewhere you’ve never been on without a map. When you have the right directions, you can get where you are going faster and easier. You cannot even get started without an itinerary!

My score \_\_\_\_\_

6. **The PRIORITY Principle:** *Living by Priority Ignites Phenomenal Performance.* “What’s important now?” Life offers many opportunities, both good and bad. That’s why it is so easy to get distracted. Staying focused on what’s truly important every day is key to long term implementation.

My score \_\_\_\_\_

7. **The PROCESS Principle:** *A Simple Process Improves Phenomenal Performance.* “What systems will you use?” Creating simple systems into your life and business makes production more predictable and precise, which saves you time, energy and money.

My score \_\_\_\_\_



8. **The PRODUCTIVITY Principle:** *Consistent, Persistent Productivity Insures Phenomenal Performance.* “What action are you taking?” We all know we need to be more productive to reach goals we have not reached before, but the kind of action we take each day is critical. We need to take focused action every day that will take us closer to the goal. How you use your time each day is vital to phenomenal performance.

My score \_\_\_\_\_

9. **The PROGRESS Principle:** *Tracking Your Progress Illuminates Phenomenal Performance.* “How are you tracking?” Just like tracking your progress on a trip, you need to track your performance so you’ll know how you are progressing. Are we early? Late? Right on time? Tracking your success reveals (illuminates) your performance, good or bad.

My score \_\_\_\_\_

10. **The PATIENCE Principle:** *Exercising Great Patience Increases Phenomenal Performance .* “How are you tracking?” Just like tracking your progress on a trip, you need to track your “What will you give?” Reaching a level of phenomenal performance doesn’t happen overnight, it happens over time. The Patience Principle helps you live these principles for the long haul. Diligence over time brings huge rewards.

My score \_\_\_\_\_

## ACTION STEPS

1. Work on your *Wheel of Life Assessment* at [www.HowardPartridge.com/success](http://www.HowardPartridge.com/success). In order to begin the process of setting goals, you need to know where you are. This tool helps you assess where you currently are in life.
2. Transfer your results onto the *Wheel of Life* diagram on page 2 in your *Ziglar Personal Performance Planner*.
3. If you are a business owner, complete the *Wheel of Business Assessment* as well.
4. Participate in your weekly POD. If you are not in a POD yet, go to [www.HowardPartridgeInnerCircle.com](http://www.HowardPartridgeInnerCircle.com).

**“Fear is the enemy of faith. Doubt is the killer of dreams.” – Unknown**

## Week 4: The POTENTIAL Principle

Understanding your potential impacts phenomenal performance  
Who do you think you are?

The late Zig Ziglar said “man was born to win, designed for accomplishment, engineered for success and endowed with the seeds of greatness”. He also said that we all suffer from a poor self-image to one degree or another.

A poor self-image comes from a lack of unconditional love. When you come to understand that God created you and He loves you unconditionally, everything changes.

Take a moment to reflect on your adoption of this principle...

Do you believe you were created?

Do you believe God gave you a unique gift?

Do you believe you are here on earth for a reason?

Do you believe that God has a plan for your life?

What does your current performance say about your faith?

Have you seen how a lack of faith or the presence of fear has kept you from reaching your full potential?

### ACTION STEPS

1. Read pages 3-5 in your *Ziglar Personal Performance Planner*. In this section, you learn the Goal Reaching Process. Reflect on your *Wheel of Life* and be thinking about areas you would like to change.
2. Participate in your weekly POD.

***“Do not be conformed to this world, but be transformed by the renewing of your mind.”***  
– Romans 12:2



## Week 5: The PICTURE Principle

### A Compelling Picture IMAGINES Phenomenal Performance WHAT DO YOU SEE?

Do you have a compelling picture for your life or business? Do you have a dream? Can you see where you want to go? Have you created a vision board?

Take a moment to dream without any limitations from yourself, but don't put anything down that is based on circumstances out of your control. If you knew you couldn't fail, what would you want to accomplish in your life or business?

Here are some questions from the book that will jog your imagination...

What would you do?

What would your lifestyle be?

What would your financial position be?

What would your health look like?

What would you learn?

Where would you travel?

What would you own?

Who would you spend time with?

What would your family life look like?

What would you think about?

What would your Spiritual life look like?

## ACTION STEPS

1. Fill out page 6 (The Dream List) in Your *Ziglar Personal Performance Planner*.
2. Participate in your weekly POD.

***“Don't live your life by circumstance. Live your life by vision. And the most important vision you can have is who you are.” – Howard Partridge***

## Week 6: The PURPOSE Principle

Knowing Your Purpose **INSPIRES** Phenomenal Performance  
**WHY DO YOU DO WHAT YOU DO?**

Without a purpose, we become what Zig calls a “wandering generality” rather than a “meaningful specific”. Knowing your purpose inspires phenomenal performance because when you realize that you are truly special, and that God has a special mission for you, a fire kindles on the inside of you that no one can extinguish. Once the fire gets lit, there is no stopping it.

Take a few minutes to work through the purpose exercise by answering the following questions:

Purpose Exercise

My potential: What are my gifts?

My problem: What do I want to see solved in the world?

+

My passion: What I talk about?

=

My purpose: What am I called to? Which leads to me to what path?

My path: What do I dream about?

### ACTION STEPS

1. Complete the Purpose Exercise.
2. Fill out page 7 in Your *Ziglar Personal Performance Planner*. This is where you list your biggest goals and describe *why* they are important to you!
2. Participate in your weekly POD.

***“When you know your why, you’ll find your way” – Unknown***

## Week 7: The PEOPLE Principle

### The Right People Influence Phenomenal Performance

#### Who do you have around you?

The people around you, and the things you watch or listen to, heavily influence how you think, what you believe, and ultimately your performance more than anything else. You can have a compelling picture of the future, you can understand your potential and you can know your purpose, but if you don't have the right people around you, you won't reach your biggest dreams and goals.

Think about who influences you the most. Think about who you have around you and how they influence you. Think about who you need to have around you in each of these areas:

1. Faith Members
2. Family Members
3. Coaches, Consultants
4. Peers
5. Team Members

### ACTION STEPS

1. Review the Goal-Setting Instructions on pages 8 and 9 in your Ziglar Personal Performance Planner. Pay special attention to Step 5: Individuals, Groups, Companies and Organizations to Work With to Reach This Goal.
2. Participate in your weekly POD.

***“Surround yourself with people who are already where you want to be in business and life – and that know how to get you where you want to go.” – Howard Partridge***

## Week 8: The PLANNING Principle

### Proper Planning Initiates Phenomenal Performance How will you get there?

Whether you reach your goals or not, depends on proper planning. It has been said that “a goal without a plan is just a wish”. You’ve probably also heard “failing to plan, is planning to fail.” I agree with that. Proper planning and preparation promotes phenomenal performance”.

Planning means laying out the steps to reach the goal. Let’s practice:

Describe a measurable goal and the timeline to reach it. Example: Write a 200 page book in one year.

Timeline: 1 Year

Measurement: 200 pages

Write 5 days per week for 260 days in a row.

Create Title

Create Table of Contents

Write 1 page per day (this would give you 260 pages to edit down and allows time to create the title and table of contents).

If you want to do it in 6 months, just double the production.

Your plan might look like this. In fact, this is how I write books.

1. Brainstorm titles
2. Create Chapter Outlines (Table of Contents)
3. Write the Introduction (The Introduction draws the reader in and tells the reader what to expect).
4. Write one page every day. Note: A page on your computer constitutes more pages in a book. For example, F.T.I. is 238 pages, but was on 197 on the computer. The formatting can make the page numbers vary greatly.

## ACTION STEPS

1. Set four goals on pages 10-12 in your *Ziglar Personal Performance Planner*. You have to have a destination to get started! Set four goals or projects and work through the seven steps.
2. Participate in your weekly POD.

***“You were born to win, but in order to be the winner you were born to be, you must plan to win and prepare to win.” – Zig Ziglar***

## Week 9: The PRIORITY Principle

Living by Priority  
Ignites Phenomenal Performance

### What's important now?

Today's culture offers so many distractions with social media and entertainment. Also, there are so many things to do, life itself can be overwhelming. The key is to prioritize your tasks. A great way to do this is to apply the "focusing question" to each area of our life and business.

The focusing question comes from the book *The ONE Thing – The Remarkably Simple Truth Behind Extraordinary Success* by Gary Keller, co-founder of Keller-Williams, the largest residential real estate company in the world, and his writing partner Jay Papasan.

Here's the question: "What's the one thing I can do, such that by doing it, makes everything else easier or unnecessary?"

Take some time to review your Wheel of Life Assessment (and Business Systems Assessment if you are a business owner). Choose your Four Priority Projects or Goals using the focusing question.

Keep drilling down until you get the first step.

For example, if the one thing you can do for your financial life is build up your savings, what is the one thing that will help you do that? Stop spending money on things you don't need? What's the one thing to help you do that? Get an accountability partner. What's the one thing you can do to get the right accountability partner? Read Zig Ziglar's criteria for a good coach (Page 106 in FTI book).

## ACTION STEPS

1. Read pages 13-17 in your *Ziglar Personal Performance Planner*. In this section, you learn how to fill out the Weekly Activity Record and Personal Performance Record.
2. Fill out your first week of the Personal Performance Record on pages 18 and 19 of your planner.
2. Participate in your weekly POD.

***"Achievers always work from a sense of priority" – Gary Keller***

## Week 10: The PROCESS Principle

### A Simple Process Improves Phenomenal Performance

#### What systems will you use?

A simple process saves you time, therefore you can get more done in less time. When you group a number of processes together, you create a system. A simple system saves you energy, therefore you can get more done before your willpower meter runs low.

A process takes the pressure off the person. Simple systems not only reduce the amount of time, money and energy expended, but can also reduce stress.

A system or is simply a step-by-step way of doing things. Here are some questions to help you create a simple process.

1. What is the goal?
2. What needs to be done?
3. Who is it to be done by?
4. When is it to be done?
5. How is it to be done?

#### Here's an example: An inventory list.

1. Goal: Have everything you need in stock when you need it.
2. What: List every item, the minimum stock, how much to re-order, who to purchase it from (and the contact info), and how to pay for it.
3. Who: Assign it to a specific person.
4. When: The inventory sheet is to be done and all orders made every Friday by 5:00pm.
5. How: Simply count the items in stock, re-order the number indicated on the sheet.

And how do you know if it worked? Because you never run out of stock!

## ACTION STEPS

1. Read pages 128 and 129, the *Important Meetings and Projects Journal* section of your *Ziglar Personal Performance Planner*. Use this section to begin outlining the simple processes you'll need to build. You can use as designed or anyway you like. It's your planner. I use this section to outline my business plan and to outline events.
2. If you are a business owner, get *The Howard Partridge Simple Dimple Business Plan* at [www.HowardPartridgeInnerCircle.com](http://www.HowardPartridgeInnerCircle.com).
3. Participate in your weekly POD.



## Week 11: The PRODUCTIVITY Principle

Persistent, Consistent Productivity Insures Phenomenal Performance

**What action are you taking?**

*The Productivity Principle* is where the “rubber meets the road” so to speak. This is implementation. This is where it all happens. This is what separates the players from the real producers.

If you don't have consistent productivity, you won't have phenomenal performance. It's as simple as that. The key to persistent, consistent productivity is work on your goals EVERY DAY.

Have you committed to the Daily Time Capsule?

Are you using that time wisely?

Are you staying focused?

Are you avoiding distractions?

List ways you can be more effective in your Daily Time Capsule here...

### ACTION STEPS

1. Commit to the *Daily Time Capsule* every day except your rest day.
2. Go to page 153 in your *Ziglar Personal Performance Planner* and fill in the Monthly Activity Record. Be sure to list the *Priority Activities*.
3. Go to page 180 in your *Ziglar Personal Performance Planner* and begin outlining the next year.
3. Participate in your weekly POD.

***Vision without action is just a daydream. Action without vision is a nightmare – Japanese Proverb***

## Week 12: The PROGRESS Principle

What action are you taking?

Tracking Your Progress Illuminates Phenomenal Performance

What's working, what's not?

*Are you tracking your daily personal habits in the Performance Planner?*

*How is your goal tracking going?*

*What are the things you are tracking daily? Weekly? Monthly?*

*Make notes here about what you are discovering through tracking.*

### ACTION STEPS

1. Make sure you are diligently tracking your performance using the *Personal Performance Record* in your *Ziglar Personal Performance Planner*.
2. As you complete a goal, write it in the blanks in the Charting My Progress section, beginning on page 183 of your *Ziglar Personal Performance Planner*.
3. Participate in your weekly POD and renew your membership.

***“The fastest way to success is to replace bad habits with good habits” – Tom Ziglar***

## Week 13: The PATIENCE Principle

Exercising Great Patience Increases Phenomenal Performance

What will you give?

Phenomenal Performance doesn't happen overnight, it happens over time. Patience is required for long term success. Remember that values change slowly and things take time to develop. Keep in mind that increasing your performance just takes time. Be patient with yourself. You can't expect your habits to immediately change when they have been ingrained all your life. You can't expect your beliefs to change immediately. It happens over a period of time.

As you reflect on the past 12 weeks, ask yourself this question...

Have you given all you can give?

Have you given in the right areas?

What's the plan for the next 12 weeks?

Make notes here:

### ACTION STEPS

**You have to take action.**

**You have to be proactive.**

**Give it all you've got.**

**You have one life to live.**

**Live it well!**

**Live it phenomenally!**

*"If you pump long enough, hard enough and enthusiastically enough, sooner or later, the effort will bring forth the reward." – Zig Ziglar*