

# Massive Action and Assessing Results

## Take Massive Action

Many times when we are reaching for a goal or something new we are tempted to take a small step to get our feet wet. It's a form of indecision. It's almost as if we are preparing for it not to work out, so don't really go for it so that we have an excuse to not truly commit. The reasons that small steps do not work is because they do not truly show us what is possible, they do not create enough momentum, and even if we fail they do not teach us enough to be able to do it differently the next time. In other words, if you are truly committed to your goals the best thing you can do is to take massive action to get the ball rolling. Taking massive action demonstrates to yourself that you have made the decision to be successful and are truly committed to achieving your dreams and desires.

Two of the biggest lessons we have learned from our journey and from studying truly successful people are:

- **Never leave the scene of a decision without taking action.**
- **Indecision is a form of self-abuse.**

Make decisions quickly and then immediately take massive action in that direction. Don't worry whether it's the "perfect" decision or whether it's the "right" direction. Taking action in *any* action in *any* direction gets things moving. For example, if you got in your car and turned on the GPS, it may not initially lead you to the right direction if it does not recognize which way you are facing or if it has not updated your location. However, as soon as your car starts moving it will get oriented and then tell you to go in the direction you need to go, even if it means turning around. The same thing happens when you take action in life. Getting started is the hardest part, but once you make a move—any move—it becomes easier to assess if you're going the right way and what steps to take to correct your path. Whatever you do, don't get stuck in indecision.

### **Ask yourself, "What can I do NOW?"**

The perfect time to start is now! What can you do that makes you feel "invested"? This can mean investing in yourself and your goal financially, physically or mentally. Once you take a massive action, you feel more committed. For example, you can: invest into a program, buy equipment you may need, buy a book, start writing ideas, make a phone call, share your idea, do research and write what you find, or join a program. Think about it: if someone wants to lose weight or get fit they can think about it all they want or they can take immediate action by joining a gym right away, going for a walk, finding a workout partner, writing a schedule on their calendar, or doing all of these things. It's vitally important to take the first step now. The bigger the initial action step, the better the results you will get long term.

## **Assess Your Results**

One common mistake that many people make is that they rarely assess their results. They take massive action and make a solid plan, but then they continue to take the same actions and follow their plan even when it's not working. At that point, their effort is pointless. They need to assess what aspects of their strategy are working and make changes to both their plans and actions.

Every day, ask yourself, "What did I learn? What went right? What could have gone better?" The same thing can be done every week. Take a day (this works well if it's the same day you set your "ta-da list" for the week) to reflect on your goal strategy and assess what is not working, what is working, and what changes you can make. Then reassess again the next week.

When working toward your dreams and goals, it's important to stay focused on the OUTCOME without being attached to the means (the "how") by which you get there. You want to be committed to your goal, but you also want to remain flexible. By assessing your progress and your strategies' effectiveness, you stay heading toward your goals while adjusting and trying new paths along the way. There are dozens of ways to get there. Never give up, just try something new. When something's not working, it's not a reflection of you. But your willingness to acknowledge and address what needs changing says you're committed to reaching your goals and you're willing to do whatever it takes.

## *Massive Action and Assessing Results*

Have you made a DECISION to go for your dream/goal? \_\_Yes \_\_No

If “yes”, write the following. I have made a decision to:

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If “no”, what would it take for you to be 100% certain that you’re ready to give your goal/dream your all?

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**What MASSIVE ACTION STEP can I take NOW** in the direction of my goal, showing myself that I am committed to it?

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### **Assess Your Results**

Consider what action steps/strategies (if any) you have already taken toward your goal and assess the following questions:

What have I learned so far?

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What has been working?

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What has not been working?

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What could I do better?

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