

# The Life Goals Planner

## Version 4.0

Through unique processes to clarify your major life's goals, values and mission, the Life Goals Planner helps you establish the foundation for ultimate purpose, productivity, passion and personal leadership for true life fulfillment.

*“Open your heart and mind, let the magic of your uniqueness, your creativity, and the power of choice work miracles in your life as you set your life's goals.”*

*Daniel A. Janssen*

*Vancouver, British Columbia*

# 《人生目标规划师》

第四版

本书独有的心路历程会使你明确你的人生目标、价值和使命。《人生目标规划师》为你搭建起人生终极目标，塑造效率、热忱和领导力，助你成就极致的人生。

*打开心扉，任凭你的独特、想象、创造、选择  
的力量为你的人生目标创造奇迹。*

*丹尼尔 · A · 詹森*

*温哥华，不列颠哥伦比亚*

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*“Quality is never an accident. It is always the result of high intention,  
sincere effort, intelligent direction, and skillful execution.  
It represents the wise choice of many alternatives.”*  
*William A. Foster*

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**“品质绝非意外之物。它始终是专注、真诚、智慧、专业的结晶。  
它是众多表现中最独具匠心的一种。”**

**威廉·亚历山大·福斯特**

## Welcome

### 欢迎

*“Becoming the most that you can be through the power of pursuing your major life goals.”*  
*Daniel A. Janssen*

*追求首要目标，成就完美自己。*  
*丹尼尔·A·詹森*

Daniel would like to personally welcome and congratulate you on your decision to clearly identify and set your life's goals. The program provides practical proven processes to gain amazing clarity of the most important things to you in your life. With clarity of your values and goals, your primary aim or major definite purpose identified, an individual can only then be truly effective as a human being.

This program has been successfully used to transform the lives of many by helping them achieve that clarity and providing the tools and processes for positive change. The Life Goals Planner is more than just another 1-2-3 program that adds more things for you to do but helps you construct the foundation for true purpose, meaning and direction. Based on our human gift of free will, our incredible ability to create and the remarkable time we live in there has never been a better opportunity for you to become the most that you can be and lead a life of passion, power and purpose.

I encourage you to have high expectations on the results you are about to achieve and the positive impact that will have on your life. All of these skills, principles and practices can be applied to all areas of your life and get the same results.

You have made an excellent decision to work through this material so do your best. Be honest with yourself and plan to get the most from your investment of money and time. The planning process

感谢你选择这本书。我想真诚地祝贺你，因为你决心探索、树立人生目标。本书的练习经过众多的实践，证明能够助你找到对你来说最重要的事。只有在明确自我价值、目标、初衷或者最终的目的以后，你才能发挥人类所独有的高效性。

本书已经成功地改变了许多人的命运。通过本书提供的方法，他们拨开云雾，找到了人生使命，并走上了积极的人生轨迹。《人生目标规划师》不是让你按部就班墨守成规，而是助你找到人生目标、意义和方向。上天赋予我们选择的能力，而正是这种不可思议能力给你提供了一个绝佳的机会，能够使你成为最优秀的自己，让你的生活充满激情、能量和意义。

我鼓励你怀揣远大的理想，并坚信它将给你人生带来积极的改变。书中所有的技巧、方法和练习可适用于生活的方方面面，以达到相同的效果。

你已经做出了非同寻常的决定，所以请尽全力完成书中的练习。请坦诚对待自己的努力，从你投入的时

will keep things realistic and relative to your gifts and skills but the goals themselves can and should be whatever your heart desires. I encourage you to dream as big as you can for there are no unrealistic goals, only unrealistic deadlines.

Design a life that is full of health, wealth and value. Apply yourself to the material diligently and in time you will get a return words cannot describe. I wish you all the best and hope to hear from you soon.

间和金钱中获取最大的回报。制定目标的过程应切合实际，使之符合你的天资和技巧。然而目标本身应反映你内心的殷切和渴望。愿你梦想无限远大，因为没有不切实际的目标，只有不切实际的截止日期。

创造一个充满健康、财富和价值的生活。将书中的知识恰当地运用在你的生活中，你会如期收获无数硕果。祝你好运，希望早日收到你的好消息。

*Sincerely,*  
*Daniel Janssen*

祝好，  
丹尼尔·詹森

*“The potential of the average person is like a huge ocean unsailed,  
a world of possibilities waiting to be released and channeled toward some good.”*  
*Brian Tracy*

*“普通人的潜力犹如一片未知的大海，一片无限可能、未被开启、充满的世界。” 布莱恩·崔西*

*“Some people are more talented than others. Some are more educationally privileged than others. But we all have the capacity to be great. Greatness comes with recognizing that your potential is limited only by how you choose, how you use your freedom, how resolute you are, in short, by your attitude. And we are all free to choose our attitude.”*  
*Peter Koestenbaum*

*“有些人天资聪颖，有些人勤恳补拙。但我们每个人都有成为不平凡人的能力。不平凡之人意识到了潜力受选择、对自由如何支配和意志力的影响，简而言之，取决于个人的态度。而我们所有人都有选择态度的自由。”*  
*彼得·凯斯特鲍姆*

## Introduction

### 前言

*“We must all suffer from one of two pains: the pain of discipline or the pain of regret. The difference is discipline weighs ounces while regret weighs tons.”*

*Jim Rohn*

*“世界上有种痛苦所有人生务必承受：自律之苦或者后悔之痛。”*

*吉姆·罗恩*

You are about to embark on a journey of questions and answers that will begin to make your life truly significant in this vast universe and this world of rapid change. It is all too easy to lose sight of what is important or to feel insignificant in this world especially when things change, don't work out or just don't make sense. This a common struggle for all people from time to time. Our universe is so huge we have to measure it in light years. In one year light travels 10 trillion kilometers. It is 30,000 light years from our earth to the center of the Milky Way Galaxy. Our home, the Milky Way Galaxy, consists of more than 100 billion stars. Around those billions of stars are planets. On one of those billions of planets there is life, and one of those billions of lives is you.

With that perspective it's pretty easy to feel insignificant. The truth is you are not insignificant. In fact, you are totally unique and special. There is not another person on this planet and beyond for all we know, that has the same finger print as you, that has the same voice pattern as you, that has the same eyes as you. In fact, because of the unique experiences your life has had, good or bad, there is no one on this planet that sees this world the way you do or thinks like you. Because of this you are totally unique and special. Don't you see how important it is to ask yourself big questions and

你即将开启一段充满问与答的旅程，这些问题和答案将会让你的生命在浩瀚的宇宙中、在千变万化的世界中开始变得有意义。当面临变化、失败或者挑战的时候，我们很容易失去重心，亦或感觉渺小无助。这都是人之常情。宇宙是如此的宏伟以至于我们不得不用光年来衡量它。在一年里光可以穿越10万亿千米，而我们的地球与银河系的中心有3万光年的距离。我们的家园银河系栖居着一千亿颗的星球，地球便是其中沧海一粟，而亿万的生命中便是一个你。

从这个角度来看，人类感到渺小再正常不过了。但事实是，你一点也不渺小。相反，你是如此独一无二。无论是在这个星球还是任何未知的世界，没有另一个人拥有跟你一模一样的指纹、声音和眼睛。事实上，正是由于你独有的人生经历，无论是好是坏，形成了你看待这个世界的独特的感官和视角。正是基于这些原因，没有人能够取代你。不断探寻生命，提出疑问，难



continuously grow. Don't you see why it's so important to get in tune with your passions and your major life's purpose. By your growth and development, becoming the most that you can be, you make your life much more significant and the world a more valuable place. The Life Goals Planner wants to make that kind of contribution. Not to give you great answers, though you will come up with many of those, but to ask you courageous questions, to draw out of your ideas, engage you in the process of realizing your dreams and goals, aligning you with your major life purpose and promoting continuous growth and development to become the most that you can be. Believing that life and success is a journey and that happiness and true fulfillment is a process the Life Goals Planner helps pave the road that leads to purpose, meaning and direction.

The Life Goals Planner is much more than one of the best tools on the market for clarifying your goals, maximizing your time, talents and creative abilities. The Life Goals Planner is a life planning tool, a way of thinking about the most important things is your life. It's a way to free you from the burden of feeling you have to do this or have to do that and never seeming to do what's important and what gives your life meaning and purpose. Each one of us has an incredible opportunity to live a unique, rewarding and fulfilling life. I believe if you engage in the process of becoming the most that you can be, if you intend to do things in a specific way (set goals), if you pay attention and adjust your course when necessary, you will make a positive difference in this world and be totally satisfied with all that you have and all that you have become.

We are not a product of our past! Even though our past affects us in many ways we are a product of our present choices. Everyone has the ability to make new choices, develop new habits and disciplines that lead to tremendous clarity and awareness to be an extremely effective human being. The Life Goals Planner is rooted in what I call the three C's, the

道你不知道思考人生能够帮助你不断完善自己吗？难道你还不能体会热爱一项事业并将它变为自己的价值所在的重要性吗？你的成长和发展会使你不断突破自己。你的生命因此也变得更加有意义、世界更加美好。《规划师》希望能伴随你实现这些目标。本书意图不在给你答案，因为你心中终会有答案。相反，《规划师》会提出富有启迪性的问题，激发你的灵感，开启你的寻梦之旅，将你引入正确的人生轨迹，并培养你不断进取的精神，助你成就不平凡的自己。《规划师》坚信人生和成功是一段旅程，而成就与快乐是其中的一个过程。《规划师》为你开辟了通往目标、价值和方向的道路。

《规划师》不仅在认识目标、提高效率、发挥才能和创造力上为你提供专业指导，更能辅助你规划你的人生，帮助找到对你来说生命中最重要东西。它能够让你在琐事的桎梏中解脱出来，重新找到生活的重心。每一个人都有一次珍贵的机会度过一个独特、有价值 and 充实的人生。我相信如果你参与到这个过程中，做事有目标，专注谨慎并因势利导，你就会带给这个世界积极的影响，并享受由此带来的认同感和成就感。

虽然我们受到过去的影响，但我们并不是过去的影子，当下的选择才造就了现在的我们。每个人都有能力做出新的选择，养成新的习惯和遵守新的纪律，使自己目标清晰、工作高效。我在本书中提出了3C品格这一概念。这三种与生俱来的品

characteristics or gifts that separates humans from the rest of living creatures. The selecting and planning of life goals, values and creating a compelling vision and mission are some of the highest level activities humans can perform. This is where real transformation takes place.

**Conscience** - believing that you and only you know your true wants, needs and desires and only you can make the right choices. That we all have an inner sense of morals and truth that can lead and guide us in our life.

**Creativity** - the ability to create, design and change. That engaged in the Life Goals Planner processes and personal development one can design a life, set goals and bring about almost anything that we desire.

**Choice** - the gift and challenge of free will leaves us with a tremendous responsibility to make our own choices. Without purpose, meaning and direction (vision and goals) we will consistently fail to make the kind of choices that make the most of our resources.

We cannot control other people or our results, but we can engage in processes that helps us choose wisely, respond appropriately and become the most that we can be. This program will be something that comes to life in you. It will increase your clarity, sensitivity, awareness, motivation, and discipline. It will increase your performance, efficiency and effectiveness. This in turn will positively impact everything you do and everyone around you. It never fails to amaze me how disconnected people can be between their goals and life's purpose. If you don't have your goals clearly defined, then you have been suffering from an enormous disadvantage in being able to get what you want and enjoy the journey with some sort of balance. Not only will you fail to get what you truly want or make the kind of difference you truly want to make but life will seem to take everything you have in the process. And that's why creating a plan, a strategy that is

格，将人类与其他物种区别开来。选择和制定人生目标、确定人生价值、拥有远大的理想和使命，这些都是人类最崇高的行为，也是生命脱胎换骨的地方。

**意识**-相信只有你知道自己的诉求、需求和渴求。只有你自己能做出正确的选择。每个人内心都有适用于自己的道德标准和规范，它们指引着我们的人生。

**创造性**-创造、设计和改变的能力。与本书提供的的进程规划和人生发展可以更好的计划你的生活，设立目标，实现内心的诉求。

**选择**-自由意志对我们来说，既是天赋，又是挑战，每一次选择都面对着重大的责任。如果没有目标、意义和方向（愿景和目标），无论怎样尝试我们都无法最有效的利用我们的资源。

我们也许无法控制一个人的行为或一件事情的结果，但我们可以学习如何做出明智的选择，恰当地行动并在生活中竭尽所能。这本书或许会让你如获至宝，因为它会使你更加清晰、敏锐、觉悟、积极和自律。它也会帮助你提高效率、效率和效果，进而为你所作的一切、你周围的所有人带来积极的影响。我常常为人们所求之物如此短浅而其才华应当有更大的发挥而惊叹。如果你不能清晰地定义自己的目标，那么你会一直处于劣势，因为你不能得到自己想要的东西、在工作和享乐之间保持平衡。你不仅难以实现你想之所想、行之所行，你反而会成为生活的傀儡。正因如此，列

consistent with your values and major goals is so critical to your success. It is why these processes are so critical to the ultimate meaning we are talking about. We are here to help you in the life long process of identifying, planning and acting upon what is truly important to you.

You are going to have to face some facts and define what it means to have a successful life. An honest look at ourselves can often be disappointing or we can be fearful of uncovering something we won't like. Face the truth of what will likely happen if you keep doing things the way you are doing them. Most of us realize if we don't change we are going to use up our life and miss the things that matter most. Don't wait until the doctor tells you to slow down or your loved one leaves. This is where it all starts, life defining goals and values, the true foundation for everything else that happens in your life. Do not miss this clarification or you risk missing everything that means something to you. The need for clarity has never been greater. The vast amount of choices can cause us to stagnate and get off track. The flood of information is overwhelming, and everybody is trying to get you to believe this or that. If it does not come from within you, then it probably isn't for you. More than ever before in the history of mankind it is crucial that you are clear on your goals, your values and the direction you want to travel. If you are clear, then all of these choices and information will serve you and not distract you. You will begin to thrive on change and the incredible opportunities that you have to make a difference in your world. In *The Celestine Prophecy* a wise priest said "*The problem in life isn't finding the right answer but identifying our current questions*".

出一个与你的价值和主要目标相符的计划、策略，对于你的成功至关重要。这也是这些过程对于人生的终极意义如此重要的原因。通过这个过程，我想帮助你找到最重要的目标，对此制定计划并付诸行动。

坦诚面对事实，并认真考虑一下对你来说什么是成功的人生吧。对自己开诚布公，我们往往可能会感到失望，或者不愿意面对残酷的现实。但是如果你一成不变地做着手中之事，那么就请不要期待其他可能的结果。我们大多数人都意识到，如果我们不做出改变，我们只是在浪费生命，并错过那些最重要的事。不要等到医生告诉你慢下生活节拍、或者是你心爱的人离开。本书是一切的开始，包括人生目标和价值的定义、生命中万物根基的形成。迷茫的人生只会让一切变得毫无意义。因此做到心中有数很重要。因为铺天盖地的选择可能让我们陷入钝滞、误入歧途。海量的信息让人眼花缭乱，所有人都挖空心思让你相信这样或那样的理论。如果这些想法不是来自你的内心，那么很可能它并不适合你。对人类来说，明确目标、价值和方向，从未有在当今社会中如此重要。如果你的目的非常明确，那么所有的选择和信息会有利于你，而不是转移你的注意力。你会开始利用世界的变化以及各种绝佳的机会而快速成长起来，从而影响这个世界。在《赛莱斯廷预言》一书中，一位智慧的牧师说道：“人生的挑战不在于找到正确的答案，而是认识到当下的问题。”

Engaging yourself in The Life Goals Planner's questions over and over again is engaging yourself in the miracle of the process. The process of looking, the process of seeking and the process of finding. It is the scriptures that promise; *"Ask and it will be given to you; seek and you will find; knock and the door will be opened to you."* In fact, it is the process of personal development and more important the process of greater understanding. Growth is the path to understanding. Becoming more aware and a more conscious human being is a process that is never ending. The process never ends but understand that one can develop and fine tune the way in which we go about it and become a significantly more alive person experiencing life to its full along the way. That is an introduction of what the Life Goals Planner is about. I could write a complete book about the value and results you could gain from this planner, but mere words hardly describe what you will experience as the process of growth takes you on a journey to become the most that you can be.

不断探寻《人生目标规划师》提出的问题就是将自己置身于创造奇迹的过程之中，并为之不断探寻。有段经文这样说道：“探究，你会得到回答；找寻，你就收获；敲门，大门会为你敞开。”实际上，这不仅是个人的发展过程，更是一个深刻理解自身的过程。成长促进领悟，成为更有意识的人类是一个永无止境的过程。理解自己能够随着时境不断做出调整，使自己的人生变得更有意义，在有生之年将生命演绎到极致，这便是《人生目标规划师》的旨意所在。我甚至可以写一整本书来列举你能够从这本书中学到的知识和价值，但是文字不足以描述你在通向梦想路途上的风霜荆棘。

~ Brian Tracy ~

*“Goals are the master skill of success.”*

*“想要成功必须有合适的目标。”*

布莱恩·崔西

~ Zig Ziglar ~

*“With goals you can more fully realize your maximum potential.”*

*“目标使你的潜力得到最大化的施展。”*

金克拉

~ James Rohn ~

*“Goals are designing a life versus making a living.”*

*“与养家糊口相比，目标可以设计自己的人生。”*

吉米·罗恩

~ Denis Waitley ~

*“Goals are your road map to success.”*

*“目标是指引你成功的罗盘。”*

丹尼斯·威特利

## Part 1 - About Goals

### 第一部分-关于目标

*“Give me a stock clerk with a goal and I will give you someone who will make history. Give me someone with out a goal and I will give you a stock clerk”*

*J.C. Penny*

*“给我一个志气满满的无名小卒，我会将他打造为创造历史的传奇人物。给我一个漫无目的的人，他只能成为一个无名小卒。”*

*J. C. 彭尼*

Proper goal setting is almost without question the best tangible tool we know of for achievement. Human beings are truly goal oriented creatures and that is why we are taught to have goals. Read any success book or story and you will find the author talking about goals. Goals are essential to life. Our parents tell us, our leaders tell us, our preachers tell us, our teachers tell us. Goals are the fuel of life. They are our dreams and passions worked out in a tangible form. Consider Roger Bannister who performed the amazing feat of breaking the 4-minute mile when medical experts said humans were not capable of running at those speeds. Henry Ford for producing the supposedly impossible design of the V-8 engine. Thomas Alva Edison who became the world's greatest inventor with only 3 months of formal schooling and said *“Genius is one percent inspiration and ninety-nine percent perspiration.”* as he tried no fewer than 6,000 vegetable growths, and ransacked the world for the most suitable filament material to create the light bulb. Consider the athletes, artists and business persons whose goals are clear and found the motivation, perseverance and determination to achieve what they wanted.

几乎可以肯定的是，若要想有所成就，恰当地制定目标是我们所知的最可行的方法。人类特有的“目的性”，决定了我们从小就开始树立目标意识。阅读任何一本关于成功的书籍或者故事，你会发现没有一个作者不谈论目标。目标对我们的生活至关重要，我们的父母、领导、传教士、老师，无一不教导我们目标的重要性。目标也是生活的助推剂，它是我们的梦想和热情交织出的一种最贴合实际的形式，罗杰·班尼斯特，在4分钟跑完一英里，在当时的医学家看来这是不可能完成的事。亨利·福特创造了不可思议的V8引擎。托马斯·阿尔瓦·爱迪生，只接受了3个月的正式教育，却成为了世界上最有价值的发明家，想必大家都十分熟悉他的那句成名语：“天才是百分之一的灵感和百分之九十九的汗水。”他发明电灯的过程足以印证这句话：他在世界各地搜寻适用的竹子，并逐一试验了六千多种材质，终于找到最适合最实用的灯丝。这些运动员、艺术家和商人的目标和

Good things happen to those who know exactly what they want. Achieving goals is not the problem. As goal-oriented creatures we always reach our goals. The problem is being clear on what it is we want and what we do in order to get there. Most people never clearly define their goals so they just end up somewhere. If it doesn't matter to you where you end up, the things you acquire or the person you become then you do not need to set goals. If you are one who desires to be the most you can be then you must clearly identify your goals and set those which are most important to you. The purpose of this planner is not to load your schedule with 100 things to do or to get you so overly focused on one specific goal that other important things slip by without attention but to:

- learn and master the art of goal setting.
- clearly identify and prioritize your goals and values.
- set those that are most important.
- learn planning, task and time management.
- create balanced schedules that allow for flexibility and keep important things first.

Few people really know how to actually write a set of goals that can keep them balanced, productive and effective in life. The claims are that only 3-5% actually write goals and plans and everybody seems to work for them. These are people who understand inspirational goals that produce vision, mission and power. Everybody else has general goals that do little but keep one going day in and day out.

动机都很明确，再加之他们拥有持之以恒的坚毅和决心，最终实现了自己的目标。相信大家能从这些品质中有所感悟。

明白自己内心想要什么的人终将如愿，因为完成这些目标并不困难。作为具有“目标性”的人类，我们始终能够完成我们的任务。难题在于，清楚自己最想要的东西，并清楚如何行动才能实现这个目标。大多数人从未清晰地定义自己的目标，于是他们便随波逐流，不知所向。如果你不在乎你会身在何处、拥有什么、成为何等人，你就不必制定任何目标了。但是如果你渴望发掘自己的潜力，成为最优秀的自己，那么你就需要有明确的目标，并抓住其中的重点。这本书并不是将 100 件事情塞满你的行程，或让你将精力过于集中在一个具体的目标上而忽略了其他重要的事情，而是：

- 学习、精通制定目标的艺术
- 明确你的目标和价值，并将它们按重要性划分优先次序
- 制定最紧要的目标
- 掌握如何计划、完成任务和时间管理
- 制定平衡的日程表，既灵活，又不忘轻重缓急
- 

只有少数人能够制定既可以保持井然有序的生活，又多产有效的目标。据说只有 3-5% 的人能够真正做到这一点，其余的人全都在为这一部分人打工。这一小部分人明白鼓舞人心的目标能够带来远见、使命和力量，而大多数人只有一个很泛泛的目标，无法有大作为。因此，他们每天只是重复机械的工作。

## General Goals and Motivational or Inspirational Goals

General goals are what everybody has. These are the kind of goals people make at New Years, their wish lists, the lists people make like to lose a few pounds or buy some new furniture, buy a new car or travel to a new country for a holiday. These are great and we all have them because we are goal oriented creatures but please don't mistake the fact that having these goals in your mind or even written down on paper is what it means to have "set your goals".

This is one of the biggest mistakes that people make. They have a couple of lists or a few vague ideas in their head and they think they have "set their goals". These are just the natural actions or developments of our unlimited minds, these are our dreams. Please don't stop dreaming either. Dream big dreams and keep on dreaming -- just don't mistake them for "set goals". If there are no major obstacles between you and your goals, then they are only activities and will not give you the motivation or life experience I am talking about.

What I really want to talk about are motivational or inspirational goals. These are the kind of goals that cause men and women to risk their life, the kind of goals that stretch you beyond your present abilities, the kind that change you from the inside out. The kind of goals that keep you up at night, dreaming about them, reaching them, living them, owning them. More often than not it is one goal, your primary goal. Your major definite purpose. It is the one you can write a personal mission statement around. The one that taps into your desire power, and the one that you develop your strongest passion for and use your best talents and skills to achieve. It is here that you will find the meaning and purpose for

## 一般的目标和鼓舞人心的目标

大家都有一般性的目标。这些目标通常表现为人们在新年之际列出的愿望清单，比如减几公斤体重、采购新的家具、新的汽车、或者在国外度假。这些愿望都挺不错的。因为我们是“目的性”的动物，因此我们人人也都有这些心愿。但是请不要将臆想这种愿望、甚至写下这些愿望，等同于已经设定了你的目标。

这便是人们常常犯的最大的错误。他们有了几个愿望清单、或是脑海中产生了几个模糊想法，他们就认为自己制定了目标了。事实上，这些只是我们无限的脑海中蕴含的自然现象或者发展过程，只是我们的梦想。但是，也请大家不要停止做梦，愿你们的梦想能够足够远大、恒久，但不要将这两者混淆。如果你和你的目标之间没有必要的障碍，那么这些愿望只是你进行的一些活动，并不能给你带来激励、鼓舞或者是我所谈论的人生经验。

我真正想谈论的是鼓舞人心的目标。这些目标让无数人前仆后继、鞠躬尽瘁、改头换面。这些目标让你辗转不眠、魂牵梦萦。通常来说，它是一个主要的目标，代表着你的人生意义。它是你个人使命的来源。它让你充分发掘自己的渴望、激情，让你竭尽所能。正是在此你会找寻到存在的价值和目的。这也正是芸芸众生追求的。基于这个目标，我写下了《人生目标规划师》，帮助大家认清自己的目标、并将目标根据要紧性进行分



your life. People of all kinds are seeking and searching for goals that create purpose, meaning and direction. It is for this need that I created The Life Goals Planner a tool that helps you identify all your goals, organizes them and then walks you through a unique process to prioritize your goals leaving you with a clear look at what is most important to you. It helps you identify your primary aim, your A1 goal and form that into a passionate mission for your life.

Michael Gerber is the author of the bestselling business books *The E-Myth* and *The E-Myth Manager* in which he communicates the importance of having a primary aim. He says it is the starting place for the entrepreneur and the manager he says. *"The question every manager must ask, and then answer is what do I want? It is a life defining question and one of the first rules for defining your primary aim. It is my hard belief that without asking this question, then answering it, no one can be successful at managing anything."* This is precisely what the Life Goals Planner produces -- the main reason or reasons for your life.

I agree with Gerber on the importance of asking and answering this question. In fact, The Life Goals Planner not only helps you define your primary aim, create vision and mission but helps you keep balance with practical applications and processes for getting results. The truth is how else can you really be effective as a human being, effective with your time, efficient with your resources, your money or your skills? The answer is you can't without having prioritized your goals and values, and defined your life's purpose. It won't make much difference if you spend time and talent on things that don't matter that much. Being busy does not mean that you are being effective. We must not only ask if we are doing things right but are we doing the right things. Brian Tracy says that there is no greater waste of time than doing things well that need not be done at all. This is part of the reason so many climb the corporate ladder

类。通过这个过程，你会明白什么事对你更重要。它能够帮你找到你终极的、A1 的目标，并开始热爱人生。

商业畅销书《创业必经的那些事》的作者迈克尔·格伯认为，每个管理者都应该问自己到底想要什么。如果一个人没有考虑过自己内心的想法，他便很难在管理任何事情上成功。因此，确立最终目标至关重要，终极目标就是企业家创业的起点。“每一个管理者应该扪心自问一个问题‘我想要什么？’，并对此进行回答。这个问题至关重要，也是定义你基本目标的首要原则之一。如果没有直面这个问题，我深信没有任何企业家能够真正取得成功。”这也是《人生目标规划师》能够提供的，即人生的核心意义。

我个人也同意格伯关于探究内心所向的重要性。《人生目标规划师》不仅仅帮助你确认首要目标、个人愿景与使命，并且指导你为实现这个目标如何高效地制定规划、务实地进行实践。本书探索了人类行动的高效性，包括高效地运用时间、高效地运用资源、金钱和技能。如果你从未对你的目标和价值排列优先顺序、从未定义人生目标，把时间花在无关紧要的事情上，你永远无法达到高效的境界。忙碌并不代表效率。因此我们不仅应该问自己是否正确地完成某事，更应该问自己是否做了正确的事情。布莱恩·崔西说过，没有比花力气在那

only to find it is leaning on the wrong wall or to wake up from some loss or tragedy to realize that they are not fulfilled and wonder what went wrong. Nothing went wrong it was simply that we never clearly identified where it was that we wanted to end up.

Purchasing The Life Goals Planner is one of the best investments you will ever make. As you work through these processes you will begin to understand the power of clarity. It will take some effort though. Do your best and be as objective as possible. Let go of the attitudes and beliefs that may have held you back, your cynicism, doubts, fears and inhibitions. These processes are practical, proven and used by all high-achieving men and women whether they are aware of it or not. Once you have completed all the exercises you can decide for yourself whether you are going to commit to anything here or not. It is your choice and always has been your choice, and that is why you are where you are. Now it's time to have a look at your life from a different angle, have a look from an ideal picture looking back and see what you see. Believe me the view will be so compelling you will never look the other way. Don't let a little hard work scare you for that is what success always comes disguised as. The only place success comes before work is in the dictionary so be ready to put in the effort so you can enjoy the rewards that will follow. To help you get motivated let's look at some of the immediate benefits that properly set goals produce.

些跟你毫不相干的事情上更浪费时间的事了。这也是为什么有如此多的人在职业生涯中拼命向上攀爬，到头来却发现错了方向；有些人从遭受的损失或者不幸中猛然意识到自己的一无所成，却不明白哪里出了问题。其实我们没有哪里做错了，只是我们从未清楚自己的目的地。

购买《人生目标规划师》可能是能够使你终生受益的投资之一。当你亲身体验这些过程时，你将会逐渐感受到明确的目标给自己带来的强大力量。当然，这些过程也需要你的努力和配合，尽你的全力，客观地完成它们。抛开可能让你望而却步的态度、信念，撇开你的愤世嫉俗、怀疑和不安、惶恐和顾虑。这些过程非常实用，并经过了成功人士的实践证明，而不管他们是否意识到了这个过程。一旦你完成了这些练习，你便可以决定自己是否愿意为一项事业奉献。决定权一直都在你的手上，这其实也决定了你现在的处境。但在此时此刻，是时候改变人生的态度了。请从一个理想的状态中追溯自己，看看周遭是怎样的一片情景。相信我吧，那个视角太难以抗拒了，以至于让你心无旁骛、目不转睛。不要让困难吓倒你，因为困难只是成功的伪装。成功在努力前面的唯一情形只存在于字典里。所以准备好背水一战吧，你会发现惊喜紧随其后。为了使你更加有斗志，我们来看看合理地制定目标带给你的一些立竿见影的好处。

## The Benefits of Proper Goal Setting

- Proper goal setting clearly identifies your targets.
- It helps you concentrate and focus for high productivity.
- It develops discipline, perseverance, persistence & determination.
- It promotes, motivation, excitement, and enthusiasm.
- It helps provide accountability.
- It develops passion and burning desire.
- It promotes good decision making.
- Goals allow you to control change in your life.

## The Benefits of The Life Goals Planner

- It produces all of the above and more.
- It prioritizes values and identifies the most important.
- It promotes good habits and disciplines.
- It produces true purpose, meaning and direction.
- It develops life balance and keeps check as you grow.
- It promotes character development.
- It provides review templates and a perfect little system to help you keep track and keep on top of your goals without a lot of time or effort.

Why don't more people set goals properly? Let's look at what two well-known goal setting trainers have determined and see if any apply to you. Zig Ziglar in his video "Goals" points out four reasons why the majority of people don't set goals;

1. Fear of what people may think if they didn't reach their goal. Criticism and ridicule.
2. Poor self-image. They cannot see themselves being successful.
3. They have never really been sold on the need to set those goals.

## 合理制定目标的好处

- 明确你的目标
- 帮助你提高专注性和高效性
- 形成自律、毅力、坚持和决心
- 让你充满斗志、感到振奋和热情
- 促使自己对他人尽责
- 产生热忱和渴望
- 帮助你做出正确的决策
- 掌控人生中的变化

## 《人生目标规划师》能带给你什么

- 给你带来以上的和其他更多的益处
- 对事情按照重要性分类，并且找准最重要的
- 帮你养成好的习惯和高度的自律性
- 创造真正的目标、价值和方向。
- 使你保持人生的平衡。
- 有助于性格发展。
- 模块式的设计以供大家时时回顾，是一个让你能够追踪日常、记录重要任务、节省时间和精力

为什么大多数人不能够合理地制定任务呢？两位著名的目标制定培训师分析了其中的原因，现在我们来看看是否有适用于你的情形。金克拉在他的主题为“目标”的视频演说中，指出了四个原因：

1. 过于在乎人们对他们失败后的批评和嘲笑。
2. 过于低估自己，看不到未来的成功。
3. 他们没有制定目标的原动力。

4. They just don't know how.

Brian Tracy's "*Action Strategies for Personal Achievement*" identifies seven reasons why people don't set goals;

1. They are simply not serious.
2. They have not yet accepted responsibility for their life.
3. Guilt. No confidence in themselves to reach a goal so they don't set them to avoid the guilt.
4. They don't realize the importance of goal setting.
5. They don't know how.
6. Fear of rejection or criticism.
7. Fear of failure the greatest obstacle to success.

I have found all of these to be true in the hundreds of men and women I have worked with in the past several years. The biggest reason being that people just don't understand the importance, the power and value of thinking through and working through a process to achieve their goals. Another misunderstanding or expression I find very common is people will say to me; "*I know what to do. My problem is that I do what I want instead of what I should do.*" This is a critical mistake in wording and quite possibly an insecurity not just a lack of discipline. Most don't really know what to do or how to go about it and that's why they are not doing it. The inability to admit not knowing a key life skill -- especially if it is a foundational life skill like goal setting can be lethal. In Part 6 we discuss some of the characteristics of success and failure for you to evaluate and check within yourself. This is an area where you need to be humble and face some truths about what you know and don't really know. One of the main reasons people fail in life is their inability to admit a mistake or that they don't know something. The above thinking is an example of a common misunderstanding that if you don't get straight may cost you more than you want to bear. The truth is the things we want to do are the things we know will bring us more success in life but we opt out for the

4. 他们不知道制定目标的方法。

在布莱恩·崔西的《个人成就的行动指南》中，他针对人们为什么不制定目标提出了7点原因：

1. 他们态度不端正。
2. 他们对自己的人生还不想承担任何责任。
3. 自责：他们缺乏完成目标的自信，因此放弃制定任何目标。
4. 他们还未意识到制定目标的重要性。
5. 他们不知道具体实践方法。
6. 害怕被拒绝或者受到批评。
7. 害怕失败。

我从过去与我共事的人当中发现这些原因都实际存在着。最明显的一点原因是人们并不理解动脑思考自己的人生目标、体验实现目标的过程带给我们的影响、力量和价值。另一个普遍的借口便是：“我知道要做什么，但是我的问题在于我常常做了我想做的，而不是我应该做的。”这句话从用语和思维的角度来说本身就是个致命的错误，这不仅仅关乎自律，更有可能跟个人缺乏安全感有关。大部分人都不知道要做什么或如何去做，这也是为什么大部分人无所事事的原因。不承认自己缺乏必要的生活技能——尤其是像制定目标那种基本的生活技能——会给人带来严重的后果。本书第六部分讨论了成功和失败的特征，可供你自我评价和检查。这时候，你需要谦虚，并接受自己有所知和有所不知的事实。人们生活不顺的一大原因是他们不承认自己所犯的错误以及不了解某些事情。以上这种想法是人们常见的误解，如

easy things because of one hundred and one reasons. Mostly a lack of discipline, courage and direction and we misquote it in our mind and say “I should do this or I should do that but I just want to watch TV or I just want to take it easy”.

This is what I suggest we say “I want to go to the gym” or “I want to take that work shop” or “I want to read that book on success” but I am going to take it easy and do .....! Do see the difference. Most of us want to be happier, we want to be healthier, we want to be wealthier and we know that it takes discipline, clear direction and effort. That's what we want but many have fallen into the trap of saying it backwards. This kind of misrepresenting the truth to your mind does you no good; in fact, it is more likely going to give you the opposite effect that you desire. Your mind and body want to pursue the things you want, so if you continually say to yourself the *easy things are what you want* and the hard things are only *what you should do* then your mind is going to work against you and go for the easy things. Get the wording right and you will soon find yourself more motivated to do the things that will bring you the real success you want.

If you find yourself with one or more of the above reasons for not having set your goals, then I encourage you to rethink your position and complete these exercises in full to determine yourself the value of proper goal setting. Do not let your fear, pride or ignorance rob you of the experiences and joys of properly set goals. Open your heart and mind and let

果你不消除这一误解的话，你就有可能让你付出超过你想要承担的代价。我们想要做的事情都是我们熟知的事情，因为这会让我们更容易成功。但我们由于各种各样的原因不去选择容易的事情。由于缺乏自律、勇气和目标，我们会错误地引用这句话 “我应该这样做或那样做，但我只想看电视或休息休息。”

大部分人都不知道要做什么或如何去做，这也是为什么大部分人无所事事的原因。不承认自己缺乏必要的生活技能——尤其是像制定目标那种基本的生活技能——会给人带来严重的后果。本书第六部分讨论了成功和失败的特征，可供你自我评价和检查。这时候，你需要谦虚，并接受自己有所知和有所不知的事实。人们生活不顺的一大原因是他们不承认自己所犯的错误以及不了解某些事情。以上这种想法是人们常见的误解，如果你不消除这一误解的话，你就有可能让你付出超过你想要承担的代价。我们想要做的事情都是我们熟知的事情，因为这会让我们更容易成功。但我们由于各种各样的原因不去选择容易的事情。由于缺乏自律、勇气和目标，我们会错误地引用这句话 “我应该这样做或那样做，但我只想看电视或休息休息。”

如果你发现自己恰是因为以上的一种或者多种原因而未能制定目标，那么我鼓励你重新思考自己的定位，并完成所有的练习，以确定合理制定目标带给自己的价值。不要

the magic of your uniqueness, your creativity, your thoughts and ideas work miracles in your life as you set your life's goals.

让恐惧、自负或傲慢抹杀了制定目标过程中的种种经历和它带来的欢乐。在制定人生目标的过程中，打开你的心扉，任凭你的独特性、创造力、奇思妙想来创造生命的奇迹。

*"One day Alice came to a fork in the road and saw a Cheshire cat in a tree.  
Which road do I take? she asked. Where do you want to go? was his response.  
I don't know, Alice answered. Then, said the cat, it doesn't matter"  
Lewis Carroll*

“一天，爱丽丝来到了岔路口，看见一只露齿笑猫在树上，她便问猫：‘我应该走哪条路呢？’‘你想去哪里？’猫回答道。爱丽丝回复说：‘我不知道’‘那么，这一切都不重要了。’猫答道。”

路易斯·卡罗尔

## Exercise 1: Life Defining Questions

Before you begin to create your lists of goals it is wise to be in a healthy and productive state of mind. What I mean by this is to be in a positive state, to be feeling good about yourself and your future. Many of you will be going through this book when life isn't going so well, you may not be making the progress or finding purpose and meaning. We all go through stages in life where we are wondering what is next. Perhaps you have accomplished some goals or you are moving through a new stage in life like middle age. It is no accident that most people go through a crisis during this stage and that's

## 练习一：生死攸关的问题

在你列出目标清单之前，拥有一个健康的、务实的心态非常重要。其实我指的无非是处于一个良好的状态，对自己和未来充满自信。当手捧这本书的时候，你们很多人有可能正经历生活的不幸，你的生活可能没有任何进展，或者你还没找到生命的意义。或许你已经实现了一些目标，或许你正在经历人生的转折期，比如中年危机。我们都经历过人生的迷茫时期，不知道接下来要做什么。这段时期再正常不过，正因如此我们称其为中年危机。如果你能有一系列清楚明了的目标，比如你将

why we call it a mid-life crisis. Your body is going through changes and possibly many other areas changing as well. I tell you having a clear set of goals like what you are about to have can dramatically reduce if not totally eliminate a mid-life crisis.

The truth is the future is bright and we all have incredible opportunities. We all need a compelling future to live life fully. We need vision that employs our human characteristics and empowers us to overcome present difficulties and make wise choices. We need to instill hope! Hope for good things so we will try, so our children will try. Don't leave them empty-handed. Model for them and teach them to set goals and pursue a life full of meaning and success. Sir John Templeton's latest book *Is Progress Speeding Up*, subtitled "Our Multiplying Multiple Blessings" is an excellent resource of positive things taking place in our world. Optimism is a characteristic of highly successful people, pessimism of failures.

Optimists have high hopes, high expectations and clear goals to back that up and soon you will too. They understand success and they are confident they can achieve anything they desire. They also know that achieving, having discipline and a sense of accomplishment in life gives purpose and meaning. The bottom line is be as positive as you can when you brainstorm your goals. Don't let fears, insecurities or beliefs that the world is going to blow up rob you from designing a life and growing toward success. I strongly believe that it is the purpose of mankind, to grow and become the most that we can be and it is certainly one of the best gifts you can give your children. Let them see you set and achieve goals to create character and a bright future.

Try to be as positive and objective as possible and simply answer the questions the best you can for now. Many feel that they may miss something or the answer they give is

要完成或者得到什么，即使不能够完全消除中年危机，也能大大地减轻你的苦恼。

实际上，未来其实是很光亮的，我们每一个人也都拥有绝佳的机会。我们都需要憧憬美好的未来以实现我们生命的价值，需要远见和视野来施展人性的魅力、给予我们克服困难的力量和做出明智选择的能力。总之，我们需要浇灌希望！对美好事物怀有希望，我们和我们的后代才会为之不断地付出努力。我们在怀揣希望的同时，也在为着我们的后代树立榜样，教他们如何设立目标，追求充满意义和成功的人生。约翰·邓普顿的新书《迅猛的发展》中标题为《我们无限发展的福音》一文是关于正能量的再好不过的例子。（由此看来），成功人士往往非常自信，而失败之人异常消极。

乐观的人有远大的抱负、崇高的期望，他们更有明确的目标来使两者得以实现。相信你不久后也能够这样。他们了解成功的内涵，深信自己能够实现任何内心渴望的事情。他们也明白有所作为、自律和成就感给生活注入的目的和意义。这种品质的根本是要求你在规划目标之时，尽可能地抱着积极乐观的态度。不要让恐惧、不安甚至是世界末日的消极思想掠夺你规划人生的权利、迈向成功的机会。我坚信，不断成就更优秀的自己，本身就是人类存在的意义。这种孜孜不倦的品质也正是你能带给下一代的珍贵礼物。让他们亲眼目睹你制定目标、完成目标、磨砺性格、获取成功的过程。

尽可能怀着客观、积极的态度，并用自己最好的状态去对待人生问题。很多人会感到自己错过了人生的精彩，或者自己对人生的思考是暂时性的而非慎重持久的。不

permanent. You don't have to worry, you won't miss anything and nothing will be set in stone. It is all part of the process of clarity. You may even want to go over some of the exercises another time before you set some goals and make some decisions. Trust in yourself, the three C's and in the processes.

要担心，你还有大好的精彩人生等待开启，也没有任何事是一成不变的。目前的境遇只是在找寻目标过程中的一部分。在制定目标和做出决定之前，你还可能打算在以后的某个时间完成这些练习。相信自己，相信3C原则和这些过程。

## Life Defining Questions

## 生死攸关的问题

1. Of all the things you have done in life, what has given you the most personal satisfaction or the greatest feeling of significance?

1. 在你目前做过的所有事情中，哪件事最让你有成就感或者最能让你体会到自身价值？

2. What would you do with your life if you won 1 million dollars? We are not talking about 100 million dollars but just one so you would still have to be wise with the money. What would you start doing, what would you stop doing? What would you do with the majority of your time?

2. 如果你获得了一百万美元，你会做什么？注意，我们谈的不是一亿，而只是一百万，因此你仍需谨慎理财。你会开始做什么？停止做什么？你会如何利用你的大部分时间？

- Start doing:

- 开始

- Stop doing:

- 结束

3. If you knew you could not fail, what would be the ultimate activity or achievement for you?

3. 如果假设你知道自己不会失败，你的最高成就会是什么？

4. 简要地描述一下，如果你的愿望和梦想都实现了，你的理想生活会是什么样子？



4. Briefly describe what the ideal or perfect life would look like if all your biggest hopes and dreams come true.

Example:

I am the founder & CEO of a leading personal development company and just won the Ernst Young Entrepreneur of the Year Award receiving world recognition for the difference we make in the lives of people, the impact our company makes on society and the world as a whole. I would be living in a beautiful 3-bedroom house with all the accessories (written in goal categories) in West Vancouver overlooking the inlet and Stanley Park. There my beautiful wife would be home schooling our 2 children and we would enjoy deep rich communication, openly sharing all and any thoughts, struggles, fears and joys with 100% support and encouragement. We have high levels of trust, respect, understanding and commitment for one another as we continue building our dreams, achieving our goals and strive to become the most that we can be.

I would travel to the office where I would have tremendous discipline to make things happen efficiently and effectively with full support of a superb staff. I would be respected in the industry as an authority, an expert and man to model. Our family would enjoy the finest health, the finest home and furniture, the finest automobiles and work hard as a family, disciplined to do the things we ought to do, encourage, support and challenge each other to grow in love, wisdom and respect for one another and all of mankind. We would be actively involved in the community supporting men and women to grow, change and make wiser decisions to help build a better world. For a break from our well balanced life we would enjoy monthly four day weekends in local resorts nurturing our hearts, minds and souls. Annually we would enjoy world travel, experiencing different cultures and countries to bring back more ideas, experience, understanding and love.

5. Imagine years from now after a happy and fulfilled life like the one above, you are given the opportunity to write your own eulogy. What would you want it to say? How would you want people to remember you?

比如:

我是一家出色的个人发展公司的创始人和执行总裁，我刚获得了厄恩斯特年度青年企业家奖。因帮助人们改变他们的人生，给社会和世界带来了积极的影响而受到全球的认可。我会住在设备齐全的三居室的房子里（也是我的目标之一），这栋房子面朝斯坦利公园的入口，眺望公园。在这里我贤惠的妻子在给我们的两个孩子辅导。我们之间畅所欲言，尽享丰富深刻的对话，分享我们的想法、困难、畏惧和欢乐，并互相给予帮助和鼓励。我们亲密无间、信任无比、相互尊重、无私付出，共同构筑梦想、实现目标、并努力成为最好的自己。

在工作中，我得到了优秀员工的全力支持，以极大的自律性高效地工作。我在这个行业受到高度的尊重，被誉为权威、专家、楷模。我们的家庭会拥有强壮的体魄、舒适的家居环境和上等的汽车。大家齐心协力、自觉地完成分内职责，并相互鼓励、支持、砥砺，相互关爱、学会尊重他人、推己及人。我们会积极参与到社区活动中，帮助人们成长、改变、做出智慧的决定，创造一个更好的世界。为过张弛有度的生活，每个月我们有一个为期四天的周末，游览当地风景名胜，放松身心。每一年我们也会出国旅游，体验不同的文化和民族，收获更多的人生经历、灵感、智慧和爱。

5. 想象经历了上面提到的如此幸福和充满成就感的人生的几年过后，你有机会为你自己写悼词，你想说些什么？你想让人们如何记住你？

6. As a final question for Exercise 1 why don't you think of what three or four people dead or alive that you truly respect and admire. Think of what it is about them you admire and list those qualities. Then consider making them part of a personal development goal.

Examples:

- 1) Abraham Lincoln
  - Perseverance
  - Integrity
  - Ability to communicate
- 2) Anthony Robbins
  - His excitement and enthusiasm for life
- 3) Mother Teresa
  - Compassion for others
  - Her nonjudgmental attitude

6. 练习里的最后一个问题，我想请你列出三、四个已去世或者在世的你真正崇拜或尊重的人。想一下他们为什么让你崇拜，列出这些品质。考虑将它们变成你个人发展的一部分。

例子：

- 1) 亚伯拉罕·林肯
  - 坚毅
  - 正直
  - 擅于沟通
- 2) 安东尼·罗宾斯
  - 对于生活充满期待和激情
- 3) 修女特蕾莎
  - 博爱
  - 无偏见

## Part 1 Conclusion

Remember that these questions are dynamic. You are engaged in a process that will provide more clarity and some of your ideas and thoughts are likely going to change. You may even think of things tomorrow or the next day that you will want to add or subtract from these answers. The whole idea is to engage you in the process and by the time you have worked through this planner you will have a whole new lease on life.

It is a very powerful activity to continually ask yourself these and other life defining questions. The better quality of question you ask the better quality of answer you will get. Carl Sagan once said; *"We make our world significant by the*

## 第一部分 总结

请记住这些问题和答案都是可变的。你只是正在参与一个为你指引明确方向的发展过程，因此你的一些想法可能会随着进程改变。在任何时候你都有可能增删你的答案，关键在于你能否真正参与其中，并且不断地练习，直到完全掌握这项技能，你就拥有了一个全新的生活。

不断地问自己关于人生的这些问题，它会给你带来强大的力量。问得越深刻越真实，你就会回答得越慎重准确。卡尔·萨根曾经说道：“我们通过鼓起勇气自问，通过最真实的回答，我们的世界变得更有

*courage of our questions and the depth of our answers.” Asking these kind of questions will help you to define and refine that which is most important to you.*

Let your conscious and subconscious mind go to work for you and amazing things can happen. Put a date on the pages so you can keep track of when you did what. It’s always nice when you look back from your future success at the thoughts you once had.

意义。”问这些问题会让你重新定义什么对你最重要。

让你坚定的意志和潜在的意识发挥它们的作用，奇迹便会发生。在这些页数中标上日期，你就会掌握自己的日常。当你成功以后，以成功的心态回顾这些你曾经有过的想法，总是美好的。

*“The person with a fixed goal, a clear picture of his desire, or an ideal always before him, causes it, through repetition, to be buried deeply in his subconscious mind and is thus enabled, thanks to its generative and sustaining power, to realize his goal in a minimum of time and with a minimum of physical effort. Just pursue the thought unceasingly. Step by step you will achieve realization, for all your faculties and powers become directed to that end”*

*Claude M. Bristol*

*“目标明确、渴求强烈、理想完美的人，他的品质会通过不断锤炼变得越加明朗。也正是因为这些品质传递的源源不断的能量，他能够以最短的时间和最少的体力获得成功。不要放弃你的理想，滴水总会穿石，你也终将收获成功，因为你全身上下的能量全朝着同一个方向努力。”*

*克劳德·M·布里斯托*

## Part 2 - Goal Identifying

### 第二部分-清楚你的目标

*“Whatever the mind can conceive and believe it can achieve.”  
Napoleon Hill*

*“精诚所至，金石为开。”  
拿破仑·希尔*

Now we are going create your goal categories, your goal lists and then prioritize them for more accuracy and effectiveness. There are generally six or seven steps to goal setting.

现在我们要进行目标分类、制作目标清单，并将它们按详略缓急排序。一般来说，制定目标需要6-7个步骤。

### The Basic Steps to Goal Setting

1. Clearly define your goals and write them down in organized lists.
2. Prioritize those lists.
3. Identify the obstacles between you and your goal.
4. Identify the people, information and skills you will need to achieve your goal.
5. Set a deadline for achieving the goal.
6. Create an organized plan of action for achieving the goal.
7. Commit to the process and never give up.

These are all good but we are going to simplify it into two steps. Goal Identifying & Goal Setting or Planning. There are a few exercises to complete each of these steps but as you grow, achieve goals and set new ones this simple two step understanding will help you to move quickly and efficiently with future goals. Really it is these two steps that are the most crucial and a good plan will include all the rest anyway. So let's keep it simple and put your energy where it is most needed. Easy. Right? No, not always easy but always simple. All the magic comes when you begin to move toward a goal that is clear in your mind and on paper. One of the ways that

### 目标制定的基本步骤

- 1.清楚地定义你的目标，将它们有条理地列出来。
- 2.将这些目标划分优先次序。
- 3.清楚地写下你与目标的差距。
- 4.找到能够帮助你实现目标的人脉、信息、技能和资源。
- 5.为实现目标制定一个截止日期。
- 6.制定一个有序的行动计划。
- 7.全身心投入到此过程中，决不放弃。

这些步骤都是实际而高效的，我们将把它简化再为两步，即识别目标和制定目标。针对这两个步骤，我们也有相应的一些练习。但是随着你不断进步，不断完成目标、制定新的目标，这个简单的两步走方法能让你迅速地、高效地移到下一个步骤，完成下一步的目标。正是这两个步骤扮演着至关重要的角色，因为一个好的计划总会包含下一步的发展。所以，让我们将事情简化，将你的精力用在刀刃上。很简单，对吧？不是的，实践起来并不是易

you know it's clear is that you can define it in a simple sentence or two so that a 10 year old child can understand it. Like a good business idea if you cannot write a business plan then it is unlikely that you are clear enough to succeed in highly competitive markets. Similarly if you cannot create the steps to your goal it is unlikely you will be able to achieve it. You have all that you need within this planner to create the most sophisticated and professional goals. People will think you are a pro, and you will be. Beside we are always an e-mail away if you need any extra help.

Goal Setting does not have to be complicated, it just needs to be thoughtful. Think on paper, evaluate, prioritize, plan and act. Continue checking your actions for the results desired and adjusting your plans accordingly, but never lose sight of your goal. You have got to understand that goal setting is a process. It is this kind of critical thinking, contemplation, writing lists and prioritizing that creates clarity in your mind and opens up a world of opportunity and moves you in the direction you want. Do not expect instant gratification or results. Allow the process of time to work its magic as you focus on your goals and you will soon understand why goal setting is one of the most important skills you could ever learn. Goal setting is a skill, and like any other skill the more you do it the better you get. When your goals are clear you have purpose and meaning, when you have plans you have direction. Soon you will be a self-motivated individual with purpose, meaning and direction in life which will help you overcome any obstacle, bear and difficulty life throws at you and succeed far beyond what you can presently imagine. Goals are the fuel for life and you are now at the pumps starting to fill up your tank with high octane gas.

如反掌，但是它却简单明了。一旦你的目标在脑海中、在纸上清晰地形成，并且你为之努力之时，奇迹便开始产生了。判断你是否清楚自己的目标的方式之一便是看自己能否将它用一句话定义，并保证10岁的孩子能听懂。就像一个好的商业创意，如果你不能为之制定完美的商业计划，那么很有可能你无法在竞争激烈的市场中成功。相同地，如果你不能制定通往目标的步骤，那么你可能无法实现它。《规划师》给你提供了助你完成任何艰巨的、专业的目标的方法。（届时），人们会认为你是行家，你也终将会成为。何况如你需要任何帮助，我们都随时可以通过邮件联系。

制定目标不必追求深刻复杂，但需要你的思考。在纸上考虑、权衡、划分优先次序、计划并最终实施。不断地审视自己的行动是否达到了预期的希望，并据此调整自己的方案，但不要丧失了你的目标。你需要明白目标的制定是一个过程。正是这种批判性思维、思考、目标书面化以及目标分类等一系列过程使你对自己的目标更加明确，为你打开了机遇的大门、让你朝自己的想要的方向发展。不要期望获得即时的喜悦或者立竿见影的收获。过程的发展、奇迹的产生都需要时间，当你专注于你的目标之时，你就会明白为什么制定目标会成为你获得的最重要的技能之一。诚然，制定目标无异于任何其他的技能，都是熟能生巧的实践过程。当你的目标非常明确的时候，你就有了目标和意义。有计划，便有了方向。不久之后你就会成为自励坚定的人，因为你找到了人生的目标、意义和方向，而这些品质便会帮助你克服任何艰难险阻，并且取得超乎你想象的成功。目标是人生的燃料，你现在犹如在加油站里，不断获取高辛烷值的汽油，蓄势待发。

***“Confidence is the ability to act on your goals consistent  
with your values despite your feelings and situation.”***

***Daniel A. Janssen***

***“自信就是不顾个人感受与境遇的好坏，仍然坚持与个人价值相符的目标。”***

***丹尼尔·A·詹森***

## Exercise 2: Goal Categories & Lists

Below is a suggested list of goal categories to begin building your goal lists. You should define your own categories on the following page ready to transfer to a new file or goal journal. These do not need to be in any particular order of priority but I generally place them in a relative order of importance for regular viewing and reflecting.

### Example of Categories

- Family or Relationship Goals
- Health Goals
- Recreation Goals
- Professional or Career Goals
- Personal Development Goals
- Travel Goals
- Financial Goals
- Business Goals
- Contribution Goals
- Spiritual Goals
- Material Goals

**Define your goal categories here.**

### Goal Categories

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## 练习 2: 目标分类与清单

下面是为目标清单而制定的目标分类表。你不妨在下面的分类表中定义自己的目标，并创建一个新的文件或者目标日志。你不用特意将这些目标进行排序，但是我通常将它们按照一定的重要性排列，以供定期查看和自省。

### 分类的样板

- 家庭或者人际目标
- 健康目标
- 娱乐目标
- 职业目标
- 个人发展目标
- 旅游目标
- 经济目标
- 商业目标
- 志愿目标
- 精神目标
- 物质目标

**在此将你的目标分类**

### 目标分类

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## Now that you have your categories create your goal lists.

有了分类，现在制定你的目标清单

### Health Goals

### 健康目标

- ) Eat an ideal diet.
- ) Jog 3 miles a day 3 times per/week.
- ) Get my teeth whitened.
- ) Join volleyball team and play every Saturday morning.
- ) Weigh 175 lbs. at 10% body fat.
- ) Learn about and take herb supplements.
- ) Play tennis and win singles tournament this year.
- ) Get a black belt in Kung Fu.
- ) Join a fitness club and hire a fitness trainer.

- ) 一顿健康的餐饮。
- ) 慢跑3英里一天，每周3次。
- ) 洁牙。
- ) 加入排球队，每周六早上训练。
- ) 体重减到175磅，体脂10%。
- ) 学习植物营养学，摄取植物营养品。
- ) 练习网球，今年获得打单锦标赛冠军。
- ) 跆拳道达到黑带级别。
- ) 参加健身俱乐部，并雇一个健身教练。

## Ideals for Goal Lists

## 理想的目标清单

✓ Family or Relationship Goals: In this category list the people and the quality of relationships you desire. How many and what kind of friends do you want. Do you want a girl/boy friend, wife or husband? How many children do you want to have? Who and what kind of relationship do you want with relatives, aunts, uncles or in-laws?

✓ Health or Recreation Goals: In this category write how much you want to weigh, what kind of shape you want to be in? What kind of exercise, sport or recreation activity do you want to be involved in? Medical or dental check ups? What body fat percentage would you like? What kind of nutrition/diet would you like? What kind of mental health would you like?

✓ Professional or Career Goals: Here you want to list any career advancement goals, what position you would like to achieve? What do you want to specialize in or become proficient at? Do you want

✓ 家庭或人际关系目标：在该项中，列出你想要交往的人以及与他们形成哪种关系。你想交多少个朋友，交哪种朋友？你想交女朋友或者男朋友吗？还是想有妻子或者丈夫？你想要几个小孩？你想与你的亲戚们中的哪些人交往？与他们有怎样的关系？

✓ 健康或娱乐目标：在该项中，你的理想体重是多少？你想拥有怎样的形体？你想参与到哪种锻炼、运动或者娱乐活动中？体检和口腔检查呢？你想有多少体脂？你想达到哪种营养状态或者拥有怎样的饮食方式？你的心理健康程度？

✓ 职业目标：在这里，你会列出你的升职目标，你的理想职位是什么？你想成为哪方面的专家？你



to change careers? What company do you want to work for?

考虑过换职业吗？你想为哪个公司效力？

✓ Business or Hobby Goals: What kind of a business or hobby would you like to start? What would you like to create, invent or bring into reality?

✓ 商业或者兴趣目标：你想尝试哪个行业或者兴趣爱好？你想创造、发明或者实现什么？

✓ Personal Development Goals: Your personal development goals are who you want to become, what kind of person do you want to be? What kind of character, personal skills do you desire to possess? What kind of education, training do you want to have? What kind of specialty organization would you like to join for personal improvement?

✓ 个人发展目标：你的个人发展目标是关于你渴望成为什么样的人、拥有什么样的性格、个人技能、参加哪种教育培训、专业组织来提升个人？

✓ Travel Goals: Where do you want to go? What countries/cultures do you want to see and experience?

✓ 旅游目标：你想去哪里旅行？你想亲身游览和体验哪些国家或者文化？

✓ Financial Goals: What kind of money do you want to earn? What investments do you want to have? How much do you want to save? Retirement Planning?

✓ 经济目标：你的钱财来源是怎样的？你想进行什么投资？你打算存多少钱？退休计划是如何的？

✓ Contribution Goals: List what you want to give. Donations, charity or volunteer work for the community, church involvement, etc.?

✓ 志愿目标：列出你想馈赠的东西。考虑过参与社区或者教堂的捐赠、慈善组织或者志愿组织的活动吗？

✓ Material Goals: List here all the tangible things you want to have, own and purchase.

✓ 物质目标：列出所有具体的你想要购买、得到的东西。

✓ Spiritual Goals: These are your inner development goals. What will be your moral standard? Church commitments? Religious studies? Meditation and contemplation?

✓ 心灵目标：这些是关于你内心发展的目标。你的道德标准是什么？对教堂的奉献？宗教研究？冥想和沉思？

*“I feel that the most important step in any major accomplishment is setting a specific goal. This enables you to keep your mind focused on your goal and off the many obstacles that will arise when you’re striving to do your best.”*

*Kurt Thomas*

*“我认为，在实现任何伟大成就的过程中，最关键的一步便是设立一个具体的目标。这会使你全心全意集中精力于你的目标上，并扫除过程中的众多障碍。”*

*科特·托马斯*

### Exercise 3: Goal Prioritizing.

### 练习 3: 目标的优先分类

*“Decide what you want, decide what you are willing to exchange for it. Establish your priorities and go to work.” H. L. Hunt*

*“明确心之所求，准备所需代价。确定优先顺序并着手进行。” H.L. 亨特*

This is where the magic starts to take place. Prioritizing is one of the most important exercises in goal setting, and as far as I am concerned in most life activities. The priority you place on your goals and values will determine everything else you do in life. It is the way to be efficient with your time, it is the way you be effective with your resources, meaning your money and skills and it is the surest way to get clear on what matters most to you. It clearly brings you closer and closer to your primary aim or your major definite purpose in life. Allow me to share with you a quick analogy to emphasize this point. Two people who have the values of health, family and career success.

- ✓ Person A places the value of family first then career success and then health.
- ✓ Person B places career success first then family and then health.

这正是奇迹开始发生的地方。将目标划分轻重缓急是目标制定中最重要的练习之一，在我看来这也适用于人生中的大部分事情。对目标、价值的排序会影响你做的其他事情。它能使你更有效地利用时间、资源(金钱和技能)。当然它更能使你抓住要紧之事。通过这种方法，你能够向你人生的终极目标、意义一步步靠近。通过下面的类比，你将会明白它的重要性。有两人都将健康、家庭和事业成功作为自己的价值所在。

- ✓ A将家庭放在了首位，其次事业成功，最后是健康。
- ✓ B将事业成功放首位，其次家庭，最后是健康。

Do you think you would be able to tell the difference between these two people? Of course, there would be a huge difference, especially in their actions. Both people have the same values but different order and the difference in their actions would be as different as night and day.

Sorting and prioritizing is what produces clarity. The method below is simple, effective and can be applied to any area of life that could use sorting. Time limits us being able to do the many, many things we would like so it becomes critical that you choose the most important ones or the ones that will make the most difference to you now. Completing the goal prioritizing exercises does not mean that you have to do the top one first. It will give you the best objective look at what you were able to come up with at this particular time enabling you to make better decisions than you would have been able to without it. Like goal setting, prioritizing is a process. The idea is to learn the exercise and apply it as you continue to grow and achieve your goals.

The objective here is not to over analyze each goal but let your mind flow and prioritize the lists in a few minutes per/list. You can always rethink your priorities and make adjustments later. Now go back over your goal lists and prioritize them. For this part of the exercises we are going to use a simple 3 Step-ABC/123 methods. Be sure to complete all three steps; this is very effective at surfacing what is truly important to you so you can get to work on the things that will make the most difference in your life now.

你能够指出他们身上的不同点吗？答案是肯定的，他们有着很大的差异，尤其反映表现为他们的行动中。两个人都有相同的价值观，但由于顺序不一样，他们的行为就会天差地别。

整理目标并划分优先次序可以让事情一目了然。下面的方法简单、有效，能运用于生活的任何领域。时不待我，我们无法完成每一件我们想做的事，因此选择最核心的或者最能够给你带来改变的事情至关重要。完成此项练习并不代表你必须从第一要事做起。目标优先次序的划分旨在给你一个客观的分析能力，这种能力让你在此时此刻看清自己的想法、并作出更好的抉择。没有这种能力的话，你可能做不到这一点。如同制定目标一样，划分目标的轻重缓急也是一个过程，不断训练自己，并将它运用于你的成长和实现目标的过程中。

《规划师》不是让你彻头彻尾地分析每一个目标，而是引导你发散你的思维，促使你花几分钟将目标划分优先次序。你随时可以重新思考目标的优先顺序、并随后作出调整。现在请你浏览一遍你的目标清单，并将它们按照轻重缓急分类。在这部分的练习中，我们将会用到一个简单的方法，即 3 步骤 ABC/123。请确保完成这3个步骤，因为这是一个行之有效的探寻你的重心所在的方法，据此你便能够彻底地改变你的人生。

**STEP 1:** The ABC/123 method simply works like this. You are going to go over your goal lists (Appendix A: Page 78-82) and prioritize each list with A, B, C, D, and so on. A being the most important, B the next, C the next, etc. In the space before the bracket write A, B, C, D, etc.

**STEP 2:** Once you have prioritized all your lists transfer all of your A goals to the empty A Goal Table, (Appendix A: Page 83-84) then transfer all of your B goals to the empty B Goal Table, and C goals and D goals to the blank lists.

**STEP 3:** The final step in the prioritizing process: Prioritize each of these lists (Page 84/85) with 1, 2, 3, 4, 5, and so on. Look at your list of A) goals and put a 1) in the space before the bracket beside the goal that you think is most important on that list, then put a 2 beside the next most important and so on down the list. Do the same for your B) Goals, C) Goals, D) Goals and so on through the lists.

Now go ahead and prioritize all your goal categories and lists. This should generally only take about 15 - 20 minutes so don't analyze until your paralyzed. You can always make changes later. Your general gut feeling is usually the most accurate so just go ahead and prioritize your lists.

***“The long term consequences are the true measure of anything important that you have to do.”***  
**Brian Tracy**

**步骤1:** 此方法操作非常简单。首先你将浏览一遍你的目标清单（附录A:78-82页），并将每个目标清单按重要性以A,B,C,D等划分。A为最重要的，B为其次，再次为C,以此类推。在括号前标出A,B,C,D等。

**步骤2:** 当你划分了所有目标的优先次序，将A目标誊到目标表格A中(附录A:83-84页)，B目标到目标表格B中，C目标和D目标移到空白表中。

**步骤3:** 最后一步，将表格中的目标划分轻重缓急(84/85页)，标出1, 2, 3, 4, 5等等。在目标表格A中，将你认为最重要的目标前标上1，第二重要的目标前标上2，用相同的方法标出表格B,C,D中的目标。

现在，请将所有的目标划分优先次序。这个过程应该花费15-20分钟左右，所以不要过于分析。你在以后的任何时刻随时都可以做出改变。你的直觉往往是最可靠的，所以请开始这项练习吧。

***“权衡某事是否重要的至上法则便是看它的长远结果。”***  
**布莱恩·崔西**

**STEP 1 - Example of the goal lists prioritized.**

*Health Goals*

Example:

- B) Join a fitness club and get on a program
- C) Eat a well-balanced diet
- G) Jog 3 miles a day
- F) Get my teeth whitened
- E) Play volleyball on Saturday
- A) Achieve the ideal weight with a healthy body/mass index rating
- D) Take herb supplement

**步骤1-举例说明划分好轻重缓急的目标清单**

健康目标

例子:

- B) 参加健身俱乐部，加入一个健身计划
- C) 合理饮食
- G) 每天慢跑3英里
- F) 洁牙
- E) 周六打排球
- A) 达到理想的体重，有一个合理的身体质量指数
- D) 摄取草本营养品

**STEP 2 - Transfer all A, B, C, D goals.**

**步骤2-誊写所有的A,B,C,D目标**

**STEP 3 - Example of the A) goals prioritized.**

**步骤3 - 一个划分好优先次序的A)目标的例子**

**A) Goals**

**A) 目标**

- 1)A) goal from relationship or family category
- 3)A) goal from health or recreation category
- 9)A) goal from business or hobby category
- 5)A) goal from professional or career category
- 2)A) goal from personal development category
- 1)A) goal from travel category
- 7)A) goal from financial category
- 6)A) goal from material category
- 8)A) goal from contribution category
- 4)A) goal from spiritual category

- 1)A) 人际关系或家庭类
- 3)A) 健康或者娱乐类
- 9)A) 商业或者兴趣爱好类
- 5)A) 职业类
- 2)A) 个人发展类
- 10)A) 旅游类
- 7)A) 经济类
- 6)A) 物质类
- 8)A) 志愿类
- 4)A) 心灵类

## **Congratulations!** **That is what I call “Goal Identifying”**

A simple three exercise process that enables you to surface and organize your goals. With completion of prioritizing your goals you should end up with your top 6 goals listed as A1 - A6. These six goals are what you have identified as the most important things in your life. Transfer them to the last page in the Appendix A - “My Top Goals”

How does it feel to look at what you most desire. Exciting I hope. Sometimes it can be a little overwhelming, scary or raise a feeling of uncertainty, but do not worry. As the process continues and you move toward these goals you will find certainty and clarity. Allow me to ask you some more questions regarding your A1 - A6 goals.

What I would like you to do is ponder, pray, meditate and let your conscience affirm and confirm if these are what truly matter most to you. Answer the questions below in a quiet time and listen to your conscience, that inner voice. I recommend that you ask these questions of yourself often and at various times and stages through your journey.

- Would achieving these goals truly make the difference in my life?
- Do these goals represent what I have answered in the life defining questions? (Go back to page 18, 19, 20 and look at your answers compared to your A1 - A6 goals.)
- Of these six goals is the A1 goal the single most important goal?
- Do three or four of these goals represent balance for my life?
- Are you working on these goals in your life now?
- Are you making progress?
- Are you using the best of your time and talent toward the most important goals?

## **恭喜你!** **这就是“目标的优先分类”**

一个简单的三步骤练习，让你能够确定、分类你的目标。完成这个练习以后，你将会得到你最重要的6个目标A1-A6。这些就是你生命中最紧要的事。将它们写在最后一页中的附录A“我的首要目标”中。

当你看到内心渴望之物时，感觉怎么样？我希望你此时是激动振奋的。但有些时候它可能让你感到有点难以接受，感到害怕或对自己产生怀疑。但是请不要担心，随着过程不断推进，你不断地朝这些目标努力，目标会越来越明朗，你也会找到自信。现在让我问你几个关于A1-A6的问题。

请沉思、祈祷、冥想，让你的意识来判断这些是否是你真正在乎的东西。给你自己一些时间，考虑这些问题，听从你的意识，你内心的声音。我建议你在人生道路的不同时期不断地询问自己这些问题。

- 实现这些目标以后，你的人生真的会因此改变吗？
- 这些目标代表着自己对人生定义的答案吗？（回到18，19，20页，并将你的答案与A1-A6的目标比较）
- 在这些目标中，A1是最重要的吗？
- 其中的3-4个目标代表了平衡的生活方式吗？
- 你现在正朝着这些目标努力吗？
- 是否有进步呢？

- Are you confident that you know the highest priority activities to achieve these goals?
- Can you identify the obstacles between you and these goals?
- Am I committed to achieving these goals?
- Can I let go of the unimportant and begin to spend sufficient time on these goals?
- 你是否最有效地运用了你的时间、能力来完成最重要的目标?
- 你是否确信自己清楚目标中的重点?
- 是否全身心地投入到这些目标中?
- 能否放弃琐事, 开始高效率地利用时间达成目标?

If you are not working effectively on the most important goals in your life, then the only question is why not? Write your answer down and check if it is acceptable and okay with you. If not, I suggest that you set your top three goals. Apply the rest of the exercises to these three goals and begin to measure the results. Measure the results in two ways.

如果你还未有效地朝人生中最重要目标努力, 那么唯一的问题便是:为什么 not? 将上述问题的答案写下来, 并检查它们是否与自己境况相符。如果不是, 那么我建议设定3个顶级目标。运用下面的练习, 并衡量其结果。采用如下两种方法:

1. With tangible measurements like notable progress, projects completed, scores achieved, moneys earned, etc.
2. How your life responds. Your emotional life, your patience and understanding with others. Your ability to deal with setbacks and difficulties. Your overall health and wellbeing and the peace you experience. May I suggest that the latter point be the true measure.

1. 看得见的检测方法, 比如显著的进步、项目的完成、取得的成绩、获得的金钱等等。
2. 你的生活对此的反应。你的情感生活, 对他人的耐心及理解、克服挫折和困难的能力、你的健康状况、宁静的心态。我建议将后者作为真正的参考。

***“Unless commitment is made, there are only promises and hopes; but no plans”  
Peter F. Drucker***

***“直到真正投入进去, 否则存在的仅仅是诺言、希望, 而并没有计划。”  
皮特 F. 德***

## Part 3 - Values, Virtues & Mission

### 第三部分-价值、美德和使命

*“Try not to become a man of success but rather try to become a man of value.”*

*Albert Einstein*

*“与其做个光鲜的成功人士，不如做个有价值的人。”*

*阿尔伯特·爱因斯坦*

As I mentioned in the introduction, the choosing of our goals and values, the reflection upon those choices and the creating of life goals plans and personal mission statements are some of the highest level exercises a human being can do to develop purpose, meaning and direction for one's life. Values are something we all have but very few of us ever think deeply about. They are in a large part, along with our goals, what defines us. The New Webster dictionary defines values as 1. The desirability or worth of a thing. 2. Something regarded as desirable, worthy, or right, as a belief, standard or precept: The values of a democratic society.

The following exercise and creation of a personal mission statement can lay a foundation upon which you can confidently build a life. Plans and actions consistent with your chosen values develop true human character. With clear goals and values, decisions will come easily and success will follow.

Our values are reflected in our attitudes and our actions. Brian Tracy said it well in his audio program *Action Strategies for Personal Achievement*. He says *“If a value is not expressed in actions it is not a true value, it is only a good intention. Many people make the mistake that if they say it, argue it, write it down or talk about it, it is the same as having it. Wrong. Only actions*

正如我在引言中提到的，我们对目标、价值的选择、对这些选择进行的思考、人生目标和个人使命的制定，是人类为发现其自身目的、意义和方向进行的高度复杂的活动。我们每个人都拥有各自的价值观，但是很少有人能够对此深刻地思索。它跟我们的目标一样，几乎定义了我们。新韦氏词典这样解释价值：1.对某事的向往，某事的价值。2.根据信念、标准或者规则，某事令人渴望得到、有价值或者是正确的：民主社会的价值。

接下来的练习以及个人使命的拟写会助你自信地创造你的人生。与你的价值观相符的计划和行动创造真品格。当你有了明确的目标和价值时，做决策就会变得很简单，而成功也会随之而来。

我们的态度和行动反映了我们的价值。布莱恩·崔西在他的音频节目《个人成就的行动策略指南》中说得好，他说：“如果不是通过行动表现出来的价值，那就不是真的价值，它仅仅是一个好的出发点。许多人在此犯了一个错误，他们认为



*demonstrate what you really believe. It is only what you do, especially when the chips are down, that indicates to yourself and others what you believe and live by as a value. True values are engraved in stone. They are inviolable. If there is any area in your life where you must be steadfast and true, it is in the area of your values and your convictions. There is no such thing as having a value only some of the time. Like being pregnant, you either are or you are not. You can not only be a little bit, nor with your values can you only have them some of the time and not others, only when it's convenient. Your job in regards to your values is to decide very clearly what they are for you and then to resolve to live by them under any circumstances”*

Values are a critical part of our goals, our attitude, our actions which in turn affects our results and the quality of life we live. They are really the foundation of our personal character which is transferred into our work, business and families. Values are a matter of choice. Certainly we are influenced by the values of our parents, society and the culture but ultimately they become a choice and only your choice. Choose them with utmost thoughtfulness and consideration.

On the next page I have created an exercise that is very helpful for sorting through the many virtues and values to get clear on which ones you feel strongly about. It is very empowering to choose a set of values that you promise to live by and allow to be part of a guiding governing philosophy and ultimately your personal or family mission statement. The results from this exercise will be used to create your mission statement along with your top goals and means of achievement.

谈论、争论某个价值、将它写下来，等同于拥有了这个价值。这是不对的。因为只有行动才能证明你的信念。只有你的行动，尤其当你身处困境的时候，才能向你自己和他人证明你通过言行举止体现的价值。真正的价值是神圣不可侵犯的，如果在你的的人生际遇中的某些方面必须做到坚定不移，那么必然是在你的价值和信仰之中。价值是延续于一生的，如同胎儿的孕育，界线分明。你的价值观必须全面，必须从始至终。你的价值观决定了你的职业观。无论时境好坏，都须恪尽职守。”

价值对我们的目标、态度、行动来说至关重要，它能影响事情的结果和我们的生活质量。它们是我们性格的基础，并体现在我们的工作、职业和家庭中。价值观实则代表一种选择。诚然我们被父母、社会和某种文化的价值观所影响，但是最终它们终将是一种选择，可供我们选择。所以请充分考虑并以极其谨慎地态度做出决定。

我在下一页出了一个练习，来帮助你从众多品德和价值挑选出让你感触最深的。选择一套价值观并承诺履行它，让这套哲学指导你的行为并最终践行你的个人使命和家庭使命，让你感到自身的力量。此项练习的结果将与你的终极目标和行动方式一起，成为你书写个人使命的材料。

***“It's not hard to make decisions when you know what your values are.”***  
***Roy Disney***

***“当你明白自身的价值所在，作出抉择就不难了。”***  
***洛伊·迪士尼***

## **Exercise 4: Values & Mission Statements**

## **练习4：价值&使命**

On the following is a list of 126 values and virtues, there may be others and you can just simply add them to the lists. You may want to make a photo copy of this list for family members and/or future exercises.

下面是一个包含126种价值、品德的表格，表格不全因此你可以添其他的价值进来。你也可以复印该表格，供家庭成员使用或以后备用。

***“The measure of a man's real character is what he would do if he would never be found out.”***  
***Thomas MaCauley***

***“测试一个人的品格便是，看他在无人知晓的情况下的所作所为。”***  
***托马斯·麦考莱***

Accuracy	Education	Joy	Professionalism
Accountability	Effective	Justice	Prompt
Adaptability	Empathy	Judgment	Punctuality
Admirable	Encouragement	Kind	Relational
Adventurous	Energetic	Knowledge	Resourcefulness
Assertive	Enthusiastic	Learned	Respect
Attentive	Entrepreneurial	Liberal	Responsibility
Authenticity	Equality	Logical	Sharing
Balanced	Esteem	Loyalty	Simple
Beauty	Fair	Love	Sincerity
Bravery	Faith	Maturity	Self Control
Brilliant	Faithful	Methodical	Sensibility
Broadmindedness	Flexible	Modesty	Serious
Capability	Focused	Obedient	Sex
Caring	Fruitful	Open minded	Sociable
Carefree	Fulfilled	Orderly	Spirituality
Clarity	Funny	Originality	Status
Committed	Gentleness	Organized	Steadfast
Compassionate	Godliness	Passionate	Supportive
Competence	Happiness	Patient	Shyness
Complete	Healthy	Peaceful	Successful
Confident	Holistic	Perseverance	Sympathetic
Conservative	Holy	Perfect	Talent
Cooperative	Honesty	Persistent	Timidity
Courage	Humility	Persuasiveness	Truth
Courteous	Imaginative	Playful	Trustworthy
Creativity	Independence	Pleasant	Wisdom
Dependability	Influential	Powerful	Understanding
Determination	Initiative	Practicality	Unity
Discipline	Integrity	Prestige	Victorious
Dynamic	Intercession	Privacy	Versatility
		Productive	Zealous

精确	教育	愉悦	专业性
责任心	高效	正义	迅速的
适应性	共鸣	判断	守时
值得崇拜	鼓励	善良	相关的
冒险精神	充满能量的	知识	资源丰富的
果敢	富有激情的	学识渊博的	尊重
专注	企业家精神	自由的	责任
真实	平等	有逻辑的	乐于分享的
平衡	尊重	忠实的	简单的
美	公平的	爱	真诚的
勇敢	忠实	成熟	自控力
出色	忠实的	有章法可循的	敏感性
豁达	灵活的	谦逊	严谨的
能力	集中精力的	服从的	善于社交的
关爱他人	富有成果的	开明的	灵性
无忧无虑	圆满的	有秩序的	地位
明确性	有趣的	独创性	坚定不移的
投入	绅士风度	有条理的	乐于支持的
富有同情心	虔诚	热情	羞涩
胜任力	幸福	耐心的	成功的
完整	健康的	平和的	同情的
自信的	整体的	坚持不懈	天赋
保守的	神圣的	完美的	胆小
合作意识	诚实	执着的	真理
勇气	谦虚	说服力	值得信赖的
谦恭的	富有想象力的	逗趣的	智慧
创造力	独立性	愉快的	通情达理的
可靠性	有影响力的	强大的	团结
决心	主动的	可行性	胜利的
自律	正直	声望	全能的
有活力的		隐私	热情高涨的
		高产的	

- List your top ten out of all those you have circled.
- Circle approximately 3-5 out of those ten to be your core values.

1.  
2.  
3.  
4.  
5.  
6.  
7.  
8.  
9.  
10.

- 列出你选中的前10个
- 在这10个中圈出3-5个代表你的核心价值

1.  
2.  
3.  
4.  
5.  
6.  
7.  
8.  
9.  
10.

- Record your top 3-5 values and then write a brief statement to describe what each value means to you.

- 记下这3-5个核心价值，并简要地阐释它们对你的意义

**Values**

1 -  
2 -  
3 -  
4 -  
5 -

**价值**

1 -  
2 -  
3 -  
4 -  
5 -

**Descriptive Statement**

1-  
2-  
3-  
4-  
5-

**描述**

1-  
2-  
3-  
4-  
5-

### Example of Core Values Statement from the YMCA of Canada.

*The YMCA's core values guide our everyday decisions and actions. We encourage everyone involved with the YMCA to accept and demonstrate these positive values.*

- ✓ *Caring is accepting others. It's being compassionate, generous, sensitive and thoughtful.*
- ✓ *Honesty is shown through integrity, fairness and sincerity in the words and deeds.*
- ✓ *Respect is acknowledging the inherent worth of oneself and others.*
- ✓ *Responsibility is being accountable for one's behavior, obligations and actions*

### 例子：加拿大基督教青年会的核心价值观

*基督青年会指导我们的日常行为和决定。我们鼓励每一个人参与进来，接受并展现这些积极的价值。*

- ✓ *关爱就是接纳他人。它是慈悲、慷慨、敏感和体贴。*
- ✓ *正直、公平和真诚的言语和行动体现诚实。*
- ✓ *尊重即使接受他人的内在价值。*
- ✓ *责任心就是对自己的作为、义务和行动勇于承担任何解释和责任。*

### Write your Core Values Statement here.

Core Values Statement

在此写下你的核心价值

*“Nearly all men can stand adversity, but if you want to test a man's character, give him power.”  
Abraham Lincoln*

*“几乎所有人都能吃苦耐劳。但如果你想测验一个人的性格的话，给他荣华富贵。”  
亚伯拉罕·林肯*

## Vision and Mission

Vision is one of the most powerful gifts of human beings. The ability to see the future in our mind and heart can literally sustain life. Vision is our dreams of a future, something you see with your heart and a characteristic of leaders. It is to begin with the end in mind. Habit #2 from Steven R. Covey's best selling book "*The 7 Habits of Highly Effective People*". Our vision can be developed and fine tuned by continually reflecting upon our major life goals. Our vision also becomes clearer and clearer as we move toward it through a plan of action (Part 4 - Goal Setting). From our vision, goals and values we can develop an equally powerful personal mission statement. Your personal mission statement is how you intend to get to your vision summarizing your values, principles and goals. The statement can help build and restore integrity as you journey through the ups and down we all face.

Many years ago I took the time to set my goals and created my personal mission statement and without question it was the most powerful thing I have ever done. I printed that statement and put it in a small picture frame and that statement has guided me ever since. In time of despair and discouragement I was able to reflect on that statement and the goals that created it and calm myself by knowing that I had purpose, meaning and direction in my life. I have found it has helped maintain my personal integrity and fueled my passion to achieve my goals. I have little doubt that the time you take to develop this statement will be of great value to you as well. I also recommend to go through the process to develop one for your family.

A mission statement is a short concise statement that describes the values and goals of a person or organization. This statement if done from the heart of

## 远见和使命

远见是人类拥有的最强大的天赋之一。这种通过内心世界洞察未来的能力足以使我们繁荣昌盛。这种眼光代表着我们未来的梦想，指引着我们，心之所向。在我们的脑海中我们已经规划出了最佳结局的蓝图。这也体现在史蒂文·柯维的畅销书《高效人士的七个习惯》中提到的习惯2。目光和远见可以随着我们不断总结人生重要目标而发展或微调。我们的视野也会随着行动计划（第四部分-目标的制定）变得更加清晰。根据我们的远见、目标和价值，我们能够形成同等重要的个人使命宣言。它意味着在总结你的价值、原则和目标的基础上，你的远见是如何形成的。此宣言能够帮助你在经历人生的跌宕起伏后，锤炼、重塑你的气节。

多年以前，我花了一些时间来订立自己的目标，并制定了我的个人使命宣言书。毫无疑问，这是我做过的最有成效的事情。我把它打印出来，放在一个小相框里，从那个时候起，这个宣言就一直指引着我。在绝望无助的时候，我能够对我的宣言和目标进行深刻地思考，并使自己冷静了下来，因为我明白自己的人生目标、意义和方向。它让我能善始善终，并助推我对目标的热情。虽然你花了很长时间来制定个人使命，但它以后必定会让你受益无穷。我同时也建议你为你的家庭也拟定一个相同的宣言。

使命宣言为一个简短的书面陈述，传达的是个人或者组织机构的价值和目标。如果起草者发自内心地写

the doer will govern their practices as they strive toward their vision. The statement can be as short as 9 words or as long as 150 words. The idea is to find a choice few words that best describes who you are and where you are going. Business author Steven Covey asks these questions when helping organizations form their mission statements;

- Does the mission statement show the means to an end?
- Does the mission statement recognize everybody the company deals with? (all stake holders, customers, lenders, suppliers, workers, leaders.)
- Does the mission statement come from within the organization? (the hearts and values of the people.)
- Does the mission statement meet the basic needs of people? (social, economic, spiritual, and mental needs.)
- Does the mission statement govern the business? (is it a constitution, do people really buy into it, promote it and live it especially those at the top.)

*“It is peculiar that man can only live by looking to the future.”*

*Man's Search for Meaning by Viktor E. Frankl*

下来了该宣言，那么这个宣言就能够引导他们达到人生的高峰。使命宣言短则9个字，长则150个字，意在让你选择几个最能够表达你自己和你的人生方向的词语。提供商业建议的作家史蒂文·科维在帮助公司或者其他机构创立使命宣言的时候，通常会问这些问题：

- 该宣言中是否说明达到目标的途径。
- 是否清楚与公司有往来的每一个人（所有的股东，顾客，借方，供应商，员工，领导）。
- 是否是机构内部形成的（代表群众的心声和价值）。
- 是否满足群众的基本要求（社会层面，经济层面，心灵层面和精神层面）。
- 是否能够领导公司（是否是公司的章程，对大家是否有执行力，大家是否愿意推行、执行，尤其对于高层人员）。

*“人类的特有之处在于我们靠展望未来发展。”*

*维克多·埃米尔·弗兰克尔*



## Create a Personal Mission Statement

Daniel A. Janssen

“For love, health and prosperity in relationships and business, I commit my life to ongoing development and contribution”

I would like to briefly share with you the process of creating a mission statement I went through as the President of a local Toastmasters club to take it from being a club just about to fold to being one of the top clubs in its district. I began the process by explaining the power and the value of having a mission statement that would best describe our club, how the combined input from our executives, our members and our guests would be the basis for us to grow into a successful, strong, cohesive club. Over a few meetings we determined what kind of club we wanted to be. We needed to get clear on our goals as you have done in the previous chapters.

The executives identified some common goals that I could articulate to our members and guests during our next regular meeting. We were all given a copy of those goals and the chart of values on the previous page and were asked to ponder and think about what values were important. During our next two regular meetings, I put the chart of values on an overhead and asked the group (leaders, members & guests) to think and call out values that may help define this club. As they called out values I circled them on the over head. Out of all those circled, we then select ten and then the top 5 values that we would make a part of our mission statement. We ended up with 8: professional, resourceful, encouraging, supportive, sharing, organized, energetic, broadminded. Then we assembled these words into descriptive phrases that looked like this.

1. Supportive, encouraging, empowering not intimidating, rigid, stuffy.
2. A community of people wanting to grow and enjoy the process.
3. High touch warm, caring, open and friendly atmosphere.

## 写一份个人使命宣言

“我将倾尽一生不断发展与合作伙伴、亲朋好友的关系，让大家更加友爱、和睦和繁荣。”

丹尼尔·A·詹森

在此我想与大家简短地分享我在当地一个头马会制定使命宣言的过程，这个头马会也由此历经了从濒临解散上升到最佳俱乐部之一。制定宣言之初，我首先向成员解释了拥有最能代表俱乐部的使命宣言的重大意义，以及执行委员齐心协力的领导、成员和旁听员是如何能够奠定一个成功的、有影响力和凝聚力的团体。几场讨论后，我们确定了我们想要一个怎样的俱乐部，我们也意识到了目标明确的重要性，正如你在前面的练习中收获到的。

在接下来的例会中，执行委员们从我向成员和旁听者解说的目标中确立了大家的共同目标。我们每一个人都得到了一份前面提到过的关于目标和价值观的表格，委员要求我们思考什么样的价值是重要的。在下面两场例会中，我在投影中列出一份价值表格，让在座的人（领导、会员和旁听人员）考虑，并大声说出能够定义俱乐部的价值。当他们说出这些价值时，我便将它们圈了出来。在这些选定的价值观中，我们先选了10个，又从这10个中选了5个能够构成我们使命宣言的价值。最终我们选出了8个价值：专业，资源，勇气，支持，分享，条理，活力，豁达。接着我们将它们组成了如下描述性的短语：

1. 相互支持、鼓励、赋全培力、轻松活泼，不死板教条。

4. Training & development resources available and easy to access.
5. Professional, structured and organized.
6. High skill-developing club, producing professional speakers and excellent communicators & leaders.

2. 追求进步并享受这个过程的团体。
3. 人性化、温馨、关怀、包容、友好的氛围。
4. 富有培训、发展的资源，并轻松易得。
5. 专业、有计划有组织。
6. 高级技能训练俱乐部，培养优秀演讲者、交流者和领导。

With a little more thought and input we were able to create this statement that we continue to read, display and orient members with, to which I credit much of the success of the club.

认真思考并付诸行动，我们创立了下面的使命宣言。我将我会的成功归结于我们不断地翻阅、展示它，并将它用来指导成员。

### **Our Mission**

To provide a professional and organized club that is energetic, friendly and supportive for the development of our public speaking, leadership and listening skills. Success oriented in our approach, we are committed to providing the education, resources and encouragement for its members to reach their goals.

### **我们的使命**

我们旨在建立一个专业的、有组织的俱乐部，并营造一个充满活力、友善、互助的氛围，从而更好地帮助大家提高公共演讲技能、领导力和倾听的能力。我们以成功为终点，全力以赴，提供培训、资源和鼓励以帮助成员达到他们的目标。

### **Example of Organizations Mission Statements**

#### **Starbucks Coffee**

“To continue to be the Premier Coffee Service Company by providing our customers with unsurpassed quality in products and service that assure total satisfaction”

### **企业使命的例子**

#### **星巴克咖啡**

“坚持做一流的咖啡服务公司，为顾客提供绝对满意而提供不可超越的产品和服务。”

### **Crown Packaging Ltd.**

Our mission is to continually improve our people, products, quality and service in conformance with our customers' requirements, allowing us to mutually grow and prosper"

### **皇冠包装公司**

“我们的使命是以顾客的需求为出发点，不断地提升我们的员工、产品、质量和服务，共同成长和兴盛。”

### **Toastmasters International Vision**

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs people, throughout the world can improve their communication and leadership skills, giving them the courage to change

### **头马国际的视野**

“头马国际给予人们实现最大潜力和梦想的能力。我们旨在提高世界各地头马会成员的交流能力、领导能力，并带给他们改变的勇气。”

### **Mission**

Through its member clubs, T.I., helps men & women learn the arts of speaking, listening & thinking. Vital skills that promote self-actualization, enhance leadership potential, foster human understanding and contribute to the betterment of mankind. It is basic to its mission that T.I. continually expand its worldwide network of clubs, thereby offering ever greater numbers of people the opportunity to benefit from its programs.

### **使命**

头马国际旨在帮助各个成员掌握说话的艺术、倾听和思考的能力。提供实现自我、增强领导潜力、加深相互理解、为人类的进步作出贡献的一些要领。我们的初衷是让头马国际在全球不断发展壮大，以希冀更多的人有从中学习的机会。

### **Mission Statement**

Now it's time to create your own personal mission statement from the goals and values you have chosen. When you do this consider your top three to five goals and your core values and write a statement that best describes how you intend to reach your goals. You may want to break this down and assemble descriptive phrases and sentences and then combine them all to create your personal mission statement.

### **使命宣言**

你已经有了自己的目标和价值观，现在该轮到你写个人使命了。写的时候，考虑一下你的前三至前五个目标以及你的核心价值。你的使命应该非常清楚地表现出你将如何实现你的目标。你也可以将此分解，组织陈述性的短语和句子，然后将它们结合起来构成你的使命宣言书。

## ***Personal Mission Statement***

Congratulations, you must feel great excited about your mission. You now have a unique philosophy and outlook on life because you have taken the time to clarify and write this statement. Copy this statement to the page in Appendix A: and/or retype it with some fancy text and some fancy paper, frame it, put it on your wall or desk and let it empower you as you enjoy your journey.

Now we are going to complete the task by setting these goals into a plan of action and you will have just joined the 3-5% percent of society. These are the outstanding men and women that make a difference by who they are and who they are becoming. They are the leaders of organizations and their families and they are the most respected and highest paid people in the world.

## **个人使命宣言**

恭喜你，你对自己的肯定感到非常激动。现在，你拥有了一个独特的哲学观和人生观，因为你花费了时间来明确你的使命，并把它记录下来。在附录A中抄写下来，或者在精美的纸张上重新写一遍，将它装裱起来，挂在你的墙上或者放在你的桌子上，让它在你的旅途中给予你力量。

现在，我们将要把这些目标付之行动，到那时你便加入了社会的3-5%的团体。这些人不迷茫，有明确的计划和目标。他们是企业、家庭的中坚力量，并是世界上最受尊重也最有价值的人群。

***"We make a living by what we get, we make a life by what we give"***

***Sir Winston Churchill***

***“我们通过获取勉强度日，我们通过给予升华人生。”***

***温斯顿·丘吉尔爵士***

## Part 4 - Goal Setting

### 第四部分-目标的制定

*“Our goals can only be reached through the vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success”*

*Stephen A. Brennan*

“计划是实现目标的唯一途径。在此计划中，我们必须有坚定不移的信念，饱含热情的行动。没有其他更好的方法可以成功。”

史蒂芬·布伦南

Now you have created your goal lists, prioritized those goals and values, developed a personal mission statement. It's time to set those goals and make a plan of action for their attainment. This the most difficult part of the process but yields the biggest returns. Planning is the ultimate key to success as the above quote summarizes. It is without a doubt the way of the entrepreneur or the man or woman who takes responsibility for his life. Planning is also the best form of time management. It is estimated that for every minute you spend in planning saves you 5-10 minutes or more in actions that lead to results. That's 500 to 1000 % return on your energy. Don't you wish your financial portfolio would give you that kind of return! The top 3% of achievers are all persistent planners, they are forever writing and rewriting their goals. They think on paper and continually analyze their plans, updating and gathering new knowledge to improve them as they go.

Knowledge is key to your plans. Like a good business plan, you are going to have to do some research to gather the specific knowledge that you require. Understand that not all knowledge is the same. Napoleon Hill in the all-time classic success book *Think and Grow Rich* commented that there are two kinds of knowledge, general or formal and specialized knowledge. Many fall into the false belief that knowledge is power. Nothing could be further

既然你已经有了目标表，将这些目标和价值排列了次序，也写下了你的个人使命宣言。现在该将目标具体化，并制定一个行动计划来实现它们了。在实现目标的过程中这是最困难的一部分。正如上面引用的话中所说，计划是实现目标的关键因素。毫无疑问，这是企业家、普通人对生活负责的一种方式。计划也是体现时间管理的最佳形式。据估计，你花在计划中的每一分钟将为你在行动中节省 5-10 分钟甚至更多的时间。那是 5-10 倍的回报率啊！你也许希望你的经济投资也能获得如此丰厚的回报率吧！前 3% 的成功人士都能够持续不断地列计划，不断地写下和改写他们的目标。他们将自己的思考做好笔记，不断地分析他们的计划，并在此过程中更新、搜集新的知识。

知识指引你的计划。如同一个好的商业计划，你需要进行相关调查，搜集你需要的具体信息。在此你要了解不是所有信息都是一样的。拿破仑希尔在他经久不衰的畅销书《思考致富》中谈到，信息分为两种，一般性知识和专业知识。许多人形成了“知识就是力量”的笼统观念。只有在计划的指导下知识才能转化

from the truth unless this knowledge is acted upon with organized plans. We see many examples of people with university degrees and even doctorates that are working minimum wage jobs in an assembly line or fast food restaurant.

There are many examples on the other side of the scale of men and women that have little to no education and assumed vast fortunes having tremendous influence on society. Thomas A. Edison who became the world's greatest inventor had only 3 months of formal schooling and Henry Ford had only a 6th grade education but with the accumulation of specialized knowledge organized into plans they were able to rise to be great men of power and wealth. As you ask and answer questions, gathered knowledge must be organized in the context of a specific purpose that we call an organized plan of action.

## Benefits of Planning

- ✍ Plans keep you on track like a map or a flight plan giving you a clear path and destination.
- ✍ Plans build confidence through preparation.
- ✍ They reduce stress and anxiety from having direction and clarity.
- ✍ Planning is excellent time management.
- ✍ Plans build in a sense of security and allows you to control change.
- ✍ Plans give you a measuring tool as you progress along.
- ✍ Plans used properly allow you to be more creative and flexible.

As I have just taken some time to sell you on the value and the vital function of planning for your ultimate success I also want to stress that you be flexible, be willing to change and go a new direction if necessary. As Dwight D Eisenhower said *"In preparing for battle I have always found that plans are useless, but planning is indispensable."* Planning is indispensable. Almost all of our mistakes can be traced back to action without thought. Plans if used properly will give you all the benefits above especially the part of being more creative.

为力量。我们身边有很多例子，本科生在工厂流水线或者快餐厅上班，他们拿着最低的薪水。

相反的例子也很多，有这么一群人，他们几乎没受过教育，却千金可散、叱咤风云。托马斯·A·爱迪生只接受了三个月的正式教育，却成为了世界上最伟大的发明家，而亨利福特只完成了小学的学习，但不断的积累专业知识、有组织性地计划目标使得他们能够成为财富和影响力的代名词。随着你的不断探寻，你搜集的知识和信息须在特定环境下包含特定的目的，我们称之为有条理的计划。

## 计划带给你的好处

- ✍ 正如地图或航线，计划让你的方向和目的地更加明确，指引你循路而行。
- ✍ 让你在准备过程中建立自信。
- ✍ 缓解压力、紧张。
- ✍ 绝佳的时间管理。
- ✍ 使你建立起安全感，运筹帷幄。
- ✍ 计划是你衡量进步的工具。
- ✍ 如果你能够很好地实行计划，你能变得更加有创造性、更加灵活。

我花了一些时间让你明白了计划对你实现最终目标的价值和重要性，同时我想强调一下你应该灵活、愿意做出改变并在需要的时候前往新的方向。正如艾森豪威尔所说：“在准备战役时，计划几乎派不上任何用场，但计划的过程却不可或缺。”几乎所有的错误都可以归咎于鲁莽的行动。如果善于计划行事，我们

People often misunderstand and think that plans are too restricting and rigid but you will actually get the opposite effect. Your mind will have the freedom knowing clear direction has been established and you don't have to trouble yourself with what's next but how best to do the tasks before you. This is one of the reasons why you get such an enormous return on energy. So take the time to research well, gather factual information from credible sources and plan out an effective strategy then launch into action, adjusting and compensating as you drive toward your goal.

A business plan is a good example of the fundamental principles of a good plan. A business plan should explain in detail exactly what the business is all about and where it is going. It should describe in detail all it knows and what it needs to know. It lays out a step-by-step strategy for reaching its target and calculates and monitors its costs and progress along the way. A good plan answers all the questions who, what, why, where, when and how with a clear sense of vision and mission.

A plan clearly identifies, justifies and quantifies the end result and lays out a step-by-step set of actions to getting there. Your plan should be written out with clear steps so that you could give this document to your friend and they could follow it and get the end result. A good mental exercise is to imagine yourself at the end result you desire and look back and think of or imagine the steps you would need to take. It is like being on top of the mountain looking down at the path you took to get there, and in fact from that vantage point you would probably be able to see various routes to get there. So from the end, your goal, look back to see the various routes that you could take, get some counsel on the best one and start hiking.

不仅会收获以上好处，更会变得有创造性。

人们常常错误地认为计划过于教条，有很大的局限性。但事实上，结果恰恰相反。正因为有了明确的方向性，你才有了更多的灵活性，你不需要为接下来做什么而苦恼，而是考虑应该怎样做才能更好的完成当前的任务。所以，好好做些功课、从可靠的资源中搜集真实有用的信息，计划一个高效的策略，并据此行动，朝着目标不断调整计划、付出努力吧。

商业计划可以很好地体现计划的基本准则。一个出色的商业计划会详尽地阐述该项计划的目标、已掌握的信息和需要掌握的资源。为了达到目标要不断的计算、监控成本，不断的促进阶段性成功，循序渐进的去完成最终目标。一个良好的计划和一个良好的商业计划类似包含了人物、事件、原因、时间、地点和方法，同时它有着明确的视野和使命。

计划能够使你明确、调整和衡量结果，由此帮助你进行一系列逐步的行动以达到你的目标。一个有效的思想练习是让你想象自己已经获得了想要的成功，并从那个角度反推自己是怎样到达这个位置的。就像站在山顶，俯视自己走过的路程，实际上从那个视野，你可能会看到许多不同的路径。因此，从你的目标从发，回看自己可能采取的不同方法，从智者那里获得指引，并开始攀登成功的巅峰。

## Planning Principles

1. Clearly defined objective. (The end result.)
2. Answers the 5 W's (Who, what, where, why, when.)
3. Lays out the action steps to getting there in a prioritized "to do" list. (How.)

Now that you have clearly identified your goals and prioritized them, understood the importance and value of planning, let's gather information and organize it into a plan of action or activities. As you can see goal setting is much more than having a vague vision in your head of what you want. Completing your plans will give tangible form to the goal and that's how you transform your dream into reality. That's goal setting. This planner will not only help you to create the most well-defined and planned approach to achieving your goals but it will also help you to balance and schedule your time, organize your work space, understand the fundamentals of efficiency and effectiveness, make clear firm decisions that build an unshakable belief system that can withstand any of life's challenges.

From here, we are going to work with your A) 1 goal and walk you through a planning process that you can apply to the rest of your top 3 goals or all the goals you have written if you so desire. If you are new to goal setting, then it is my recommendation that you develop plans and work on your top three goals until achieved or when you gain experience and develop habits with your time to effectively tackle several goals at a time. Work on as many goals as you can comfortably fit into your calendar. It will likely take a couple of weeks of playing with the calendar I describe in next section and the allocation of time until you can set a comfortable routine.

## 计划原则

1. 明确的目标（最终结果）
2. 回答 5 个问题（人物，事件，地点，原因和时间）
3. 列出行动步骤，用目标的优先顺序表指导行动。（方式）

现在你已经清楚地定义了你的目标，将它们划分了优先次序，也明白了计划的价值和重要性。现在让我们搜集资源、将它们整合成一个行动计划。相信你现在也知道了目标的制定绝非是向往某物那样简单。完成你的计划会让你的目标变得更加具体，这正是你将梦想变为现实所需要的。这就是制定目标。这本书不仅可以帮你找到实现目标的最明确、最有计划的方法，还能帮你平衡、安排时间，整理工作环境，理解效率的基本原则以及建立一个可以经受得住生活中任何挑战的不可动摇的信念系统。

从这里开始，《规划师》将与你一起着手进行你的 A) 1 目标，并伴你一起经历计划的过程，此过程也可以适用于其他最重要的三个目标甚至是你的所有目标。如果你对制定目标不太熟悉，我建议你先应该列出计划，根据此计划实现你最重要的三个目标，并且积累足够丰富的经验、掌握如何利用时间一次性高效完成多个任务。你很有可能会用上几个星期的时间来摸索我接下来提到的利用时间的方法，直到你拥有一个适合自己的日程表。



## Gathering Information for the Plan

- Clearly define the goal.
- Identify the obstacles.
- Prioritize the obstacles.
- Write a solution to the obstacles.
- List information, people, skills you need to acquire.
- Answer all questions.
- Set a deadline.
- Create an organized plan of action.
- Manage tasks.

## Write a Clear Definition

Being specific means being clear. The clearer the goal is the easier it is to create a plan and find the resources. It is often taught that when you can describe a goal on that back of a business card then you are clear what it is that you want. It may be a large goal like a house that has a list of details that doesn't fit on a business card, fine. The idea is to be clear and concise so that a ten-year-old boy could understand it.

## Identify Obstacles

Make a list of obstacles that stand between you and your goal. Obstacles may include tangible things like money or equipment but they may also be mental obstacles like lack of discipline or even ADD (Attention Deficit Disorder) or some other physical or mental disability.

Ask yourself what are your common avoidance behaviors. These are usually an automatic reaction to an experience that formed a limiting belief. They are our fears based on past experiences that we continue to support and let hold us back. Make note of them and why you think that is. Get to the root and dispel that belief which may be an action you need to take or awareness needed to be developed.

## 为计划搜集信息

- 明确定义目标。
- 认识到障碍。
- 将障碍按重要性分类。
- 针对每个问题，写下解决的方法。
- 列出你需要的信息，人脉和技能。
- 回答所有问题。
- 设定一个截止日期。
- 制定一个有条理的行动计划。
- 管理你的任务。

## 写下明确的定义

明确即明了。目标越明了，越容易创建行动方针、找到相关资源。通常来说，当你能够在名片上轻松描述你的目标，那么你就清楚了自己的追求。有可能你的目标如图一幢大房子，包含了太多的细节，所以名片上的只言片语并不能准确描绘你的目标，那么没关系。重点是只要你的目标足够清晰明确，以至于 10 岁的孩子都能明白。

## 认识到障碍

将实现目标的过程中遇到的障碍列出来，包括有形的如金钱因素或者技术因素，也包括精神上的障碍如缺乏自律、注意力缺失症以及其他的生理、心理上的障碍。

询问自己通常的回避行为都有哪些。这些行为往往是对待某种经验时的自动反应，进而形成了有局限性的信念和认识。这些畏惧建立在我们过去的经验上，愈演愈烈，束缚着我们。请将它们记录下来，思考为什么会有这种反应，直至探寻到问题的根源，并消除这些信念体系。为此，可能需要你开始对某个问题有所意识，或者采取相应行动。

- ) Work takes all my energy
- ) Little experience and education on fathering
- ) Poor past role modeling
- ) Low energy levels
- ) Attitude a little negative
- ) Lack of clarity on my values and purpose
- ) Poor discipline and habits
- ) Very little time
- ) Lack of trust or respect for my wife
- ) Very few role models in my life
- ) Friends who have conflicting goals and values
- ) Poor understanding of what love really is

- ) 工作耗尽了我的全部精力
- ) 对父亲这一角色毫无经验，也没有受任何指导
- ) 糟糕的过去
- ) 精神不振
- ) 积极性不高
- ) 对自己的价值和目标不明确
- ) 缺乏自律，习惯很差
- ) 没有时间
- ) 对妻子不信任、不尊重
- ) 生活中找不到好榜样
- ) 我与朋友的目标和价值观之间有冲突
- ) 不明白爱到底是什么

### **Prioritize the Obstacles**

This step will be helpful as we create a plan and manage our time accordingly. Prioritize just as we did for the goal category exercises. Use 1 for the biggest obstacle, 2 for the next and so on down the list.

- 8) Work takes all my time and energy.
- 4) Little experience and education on fathering.
- 5) Poor past role modeling.
- 6) Low energy levels.
- 10) Attitude a little negative.
- 3) Lack of clarity on my values and purpose.
- 9) Poor discipline and habits.
- 11) Very little time.
- 7) Lack of trust or respect for my wife.
- 2) Very few role models in my life.
- 12) Friends who have conflicting goals and values.
- 1) Poor understanding of what love really is.

### **将障碍按重要性分类**

这一步骤会帮助我们制定计划，并相应地管理好时间。正如我们在目标分类中关于对目标划分轻重缓急所练习的，1代表最难的障碍，2表其次，以此类推。

- 8) 工作耗尽了我的全部精力
- 4) 对父亲这一角色毫无经验，也没有受任何指导
- 5) 糟糕的过去
- 6) 精神不振
- 10) 积极性不高
- 3) 对自己的价值和目标不明确
- 9) 缺乏自律，习惯很差
- 11) 没有时间
- 7) 对妻子不信任、不尊重
- 2) 生活中找不到好榜样
- 12) 我与朋友的目标和价值观之间有冲突。
- 1) 不明白爱到底是什么

## Write a Solution for each Obstacle

- Write your best idea for a solution to each obstacle or at least the major obstacles that need to be tackled first.
- Tip: If you are even a little unsure of the way to overcome an obstacle then form a clear question that you can ask the people you seek out in the next step.

## 针对每个问题，写下解决的方法

- 对每个问题，写出你认为最好的解决方案，或者针对最紧要的问题写出最好的解决方案。
- 提示：如果你不确定解决方案是否可行，将这些问题记录下来，在接下来的步骤中向他人寻求帮助。

## Identify the People, Information and Skills Needed

People: Here you want to think through and list the people that can give you good feedback. Find people who have expertise in the area that your goal relates to and get counsel regarding the goal. \*Word of caution: Don't seek counsel from people you do not truly admire or respect for their successes in life or in this subject. The general rule of thumb is learn from the successful and experienced.

- People and organizations;
- Personal development trainers & coaches.
- A relative who has been successfully married for 20 or 30 years.
- The government has many resources.
- Local church and/or social agency or community support.
- Library or Internet, certainly visit me at [www.danieljanssen.com](http://www.danieljanssen.com).

Information: Create a clear list of any questions you might have in achieving your goal, especially the answer to overcoming your obstacles. Here is a great question to ask and answer for yourself. "What do I need to know to make this goal a reality? or What don't I know that I need to know?" If you can't answer this question with confidence, then you may have to ask someone from the above list. Begin to gather and list books, tapes and other data you can get to begin the process of gaining knowledge and answering your questions.

## 列出你需要的信息，人脉和技能

人脉：在脑海里搜寻并列出能够带给你反馈和信息的人群，找到那些跟你目标相关的领域里的人才，并向他们询问你的问题。提醒一句：不要向你并不佩服或并不尊重的成功人士寻求帮助。这里的法则是，向真正成功和有经验的人士学习。

- 人和组织团体
- 个人发展的教练和导师
- 拥有幸福婚姻 20 甚至 30 年的一位亲戚
- 政府有许多资源
- 当地教堂、社会中介，社区支持
- 图书馆、网络，当然也包括我 [www.danieljanssen.com](http://www.danieljanssen.com)

信息：针对目标的实现，列出你所有的特别是那些关于如何克服障碍的问题。在此，你需要询问并回答这样一个问题：“我应该拥有哪些知识才能将这个目标转为现实？”“这其中有哪些自己不知道应该掌握的知识？”如果你不能十分确定地回答这两个问题，那么你就可能寻求上述人群或机构的帮助。着手搜集并整理书籍、磁带和其他数据，开始积累相关知识，并尝试回答自己的问题。

**Skills:** List courses and workshops you could take. List different ways of gaining new knowledge. Correspondence, evening classes, workshops, seminars, etc. What knowledge could you apply that would bring you closer to your goal? What programs, training will add to your skills.

技能：列出你可以参加的课程、研讨会，列出不同的获取新知识的方法，如函授，夜校，讲习班，讨论会等等。你可以运用什么样的知识使你离你的目标更进一步？什么样的项目、培训会增加你的技能？

## Set a Deadline

Deadlines can be very powerful tools, especially when you have some accountability and people are counting on you. We see how the deadline of April in regards to filing taxes moves people to action so we will want to do a similar thing here. If it is an ongoing goal like personal development you will still want to set a date to achieve a particular level of progress or state of being. This is quite straightforward: just write a date that you think you would achieve the goal you have defined. This date may change as you create plans to reach your goals and find that it is much more involved than you thought or that it is going to be easier than you thought and you can adjust the date accordingly. Don't underestimate how useful setting deadlines can be.

## 设定一个截止日期

截止日期的作用非同凡响，特别是当你身负一定责任、大家都信赖你的时候。我们知道当报税截止于在四月之前时人们是如何高效行动的。因此，我们也采取类似的措施。即使是像个人发展这样的长期目标，你仍然应该设定一个日期，截止那个日期达到一定程度的进步，或者某种状态。这其实很简单，对你已定义的目标设立一个截止日期。这个日期是可变的，因为在实现目标的过程中，你有可能比预计的要投入更多，或者比预计要投入很少，因此，你可以根据实际情况来调整。不要低估截止日期带给你的作用。

***“I believe life is constantly testing us for our level of commitment, and life's greatest rewards are reserved for those who demonstrate a never-ending commitment to act until they achieve. This level of resolve can move mountains, but it must be constant and consistent. As simplistic as this may sound, it is still the common denominator separating those who live their dreams from those who live in regret”***

***Anthony Robbins***

***“我坚信人生不断地考验我们的付出程度，而正是那些永不言弃的人得到了最丰厚的回报。持续和坚持的意志力塑造力拔山河的决心。这听上去很简单，但是它却决定了人实现梦想的人和活在悔恨里的人。”***

***安东尼·罗宾***

## Exercise 5: Create an Organized Plan of Action

*“Failing to plan is planning to fail”  
Coach John Wooden*

Achieve any goal, task, objective, project, job description or serious activity with phenomenal effectiveness whether in your personal life or in your professional life. At home or at work you have completed the most important task to being a highly effective human being. Being clear on your goals, values and your life's mission is fundamental to being the most that you can be and performing at high levels. Michael Gerber author of *The E-Myth* affirms that knowing who you are and what your life is about is foundational to success as a manager or as an entrepreneur. Gerber claims he can not even truly help you without first establishing your primary aim. *“To reinvent your organization you begin with yourself, you must ask; What do I want? Which is not an organizational question but a life defining question, the creating of your primary aim.”* (*The E-Myth Manager*) Really how else could it be possible to effectively manage your time, or make wise decisions? In fact how else could you possibly be a truly effective human being? You simply could not unless it didn't matter where you ended up. This is why Gerber and I are so adamant about primary aim, about having your life's goals defined. Now with what you have done and what you are going to learn you will be an effective, efficient and productive human being.

Gather all this information and organize it in a separate file or sheet of paper for each goal and then create a “To Do” list for the accomplishment of that particular goal.

- List each goal at the top of a clean sheet of paper or file in computer and date it.
- Define the goal clearly.
- Write the date when you expect to achieve the goal.
- List the obstacles in order of priority.

## 练习 5：制定一个有条理的行动计划

*“做不好打算，就等于打算失败。” 约翰·伍德教练*

不管是在你的个人生活还是在你的职业生涯中，请用非凡的效率完成任何目标、任务、项目、职位描述或者其他重要的活动。在生活和工作中，你已经完成了成为高效人士的最重要的一步。清楚你的目标、价值和你的使命是竭尽所能展现最好的自己、高效做事的关键。E-Myth 的作者迈克尔·格伯认为充分认识自己、自己的人生，是成为成功的管理者或者企业家的基石。如果你无法确定你的根本目标，那么他也帮不了你：“要彻底改造你的公司，你应该问自己想要的是什么，这个问题并非关乎你的机构，而是人生问题，这关乎你的基本目标。”（《创业必经的那些事》）除此之外，还有什么方法让你成为一个更加高效的人呢？如果你并不在乎自己的未来发展，那么你肯定做不到这一点。这也是格伯和我为什么如此强调根本目标，强调明确定义目标的原因。你为之已经付出的努力，和你接下来要学习到的方方面面，都将让你成为一个高效的人。

搜集这些信息，并将每个目标中的信息分类整理，用单独的文件或者纸张记录。然后针对每一个目标，创建一个行动清单，

- 在一张白纸的抬头或者电脑文件的开头列出每个目标，并记下日期。
- 清楚地定义这个目标。

- Create your “to do” list. List all the action steps in order of priority.
- Keep all information gathered in its own file folder and label it with that goal or category. (see Getting Organized in next section for some filing systems)

Your task management or “To Do” list is the key to effectiveness and productivity with your goals and any task for that matter. Do not under estimate the power of a prioritized “To Do” list. This list used effectively it is one of the most powerful pieces of the plan. This is where time management is maximized and high levels of productivity are achieved.

### **Task Management: Keys to a productive “To Do” list.**

Activities must be prioritized in order of importance. I find the simplest and recommend using the ABC/123 method you have already learned. List all your activities and then go through the list like our goals and obstacles and simply put a A for most important, B for the next and so on down the list. You should be able to place an alphabetical order on them and rarely break them up into A1, A2, etc. I just simply list “To Do’s” in order or priority.

1. To determine importance understand the result each activity has. If you do not do a particular activity how will that impact your over all goal. If it is going to have a major impact then put higher priority, if little impact then lower priority. Stop doing things that are not important.
2. Set a clear purpose for each task or activity. Every task has a particular desired outcome - be clear on what that is and stay in tune with that purpose.
3. Do things in order of need and not want.  
Example: If you are starting a business and you have

- 写下你要达到这个目标的截止日期。
- 根据轻重缓急的顺序列出其中的障碍。
- 创建行动清单，根据重要性制定行动计划。
- 将相关的信息整理到同一个文件夹中，并标注目标类型。（参见下一章“有条理的生活”中的文件系统）

你的任务管理或者行动清单是高效高产地完成目标和其他任务的关键。不要低估有侧重点的行动清单。如果能够对行动清单很好地加以利用，你会收获无与伦比的力量。时间管理和工作效率也会有飞速地提高。

### **时间管理-高效行动计划表的关键**

工作必须按重要性进行，在我看来，我们之前学到的 ABC/123 这个方法最具有操作性，因此我仍推荐使用它。列出你的所有活动，同目标、障碍分类法一样，在最重要的活动前标 A，其次 B，以此类推。你应该能够将它们按照字母表顺序排列，并细分为 A1，A2 等等。我个人的方式是仅仅将它们按照重要性列出。

1. 为确定活动的重要性，应明白每个活动产生的结果。如果你不确定结果，就去做一件具体的事情，并观察它如何影响你的整体目标。如果它对目标会有重大影响，那么就把它放前面。如果影响微弱，那么搁置在后面。停止做那些不重要的事情。
2. 为每个任务或活动制定一个明确的目标。每个目标需达到一个确切的结果-明白具体的结果，并为之作出相关的行动。
3. 按照实际需要做事，而不随心所欲。例如：如果你正创立一个公司，需要完成 10 件事，从开发产品、筹划市场、

ten things to do, everything from developing the product, creating the marketing materials, setting up the home office, getting business cards, writing the business plan, computer software, etc., etc., etc. If your goal is to start a business to make money the first thing you need to do is the business plan to see if there is even good enough potential. Then you need to finish the product. There is no point in doing everything else if you don't have the product because you don't have anything to sell. What often happens is that many of the little things down the list don't ever get done because things change so fast. I have seen many people go and get business cards, marketing material then complete their products only to find something changed and they have to redo all the printed materials. Don't make this error in judgment. Do the tasks in order and finish one before the other!

4. Concentrate fully on the task at hand. The most efficient way to work by far is to only have one task at a time on your desk. You have heard the statement that "What goes on, on the outside is going on in the inside". The more clutter you have in and around you the more your mind bounces around from item to item. It's distracting and will slow you down whether you are conscious of it or not. If you find yourself overwhelmed, frustrated and lacking the ability to focus, this may be the problem. First, it is the clarity of your purpose or goal, then it is getting in the habit of clearing your work station so you only have the needed materials to deal with the task on hand. I cannot emphasize this rule enough.

5. Work in an orderly environment for accessing information. Develop an effective system for gathering, sorting, finding and filing information. (see Getting Organized in next section for work station & file set ups)

6. Deal with correspondence immediately. The managers rule of thumb is to only touch a piece of paper once and deal with it. Put it through your system now. Take Nike's advice and "just do it"! Papers, phone calls, emails, letter mail. Deal with it!

建立办公室、设计名片、写出商业计划到下载相应电脑软件等等。如果你的目标是做生意赚钱，你首先需要做的就是制定商业计划，看是否有做够多的潜在商机。其次，你需要生产产品。产品还没有生产出来之前就开始做其他的事情是毫无意义的，因为你没有任何产品可卖。由于不断会有新的情况出现，计划表中的许多小事都没有必要去做。我见过许多人先去印刷公司名片、市场宣传材料，然后再生产产品。可等产品生产出来后，却发现某些东西需要更改，只能重新印刷公司名片和宣传材料。在做决定时不要犯类似的错误。按顺序去完成计划，并且完成一个计划后再开始下一个。

4. 全身关注于当下手中的事。最有效的工作方式是一次完成手中的一件工作。你应该听过“外在环境反映内心世界”这句话。你周围环境越杂乱，你的注意力越容易被外界分散，难以集中。无论你意识到这个问题与否，这种环境很容易让人分神，降低工作效率。如果你发现自己的头脑被太多东西侵占、感到沮丧、难以集中注意力，那么这可能是一个问题。首先，明确你的目的或目标，然后养成清理工作环境的习惯，这样你就能只需手中的材料来完成你的任务。这一点尤其重要。

5. 在一个有条理的工作环境中获取工作信息。为搜集、整理、查找和归类信息建立一个科学有效的系统。（详见下一章《有条理的生活》中的工作环境、文件系统）

6. 立即处理往来信件。管理者的经验法则是一次性处理纸质文件。将文件放入你的系统之中。正如耐克的广告语说的“现在就做”！文件、电话、电子邮件、纸质邮件，请立马处理掉它们！我采用的便是众所周知的系统：垃圾箱-

I use the simple commonly taught system of. Trash - Act - File - Delegate. When correspondence comes in I quickly review it, if it needs a response I do it quickly & efficiently (act). If I would like to do it someday I file it or transfer it to the "To Do" list in proper order (file). If it is not important, doesn't help my goals or affect any tasks I delete it or trash it (trash). And if it has value and I can't do it or file it I delegate someone to do it (delegate) which may even include hiring someone.

7. Do the things only you can do. Don't do something just because you can, stay working on the tasks that only you can and delegate or even hire someone to handle the other tasks. You have to ask yourself all the time, "Is this the best use of my time right now"?

8. Make quick firm decisions on all of the above information, especially with distractions. (more details on Making Decisions in Part 5) This can be done with great effectiveness now that you have clear goals, purposes defined and plans in place. Don't be afraid to make bad decisions and don't be afraid of changing if you found out you made a mistake.

This may seem like a lot but it really isn't. All of these are easily developed into habits and soon will come naturally as you continue setting goals and manage your tasks accordingly. These habits will make you an efficient, productive, goal achieving person who will get rewarded accordingly. As the statistics show, that should put you in the top 3-5% of society.

## Keep on Keeping On

Recognize that if you keep this up that you will reach all your goals and be the kind of person you want to be and have the kind of relationships you want to have. Make these habits because of the result it brings not because you feel like it or because you don't. It is because you have decided

行动-归档-转发。一旦我收有信件，我会立马查看。如果需要回复，我会迅速高效地回复（行动）。如果我希望某天采取行动，我会将它归类或者转为我的计划表中（归档）。如果它不重要，对我目标的实现没有帮助或者不会影响我的任何工作，我会删除它。如果它有一定价值，但我无法亲自行动或者归档，我会将它转发给其他人并委托他来做，这就可能会涉及到雇佣某人。

7. 做只有你能够做的事。不要仅仅因为你能够做某事而做某事，而要着力于那些只有你能够胜任的任务，并将剩下的委托给他人或者雇佣他人做。你得不断询问自己：“这是否是我利用时间的最好方式？”

8. 对上述信息的决定应迅速果断，特别当你收到打扰或分心的时候（详见第五部分的《做出决定》）。有了明确的目标、清晰定义的目的和计划，你可以做出高效的决策。不要担心做出错误的决定，当你发现你的错误时，不要畏惧改变。

这一切看起来似乎太繁重了，但是并不是这样。培养这些习惯并不困难，随着你不断地制定目标、并完成你的任务，不久以后你也会自然而然地养成这些习惯。正如数据显示的，这些习惯能够让你跻身社会的那 3%-5% 的人群。

## 保持前行

请记住，如果你保持一直保持这些习惯，那么你定会实现你的目标，成为自己心中最理想的人，并拥有自己梦想的感情。培养这些习惯是因为它们能带给你最佳结果，而并非由你的心情而定；因为你已经决定了什么对你来说最重要，并且你明白达成目标带给自己的财



this is what's important to you and you know that the accomplishment of your goals will bring you the financial rewards, the health, the quality relationships and the peace of mind that will make your life meaningful and rewarding. This is your attitude, and as Zig Ziglar would say we will "see you at the top!"

### **Note on Advice & Accountability**

Goals and plans are as good as your commitment to them. If you have honestly thought through and came up with a set of noble goals to pursue then why wouldn't you begin the process and start working toward them now. I do not believe that one man can tell another what to do. It's your life, your thoughts and your choices. If you want to make some positive change I know of no better way than to commit to the process and you will figure it all out. There is no one way for anything. The specific path you take, the obstacles and struggles you endure will be unique to you alone. I highly recommend that you seek some advice on the goals and plans you have created. Talk to people you respect and admire who will ask you once in a while how you are doing with your goals, the kind of people who are good listeners and those who can offer you good counsel and encouragement. This is accountability. It is recommended that you do not even share your goals and dreams with those who are not excited and supportive of you. Most people do not really know how to support you, sadly even family members. Often they are threatened because of your clarity, purpose, meaning and direction and your success. Be careful, selective and thoughtful about who you share your goals with, receive advice from, especially accountability.

- Seek out the experts in their field, people who can demonstrate that they practice what they preach.
- Don't go to a fat doctor for health advice.
- Be wise, and ask yourself and answer honestly when evaluating people "would I want to be like that person?" If the answer is no then don't waste your time getting their advice.

富、健康、良好的人际关系和平和的心境，这一切会让你的人生变得有价值有意义。这便是你的态度，正如金克拉所说的“我们在顶峰相会！”

### **关于建议&责任心**

你的付出和你的目标、计划同样重要。如果你经过了深思熟虑，并且制定了一系列崇高的目标，那么为什么不从现在开始朝着这个方向努力呢？我不相信他人能告诉我们应该做什么。因为这是你的人生、你的想法和你的选择。如果你想进行一些积极的改变，我认为没有比全身心投入这个过程更好的方法了，最终你总会达成目标。对于任何事来说，方法永不止一个。你选择的旅途，你经历的困苦和挣扎，对于你来说都是独一无二的。针对你的目标和计划，我非常建议你去寻找相关的建议。跟你尊重和崇拜、并能经常关注你的动向和状态的人交往，跟那些善于倾听并能够给予你中肯的建议和鼓励的人交往。这就是对自己的责任心。通常来说，我并不建议你与对你冷淡不闻的人分享你的目标和梦想。大多数人并不知道如何支持你，遗憾的是这有时包括了我们的家人。他们往往因为你的明确性、目的性、强烈的意义和方向意识而感到威胁。因此，希望你能够谨慎地思考你愿意与谁分享你的目标，向谁寻求建议，特别是与谁分享对自己的责任感。

- 寻找领域中的专家，言行一致的人。
- 不要向肥胖的医生咨询健康问题。
- 当评价某人的时候，询问自己“我真的想成为那样的人吗？”诚实地回答自己。如果答案是否定的，那么不要浪费你的时间在寻求他们的建议之上。

- Be humble and listen more than you speak and when you do speak make it a question and then pay attention and learn what you can.
- Be patient and kind with people and don't run them over with your goals for it is easy to get frustrated when others get in the way.
- Enjoy the journey for there is always another goal to set.
- 谦虚，多听少说。当你需要发言的时候，提问题，集中注意力并尽可能地学获取信息。
- 耐心、友好，
- 享受这个过程，因为将有一个接一个的目标等待着你。

***“In preparing for battle I have always found that plans are useless,  
but planning is indispensable.”***

***Dwight D Eisenhower***

***“在准备作战时，我常常发现计划是不中用的，而规划是不可缺少的。”***

***艾森·豪威尔***

## Part 5 - Time Planning

### 第五部分-时间规划

*“Time is free, but it's priceless. You can't own it, but you can use it. You can't keep it, but you can spend it. Once you've lost it, you can never get it back.”*

*Harvey Mackay*

*“时间无所不在，却是无价之宝。你无法拥有它，你却可以利用它。你无法永久收藏它，你却可以消耗它。一旦你失去了时间，你便永远不能再次得到它。”*

*哈维·麦凯*

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>✓ To realize the value of ONE YEAR, ask a student who failed a grade.</li><li>✓ To realize the value of ONE MONTH, ask a mother who gave birth to a premature baby.</li><li>✓ To realize the value of ONE WEEK, ask the editor of a weekly newspaper.</li><li>✓ To realize the value of ONE DAY, ask a daily wage laborer with kids to feed.</li><li>✓ To realize the value of ONE HOUR, ask the lovers who are waiting to meet.</li><li>✓ To realize the value of ONE MINUTE, ask a person who missed the train.</li><li>✓ To realize the value of ONE SECOND, ask a person who just avoided an accident.</li><li>✓ To realize the value of ONE MILLISECOND, ask the person who won a silver medal in the Olympics</li></ul> | <ul style="list-style-type: none"><li>✓ 想知道一整年的价值，就去问留过级的学生；</li><li>✓ 想知道一个月的价值，就去问曾经早产的母亲；</li><li>✓ 想知道一个礼拜的价值，就去问周报的编辑；</li><li>✓ 想知道一天的价值，就去问工资微薄、家有小孩的劳工；</li><li>✓ 想知道一个小时的价值，就去问等待见面的情侣；</li><li>✓ 想知道一分钟的价值，就去问刚错过火车的人；</li><li>✓ 想知道一秒钟的价值，就去问刚躲过车祸的人；</li><li>✓ 想知道一毫秒的价值，请询问奥运会上的银牌得主。</li></ul> |
|---|--|

**Treasure every moment that you have!**  
**And remember that time waits for no one.**  
**Yesterday is history. Tomorrow a mystery. Today is a gift.**  
**That's why it's called the present!**

**珍惜你拥有的每一刻！**  
**请记住时不我待！**  
**昨天已成过去，明天还是未知，今天是个佳礼！**

The most valuable things human beings have is time. You can always get more money but once you spend some time it's gone forever. If you don't already know the price you are paying for the mismanagement of your time, then you're in for a major shock. Properly set goals are the foundation for effectiveness, and time management is the foundation of productivity. First we have to realize how valuable time is and then we need to understand the principles if we are going to manage it effectively. Time management is really personal management. It has been said that the quality of your life will be determined by the quality of your time management. Time management is really the external demonstration of self-discipline in your life and being effective here will bring you huge rewards in self-esteem, confidence and respect because you have the ability to manage your most valuable resource.

Time management is both a skill and a habit. Like typing or playing the piano, the skill can be developed and refined to an art and over time with repetition of applying the principles you will be a productive person. Day Timer, a company that understands time management built a huge company helping people use their time more effectively. In 1947 Morris Perkin, a local attorney, realized that he needed more information about his work day than could be provided by a simple appointment calendar. So he designed his own system, which he called Lawyer's Day. This time record book of calendar pages combined all the functions of: an appointment book, a tickler reminder system, a detailed time record, a diary and record of all work done and activities, and a work planner and organizer.

It was Perkin's personal solution to time management. By 1952 Perkin needed a commercial establishment to handle the printing of Lawyer's Day for him, so he approached the Dorney's -- and changed all of their lives. As Bob Dorney recalls it: "For a while we just printed it for him, initially he only had about 700 customers. But he really struck a nerve, because Lawyer's Day went over very well. As the subscription list grew, we began shipping it for him, then marketing it, too. Eventually, it got to be a little

时间是我们最宝贵的东西。想要财源滚滚不难，但时间却无法保存，一去不返。如果你仍然在浪费时间的迷雾中安然自若，那么你免不了遭受一番打击。合理目标助高效，时间管理促高产。首先我们须明白时间的至上价值。其次，若我们想要合理利用时间，我们须明白其背后的道理。一个人对时间的管理凸显的是一个人对自己人生的管理，因为你对时间的管理决定了你的审美情趣，人生品味，生活品质。时间管理是一个自律和原则的外缘表现，而有效的时间管理正展现了你使资源利用最大化的能力，因此它为你赢得自尊、自信和他人的尊重。

时间管理既是一种能力，也是一种习惯。就像打字和弹钢琴一样，这种能力可以发展、提高，成为一种技艺。随着不断练习这些技能，最终你会变得高效。善于时间管理的 Day Timer 公司，致力于帮助人们高效利用时间。1947 年，当时身为地区检察官的莫里斯·铂金斯意识到自己需要了解每天的工作，一个简便的日程表就可以满足这个需求。于是他自己设计了一套称为“律师的一天”的系统。这个带有日历的时间记录簿综合了以下所有功能：预约簿、提醒系统、时间记录清单、日记本和完成事项表、以及一个工作计划表和优先事项表。

这是铂金斯对时间管理的个人解决方案。到 1952 年，铂金斯需要一个公司来印发“律师的一天”，因此他找到了多尼公司，这就改变了他们的未来发展。鲍勃·多尼回忆道：“我们当时只是为他印刷了一段时间，最初他只有七百多个客户，但随后“律师的一天”销量大增，这正说明了他独到的商业嗅觉。随着销量的增加，我们开始船运这些日记

more than he wanted to handle, and after dotting the i's and crossing the t's, we merged." They sealed the agreement with a handshake, and the partnership quickly became a successful venture. The diaries were sold using the theme: "Lawyers who keep time earn 42% more than non-time keepers." Results of a Bar Association study revealed that lawyers who used the system earned 50% more than those who didn't.

Lawyer's Day was a revolutionary concept that was soon being used by 20% of the lawyers in the country. Commerce and trade were booming in the early '50s, and the economy began to flourish. Calendars in use at that time were primitive, consisting of dates on simple pages or blocks of dates on a page, with little room for appointments, and no space to record details of meetings or transactions. Because of the vitality of the economy and the increase in "action," business people had outgrown these basic calendars, they needed more room to keep track of more obligations, appointments, expenses, and details. After conducting extensive market research, the Dorney brothers discovered that the Lawyer's Day system would also be effective for professionals other than lawyers.

***"We must use time creatively and forever realize that time is hope to do great things"***  
***Martin Luther King Jr.***

## **Time Management Rule of Thumb**

To simplify time management into a simple rule of thumb. Find the few things that make the most difference in what you are about to do and spend most of your time on those few things. It is the Parade 80/20 principle which states that there are usually about two out of ten things that will give you 80% of the results. Find those two things and spend most of your time working on them. Don't major on minor things and don't confuse activity with productivity. It has been found over and over again that in a typical list of activities if prioritized properly (as we have detailed for you in the last section *Keys to a*

薄,接着开始策划市场。终于,“事情进展得太快,以至于铂金斯无暇应接,我们合并了。”两家握手达成协议,合作也很快地造就了这家企业的成功。这些日记里称“守时的律师比不守时的律师多挣 42%”。律师协会的报告中也表明,使用该日记本的律师薪资比其他律师高出 50%。

“律师的一天”具有颠覆性的意义,因为在当时的美国,它影响了 20%的律师。五十年代的美国,商业和贸易蓬勃发展,经济也蒸蒸日上。当时人们使用的日历太过简略,要么是每一页包含一个日期,要么是一页上包含不同板块的日期,几乎没有记录事件、会议和交易信息的空间。又因为经济的繁荣和人们活动的增多,那些简单的日历已不能满足商人的需求,他们需要更多的空间记录债务、花销、日程和其他细节。在做了详细的市场计划以后,多尼兄弟发现“律师的一天”这套系统不仅对律师有用,还可适用于其他的行业中。

***"我们必须有创造性地利用时间,并永远记住时间是成就大事的希望所在。"***  
***马丁·路德金***

## **时间管理的经验法则**

时间管理的真谛其实是一个简单易行的经验法则,找到那两三件能够对你的人生产生重要意义的事情。正如著名的 82 法则所提倡的:十件事中只有两件事会带给你八分之八十的价值。因此,请找到这二三事,并花时间和功夫在它们身上。不要在琐事上浪费时间,也不要将行动等同于高产。事实不断证明,在一个行动计划表中,如果将任务合理地排序(详见上一部分“时间管理-高效行动计划表的关键”),到你完成最关

*productive “To Do” list*) that by the time you have completed the first half dozen tasks that the latter tasks have changed or need not even be done anymore.

This is a very important point and why you must work your “to do” list in order. The greatest time waster is doing things that don’t need to be done at all. You must discipline yourself to identify and concentrate on the highest priority activities until they are complete before shifting to activities of lesser importance. This follows the statement that there is never enough time to do everything but there is always enough time to do the things that are most important to you. So identify the highest priority activities and start on #1. Tip: If you don’t know the order of which activities will give you the best results then ask an expert, a highly successful person in that area or the boss who can help you prioritize the activities. In fact, I highly recommend that you get feedback on your activity list, get some advice and counsel as we suggest in planning and decision making sections.

You probably already fill 24h of your day. If you want to do something new you need to ask yourself what are you prepared to give up so that you can make room for this new activity. Again there is never enough time to do everything there is to do, but there is always enough time to do what is most important to us. A real awakening can be taking inventory of how you are using your time now. You can have the best map in the world but if you don’t know where you are then it is unlikely you will be able to find the best route to get where you’re going. You now have clear goals and a good road map. You have to find out just exactly how you generally use your time. A common and simple method is to document every day for a week everything that takes up your time. How many times did the phone ring and how long was each call, how many times and how long to brush your teeth, reading the paper, walking the dog, etc., etc., etc. How much time do you spend doing things from the time you get up to the time you go to bed?

键的那几个任务之时，接下来的任务要么会因此改变，要么变得无关紧要了。

按顺序做“必做清单”上的事情是非常重要的。做了不需要做到事情是对时间的严重浪费。你必须约束自己确定并集中精力解决那些最高优先级的事情，直到将这些完全解决。我们没有足够的时间去做所有的事情，但我们有足够的时间去做最重要的事情。因此，我们必须明确最重要的事情是哪些，然后从最重要的事情开始做起。#1，如果你无法确定事情的优先级的话，那么你可以去问一下专家——这一领域的成功人士或可以帮你对事情优先级排序的老板。事实上，我强烈建议你从活动清单中找到反馈，从计划和决定部分获得一些建议。

想必你的日程满得不堪重负。如果你想尝试新的事情，你需要问你自己：我准备放弃什么才能有时间来进行这项新的活动。况且，时间有限，要想完成所有事情是不可能的，但是我们花时间做最重要的事是可行的。你可以记录下你的时间使用情况来反思自己。你可以拥有这个世界上最详尽的地图，但如果你不知道自己身在何处，那么就不太可能找到你所去之处的路途。既然有了明确的目标和清楚的线路图，你现在需要做的弄明白自己之前到底是怎样行进的，也就是怎样利用时间的。一个普适而简单的方法就是连续一周记录自己每天的活动和所耗时间，电话响了几次，每次通话持续了多长时间，刷牙几次，每次刷了多长时间，看报纸、遛狗所花的时间，等等。记录下你每天起床到睡觉之间花费时间的具体情况。

Make note of them right away, don't try to trust your memory and record everything at the end of the day for you will not remember everything that you did. Identify your time wasters, and eliminate them or change the habits (see page 61 on "Habits") that you have formed. Correspondence with people and paper is most people's biggest time waster. They don't realize just how much dealing with these items dramatically impacts their ability to perform and be productive. Identify and eliminate.

在每天结束之时将它们记录下来，不要高估你的记忆，如果不记下来你有可能就忘记了。找到浪费你时间的事情，划掉它们，或者改变你已形成的习惯（见61页的《习惯》）。例如，与他人通信占了大多数的大多数时间，他们并没有意识到处理纸质文件极大地阻碍了他们的能力和效率。我们要做的就是找到这些源头并消除它们。

## Getting Organized

***"To put the world in right order, we must first put the nation in order, to put the nation in order we must put the family in order, to put the family in order we must first cultivate our personal life, we must first set our hearts right."***  
**Confucius**

I will add to Confucius words; you must put yourself in order. The truth is that it's easier to be organized than it is to be disorganized. You receive all the benefits and don't suffer from the consequences. You have seen in goals, in activities, and in values that the order, the priority is absolutely crucial. Your organization is just as important. You want a life free of stress, then put yourself in order as you did your goals and you won't believe the difference it makes in your life. You have heard the statement that "What goes on - on the outside is going on - in the inside." To rephrase this statement, it means that your outer world is a reflection of your inner world.

Look around you. What does your outer world look like? What does your house look like, do you have piles of paper on various tables, do you have clutter all over the place? Your garage, your back yard, your car, your car trunk. Every clutter in your life is a reflection of some clutter in your mind. You don't need to go take these herbs on the market, these brain food tablets

## 有条理的生活

***"古之欲明明德于天下者，先治其国；  
欲治其国者，先齐其家；欲齐其家者，  
先修其身；欲修其身者，先正其心。"***  
**孔子**

这句话中还可以增加一句：欲正其心者，先理其居。事实上，有条不紊比杂乱无章简单，并且对你有益无害。优先顺序对我们的目标、活动和价值都起着极其关键的作用。在这其中，保持整洁有序的习惯也同样重要。如果你让你的生活远离压力，那么请你开始整理自己。你应该听说过这句话吧：“外在世界是内心的投射。”换句话说，你的所作所为反映了你的内心世界。

现在请环顾你的四周，你的外在世界是什么样子的？你的房子是什么样子的？大大小小的桌子上是否纸张成堆？你的地盘是否被杂乱无章侵占？你的垃圾桶，后院，车，后备箱呢？你周围的每一处杂乱都反映着你内心世界的混乱。草本保健品、有益大脑的保健品对你来说不起任何作用，因为你首先需要整理你的房间。整理是项关于生活技能的原则，



that clear the mind; you need to clear that clutter in your house. Organization is a life skill principle and you cannot violate principles without consequences. You are paying for it whether you realize it or not.

Consider these consequences.

- disorder = chaos, dysfunctional.
- disorganized = blurred or hazy, cloudy, unclear.
- poor order = spinning your wheels.
- poor order = not making much progress on important things.

- poor organization = wasted time.

Disorganized goes hand in hand with some of the biggest characteristics of failure and mistakes.

- indecision.
- laziness.
- lack of discipline.
- lack of focus and attention.
- stress and anxiety.
- lack of priority.
- out of control.

Organization goes hand in hand with some of the characteristics of success.

- order = clarity.
- order = harmony.
- order = function.
- order = control and discipline.
- order = peace and patience.

Good order in your life, is a matter of first clarity of your values, then your goals, then clarity of your activities, then the simple development of habits and practices. You can expect to be more efficient and effective with your goals and more patient with your relationships. Yes, you will find much more patience with people who tend to get in your way (mostly your close relationships) and distract you from your objectives. You cannot afford to be disorganized. It is too costly to your performance and your productivity. Worst of all, it is too costly on your relationships. All of you can identify with this.

You know how you feel when you have cleaned your house. You do your major spring cleaning. Your husband cuts the lawn and cleans out the garage. You

而违反这个原则迟早是有代价的。无论你现在是否意识到，你确实正在为你杂乱无序的生活买单。

考虑下面这些后果：

- 无序=混乱，无法正常运作
- 杂乱无章=模糊不清，阴郁，不清楚
- 顺序混乱=忙得团团转
- 顺序混乱=重要的事中无法取得进展

- 组织能力=浪费了时间

杂乱无章很有可能导致失败和错误：

- 优柔寡断
- 懒惰
- 放纵
- 注意力无法集中
- 压力很紧张
- 不能分清轻重缓急
- 失去控制

整洁有序跟成功密切相关：

- 有序=明确性
- 有序=协调
- 有序=运转
- 有序=控制和自律
- 有序=安宁、耐心

有条不紊地生活，首先就是明确自身的价值，其次对自己的目标坚定不移，并且对自己的全部情况了如指掌，这样一来养成好的习惯就不难了。你可以要求自己行事高效，待人耐心。是的，你会发现你对阻碍你前进或使你分心的人

（尤其是你的近亲近友），更加有耐心。你承受不起混乱的后果，因为它会将你的努力和付出毁于一旦。更糟糕的是，它会毁了你的交际，相信你们每一个人都能发现这一点。

你肯定对你清扫完房间那一刻的心情难以忘怀。你负责主要的大扫除，你的丈夫修建草坪，清理垃圾桶。你将房间里里外外打扫了一遍，然后你坐下，彻底



clean the place from top to bottom. Then you sit down after it is all done and your breath out, haaaaaa. You feel at peace, you're relaxed, you have clarity and you feel like you're ready to take on the world and you really can. You can take on your major life's goals with energy and clarity. You know what I mean, you feel great. Don't you? Why you would choose to live disorganized is beyond me. You either don't know the tremendous cost it's costing you or you don't believe that order is that important or you have developed bad habits that are ruining your life. Being organized will give you a sense of control and harmony. It reduces if not eliminates stress and anxiety and it facilitates efficiency, effectiveness and helps you to perform at your peak levels.

Look at your computer for example. Windows has a built-in program called "defrag" when your system starts acting up, when the mouse freezes or when the computer locks up. The first thing technical support will recommend is that you run the defrag program. This puts everything in order, lines all the sectors up so the machine will run with maximum performance and effectiveness. The program can find things quickly and efficiently; it runs more smoothly with less chance of corruption. Similarly, when your environment is set up with order you can expect the same results.

## Let's Get Organized

### The 7 Habits of Highly Organized People.

1. They have clearly defined goals that they review on a regular basis and always know the outcome they want to achieve.
2. They take the time to create organized, efficient and effective work environments.
3. They deal with paper work, correspondence, issues as soon as they touch it and put things back or away when they are finished using it.
4. They prioritize and plan out their daily activities the night before.
5. They stick to their prioritized "to do list" and finish tasks before they start the next.

喘了口气，哈……你感受到内心的宁静，你完全放松了，你的世界顿时明朗，你感到自己做好了征服整个世界的准备，我也认为你完全有这个能力。你从此能够精神抖擞、坚定不移地完成人生的目标。你明白我的意思，你感到前所未有的轻松，不是吗？但是你选择了混乱无序的生活，我不得不感到困惑。你要么不知道你正在为此付出沉重的代价，要么不相信这个好习惯的重要性，要么你已养成了浑噩无章的生活习性吧。养成收拾整理的习惯能够让你掌控你的生活，让一切变得和谐。能够消除或至少缓解压力和焦虑，提高效率，使你保持最饱满的状态。

比如，打开你的电脑，Windows 里有一个叫“磁盘碎片整理”的内置程序，当电脑系统开始不正常运行、鼠标失灵、或者电脑锁住的时候，技术支持会推荐你使用这个功能。它能够把所有文件归类，整理以后，电脑会以高性能高效率地运转。这个程序能够让你更快地找到文件，并且运转更加平缓，减少了死机。同样地道理，当你的环境变得井然有序的时候，你可以得到类似的结果。

## 从现在起开始计划

### 极度有条理人士的 7 大习惯

1. 他们有明确定义的目标，并且定期检验，永远知道自己想要达到的结果。
2. 他们花时间创造整洁、高效的工作环境。
3. 他们能够及时着手日程文字工作、往来信件和其他事情，一旦完成，立即将之放回原处或处理掉。
4. 他们提前一天按照轻重缓急计划日常任务。
5. 他们坚持按优先顺序完成计划表，逐一完成每项任务。

6. They create or use efficient systems to manage and accomplish tasks and activities.
7. They remain calm, positive and do not allow interruptions to take up unnecessary time and distract them from task on hand.

Look, you are already halfway there. Now we just need some good systems and habits that can make a huge difference in the balance of your life. These habits should be held consistent at home, at work, wherever you are and whatever you do. They are simple and easily developed by a slight reminder when you get off track.

Continually prioritize your tasks and activities the night before or before you leave work. This simple task can free you up for evenings with your family or maybe your next goal. This will help you sleep better not having to worry about everything you have to do the next day. It also helps smooth the morning when the family is a little tired, possibly rushing around because they feel a little disorganized or have to get going to the many things they have to do.

Review your goal or objectives on tasks before engaging in them to get the purpose fresh in mind. This is very important if the task is complex and of high importance. It helps ground and center you in the task. It helps keep the main thing the main thing.

Work on only one task at a time in a clear work area. Clear from being able to see other things, don't clutter the desk or the mind with 10-15 things around you. As simple as this may sound it works like a charm especially with the amount of distractions we get on a regular basis. It works just as well on dealing with an incoming distraction helping you return and get back focused quickly.

Focus and concentrate on the task at hand. Do not answer telephone calls, emails or other disturbances unless you have to. When distracted shift your focus to them, especially when it's someone important and then shift back. When the mind wanders or you are

6. 他们创造或使用高效的系统，辅助管理、实施任务和活动。
7. 他们能够保持冷静、积极，不让外界的打扰占用自己的时间、分散自己的注意力。

看吧，你已经完成了一半的练习了。现在，如果你想要改变你的生活，你需要的仅仅是好操作的系统和良好的习惯。无论你在家里，还是工作中，无论你在哪里、做什么，都需要你持之以恒的坚持精神。它们既简单、又容易掌握，你对生活失控的幡然醒悟更能促使掌握这些习惯。

提前一天或者当天下班之前按优先顺序计划好你的任务和其他活动。如此简单的小技能能够让你有更多陪伴家人的夜晚，或者能为你的下一个目标作好准备。它也能够让早晨变得更加轻松，特别是当你的家人疲于奔波的时候，因为他们感觉自己像个无头苍蝇，毫无头绪，或者是当他们面临着堆积如山的事情的时候。

不要急于开始，认真反思位于你目前任务中的目标，使目标最清晰化。这对完成繁复重要的任务极其重要。这个过程有助于你打牢基础，保持重点。

在整洁的工作环境中，保持一次完成一个任务的习惯。远离其他不相关的事，不要让你的桌子、你的大脑被十几件事情扰乱。尽管这听起来很简单，但是在当下我们面临的源源不断的各种打扰的工作环境中，它可能为你创造不可思议的效率，因为它能够使你迅速地从此些分散你注意力的事情中解放出来，并重回正轨。

重心放在手上的工作，在这期间，不要接电话、回邮件、或做其他使你分神的事情，当然也有例外。当你已经分心的

distracted literally tell yourself what I always say “focus” or “concentrate” out loud and get your attention back.

Put things away when you are finished working with them even if you are going to come back to it later. Many, many times we don’t make it back anyway so just pack it and put it away, close the file, put away the tools, etc. It only takes a minute and doesn’t leave undone things. When you do return the simple unpacking where you left off tends to get you back on track right away.

Complete one job before starting another. Do not have multiple tasks on the go at one time or you will end up not doing any of them well. It is better to do fewer projects in order of priority done well than a bunch of them done poorly, especially if they are not important. This is a common characteristic of highly successful men and women. Once you have good habits developed with one task you can then attempt multiple tasks with similar structure and organization.

## Create the Work Environment

There is no one way to get organized. You will have to create your own system and set up that meets your particular needs. You will want to consider your overall environment. Lighting, heating or air-conditioning, comfortable furniture such as a well-designed chair. You may add access to water and or healthy food to endure the long hours one can spend at a work station or office. In this section we will focus on setting up an efficient work station and developing good habits that can make a major difference in information control and your performance. Set up a micro environment that will include furniture arrangement, filing systems and machinery to help you process your work. Then you can develop good management habits and organize your time accordingly.

时候，就把重心放在这些事情上，特别是有关某些重要人士的时候，完成以后，再回到原位。当你开始开小差或者思想不集中的时候，不妨跟我一样，径直地大声地提醒自己：“集中精力”或者“专心”，重获注意力。

当你完成某件事的时候，就及时把它放在一边，即使稍后你还会处理它。但是绝大多数时候，我们不会再接触它第二次，所以不如将其整理好，放在一边，如关闭文件、收拾好工具等等。仅需一分钟的时间，就能避免拖泥带水。当你确实需要再次处理这件事的时候，重拾上一次的工作也会让你迅速找到状态。

完成手中的这项任务后，才开始着手下一个任务。不要一心多用，否则你可能会一事无成。要事精做，比事事敷衍好，尤其当它们仅是琐事的时候。这也是成功人士的普遍品质。一旦你掌握了处理一件事的良好习惯后，你可以以相同的方式尝试处理不同的事物。

## 工作环境的创造

没有一种普世的方法让你立马变得整洁有条理。你需要创造自己的体系和环境，来满足自己的特殊需求。你可能会考虑你的整体工作环境：灯光、暖气或者空调、舒适的家具比如设计优良的椅子。你也可能考虑水和健康食品的放置位置，使得自己能够在办公室长时间工作。在此部分，我们会重点讲解如何建造一个有效的工作平台、养成好习惯，从而使自己更好地掌握信息、提高工作能力。创造属于你自己的一片小天地，包括了如何摆放家具、如何整理文件和其他器材来帮助你更好地工作。然后，你就可以养成良好的整理习惯，并据此安排自己的时间。

*“Before we choose our tools and technology, we must choose our dreams and values, for some technologies serve them, while others make them more unobtainable.”*  
*Marilyn Ferguson*

*“在我们选择工具和技术之前，我们应该选择我们的梦想和价值，因为一些科技可以帮助我们完成使命，另外一些科技可能毁掉我们的使命。”*  
*玛丽莲·弗格森*

## Habits

It's a neuro chemical fact that habit patterns are etched in your brain. They are neuro chemical pathways. A computer program illustrates this in a simplistic way. A computer program uses pages of binary code, symbols, numbers and letters that don't mean anything as you see it on the page. Machine code doesn't make any sense until a programmer enters it into the computer system when it takes on meaning and creates a program. So when the person at the key board presses some keys and hits enter, at the speed of light produces a command, the response. Your brain works in a similar way. It has 100 billion brain cells that processes electricity at one one thousandths of a second, making 30,000 new cell connections every single second never repeating the same pattern. We process thought at 1,250 words per/minute and speak at approximately 250 words per/minute.

A habit is an experience that has been repeated so that it is etched into your brain and when something triggers a particular feeling at the speed of light you get a response. Just like when the person types in a bunch a keys and hits enter you get a response. Because of the repetition of a response to a feeling you have created a habit or a behavior. Now if you want to break this habit when you get that feeling instead of doing what you normally do (the response) you employ will power and do something different, your goal or new habit. By doing this you have just jumped track shall we say and formed a new pathway. To form a new habit, it has been estimated that you keep that up for 21 - 80 days. Depending upon your diligence you can form a new habit or response to your old feeling or behavior. Use your will power, our

## 习惯

习惯模式根植于你的大脑中，这从神经化学上来讲是个不争的事实。这些模式即使神经化学的路径。计算机的程序便是个很简单明了的例子：一个程序运用的二进制代码、符号、数字和字母，在屏幕上的它们对你来说可能没有任何意义。直到程序设计员进入电脑系统，才使这些符号有了意义，进而写成了一个程序。因此，当程序员敲击键盘，点击进入的那一刻，命令便光速般的产生，这也是电脑对此作出的反应。你的大脑的工作原理也如此：它有几百亿个脑细胞，而这些脑细胞每千分之一秒就会产生脑电波，每秒产生从不相同的 30000 个新的细胞链接。大脑处理信息的能力是 1250 字/每分钟，说话的能力是 250 字/每分钟。

习惯是反复实践的根植于你脑海中的经历，当某事迅速地刺激到某一特定情绪时，你大脑产生的反应。正如人们敲击键盘，点击进入一样，你会得到某种反馈或回复。正是由于对某种情绪的反应的来回重复，你便形成了一个习惯或者行为。现在，如果你想打破对待某种情绪的常规习惯（即这种反应），你可以尝试运用意志力，做不同的事情，比如益于你的目标的事或者形成新的习惯。通过这个行为，你其实已经脱离了之前的轨道，并形成了新的路径。要想真正养成一个新的习惯，你大概需要保持

gift of choice. Take what you know and how you feel to make new decisions and shape new habits. Use your strong feelings about things that you want to change or achieve and couple that with your knowledge, and your goals to make a new decision and you have just employed will power. Example; I feel like watching TV but I know that it just contributes to my laziness so I will do what I have set out in my goals and go do it. You have just jumped track and well on your way to a new habit, overcoming an addiction or any behavior you want to change.

There is another habit of ours that I briefly touched on in “Part 4 - Identifying Obstacles” that is worth a re-mention. That is our avoidance behaviors or our automatic reactions to some input. We can control our responses and create new actions that enable us to move beyond past experiences or programming. Our past negative experiences form fears and beliefs. The purpose is to protect us but in fact they limit growth. As Scott Peck described in *A World Waiting to be Born*; “People will employ a variety of psychological tricks we call defense mechanisms. While sometimes necessary, even lifesaving, these defense mechanisms are more often employed in an unhealthy fashion. When used this way, they are self-imposed limitations and prevent the person from moving forward becoming all that she or he can be.” The clarity of your goals and development of your plans as I have described should surface these mental obstacles or limitations. Lack of awareness being is most of the problem. Application of your will power and commitment to form new habits will help you to move forward and achieve your goals.

21-80 天的练习。根据你的能力，你可以对之前的情绪或者行为产生一个新的习惯或者回应。运用你的意志力，即我们选择的能力。充分调动你的理智与情感，作出新的决定、养成新的习惯。也就是说，运用你对某些事情想要作出改变、或者对之渴求的强烈决心，并且充分利用你所掌握的知识、你的目标，来形成新的决定，这便是运用意志力的过程。举个例子：我想看电视，但是我清楚这只会助长我的懒惰，因此我会坚守自己的目标，并立马行动。你已经脱离了原来的生活轨迹，正在形成全新的习惯的，与沉溺上瘾或你想改变的习惯进行着博弈。

我在《第四部分-认识到你的障碍》这一章提到过的普遍存在于我们生活中的另一个习惯值得再次探讨。这就是我们的回避心理，或者说是对一些事情的自动回应。我们能够控制我们的反应，并且能够打破过去经验或者思维的束缚，形成新的行为。我们过去的经验是畏惧和传统思维的来源，它们起着保护我们的作用，但实际上它们很大程度地限制了我们的发展。斯科特·派克在他的书《等待重生的新契机》中谈到：“人们会运用各式各样的心理上的小技巧，我们将它们称为防卫机制。这个机制有些时候是必要的，甚至会起到保护我们生命的作用，但是大多数时候，它们运行的方式对我们来说弊大于利。每当这个时候，我们便强加给了自己种种限制，无法发挥出我们的最大潜力。”正如我们之前练习过的，一旦明确你的目标，并对计划有了一个合理实施过程，你就能够意识到这些心理上的障碍或限制，因为意识的缺乏可能是其中的症结所在。充分发挥你的意志力、你对养成新习惯的决心，会让你不断提升、并最终实现你的目标。

## Making Decisions

*“Once you make a decision, the universe conspires to make it happen.”*

*Ralph Waldo Emerson*

Many believe the above quote to be literal truth. Regardless of our belief, making wise decisions is a key to helping you realize your goals. From the classic mega best seller “*Think and Grow Rich*” by Napoleon Hill, a study of the five hundred wealthiest men of the United States found that their ability to make decisions was key to their success. He found that successful people were quick to make decisions and slow if ever to change, where unsuccessful people were slow to make decisions but quick to change. Here is one of my favorite word picture stories to illustrate the need to make good decisions:

*Life is like a river for many people. They just jump in the river of life without ever deciding where they want to end up, so they quickly get caught up in the current, current events, current challenges, current fears. And then they come to the forks in the rivers, they don't consciously decide which way to go, they just go with the flow of the river, the flow of the majority instead of being directed by their own values and goals. As a result, they feel out of control but continue to drift downstream until one day the sound of the raging water wakes them up and they realize they are five feet from the falls and they are in a boat with no oars. It's too late. They are going to take a fall. It may be a financial set-back or the breakup of a relationship or maybe even a health problem. In almost all of the cases the fall could have been prevented by making better decisions upstream. Anthony Robbins*

The currents of life are carrying people directly to the falls because they are not making thoughtful decisions according to their values and goals. One of the biggest problems is too many try to figure out their decision in their head. It is nearly impossible to get a good objective view of the decision you need to make in your head. We are too easily caught up in emotions and feelings that change day by day. One of the most effective ways to solve problems is to write it down,

## 决定的做出

*“自助者天助。”*

*拉尔夫·沃尔多·爱默生*

许多人将上面这句话奉为不争的事实。无论我们的信念如何，明智的决定始终梦想变为现实的关键。经久不衰的畅销书《思考与致富》中，作者拿破仑·希尔做过一项调查：美国最富有的五百个人成功的秘诀在于他们的决策能力。他发现，成功人士能够迅速做出决策，对改变却很谨慎。相反，失败的人很难做出决策，且常常半途而废。正确的决策对于我们生活的重要程度，我将引用下面一段我很欣赏的生动描述来展现：

对芸芸众生，人生就像一条河流。他们跳进去以后，却彷徨不知所终。有的人缭绕于眼前和当下，困于眼前的繁花似锦，困于当下的挫折和恐惧。当他们来到了河的分流处，他们仍然朦朦胧胧，不知所向，于是决定随波逐流，盲从大众，而不能够掌舵自己的方向和目标。结果，他们看到局面失控，却继续溯流而下。直到惊涛拍岸的水流将他们惊醒，他们方才意识到前方瀑布近在咫尺，却因为没有船桨而改变不了方向。一切都太晚了。他们只能硬着头皮掉下去。而在实际生活中，这种跌落可能是经济危机、感情危机或者是健康危机。大部分困境其实都可以通过我们冷静分析，做出更科学更机智的决策来避免。  
安东尼·罗宾斯

未能根据自己的价值和目标做决定，当下的生活很容易让人们陷入各种危机，大多数人面临的最大的问题便是，我们仅仅通过拍脑袋做决定。然而，仅仅通过绞尽脑汁、冥思苦想的方式，我们不

have a good look at the issue, ponder it for a couple of days and apply the exercise below to make the decision. Below is an awesome simple exercise to apply to any decision that you may need to make. Indecision when a decision needs to be made can lead to much unwanted stress and anxiety. Total the results from the exercise and I assure you that you see the answer staring right in front of you and you will not get stressed and have anxiety that only clouds the situation.

- Print off the following page and apply these six steps.
- Write your question or dilemma in the blank line at the top.
- Apply each question to your situation.
- Total the results at the bottom.
- Finish with My Decision.

State your question:

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1. Does this decision bring you closer or further away from your goal? Answer: Yes, or No.
2. What is your gut feeling, listen to that inner voice? Answer: Yes, or No.
3. Weight the pro's and con's, create a 2 column chart and list as many positives and negatives you can.

### **Positives (Pros)**

### **Negatives (Cons)**

能全面地解析问题，因此我们很难做出正确的选择。而对此一个有效的解决方法便是，记录下这个问题，彻底地分析它，考虑一些时日，并运用下面的方法来帮助你最终做出决定。下面这个轻松却高效的练习能够辅助你在任何条件下做出上佳的决定。因为应该当机立断时却犹豫不决，会招致不必要的压力和紧张。

- 将下面的几页打印出来，按照以下6个步骤来做。
- 将你面临的问题或困境写在表格的上方。
- 将每个问题运用在你的情景中。
- 将结果整理出来。
- 完成“我的决定”。

阐明你的问题：

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- 1、这个决定是否能够使你离你的目标更近一步？答案：是 或者 不是
- 2、你的直觉是什么？是否倾听了你内心的声音？答案：是 或者 不是
- 3、权衡利弊，画一个两列的图表，尽可能地列出各自的好处和坏处。

### **好处(优点)**

### **坏处(缺点)**



4. Hindsight is always 20/20. Reflect back and think about how have similar situations worked out in the past. Answer: Positive or Negative

5. Look at the circumstances surrounding this decision.

A) Are doors open or closed? Answer: Yes, or no

B) Do I have the emotions to deal with this? Answer: Yes, or no

6. Probably the most important is to seek counsel. I cannot emphasize the importance of this enough. Humble yourself and get some advice. Seek out those who have experience and success regarding your decision and get some feedback. An ancient proverb says *"Listen to advice and accept instruction and in the end you will be wise."*

*Results Totals.*

*Do it.*

*Don't do it.*

*Question 1*

*Question 2*

*Question 3*

*Question 4*

*Question 5A*

*Question 5B*

*Question 6 Advice*

*Question 6 Advice*

*Question 6 Advice*

Your decision:

\_\_\_\_\_

\_\_\_\_\_.

If you are still unsure of your decision, then I have found another few questions to be most helpful.

1. What is the worst thing that can happen by making this decision now? Can you live with that result?
2. What is the worst thing that can happen by not making this decision now? Can you live with that?
3. Can I wait two, four or 6 more weeks?

4、看往事的视角永远是完美的。反思过去，回想以前相同的问题自己是怎么解决的。答案：好处 或者 坏处

5、环顾做这个决定时的周围环境：

(1) 门是否开着？ 答案：是 或者 不是

(2) 我是否具备管理情绪的能力？ 答案：是 或者 不是

6、最必要的一点应该要数寻求他人的建议和帮助了。它的重要性不言而喻。谦虚地询问别人的建议，尤其是那些在相关领域有经验、取得成功的人士。正如一句古谚所说：“听君一席话，胜读十年书。”

权衡的结果

实行

不实行

问题 1

问题 2

问题 3

问题 4

问题 5A

问题 5B

问题 6A

问题 6B

问题 6C

你的决定：

\_\_\_\_\_

\_\_\_\_\_.

如果你仍然不能确定你的决定，这里还有其他的几个问题对你可能有所帮助。

1. 做出这个决定后可能发生的最坏的结果是什么？你能够承受这个结果吗？
2. 不做这个决定，可能发生的最坏结果是什么？你能够承受这个结果吗？
3. 我能够等待 2 周，4 周或者 6 周的时间吗？



I heard a wise man once say that “God's will for you is what you would do if you had all the facts”. I don't want you to analyze until you are paralyzed, but for any major decision it is wise to take some time and be considerate and thoughtful regarding your decision and I think you will find the above process and three questions. Here are some other thoughts regarding decision making or why people often make bad decisions.

## 6 Common Pit Falls in Decisions Making

1. An unwillingness to think.
2. An unwillingness to think ahead.
3. An unwillingness to take advice.
4. An unwillingness to suspect oneself. Sometimes we don't want to be realistic with our self and our motives.
5. An unwillingness to discount personal magnetism, personal biases.
6. An unwillingness to wait.

Webster's dictionary defines decision as the quality of being positive and firm, a decisive result! Decision comes from the Latin root "ci-dere" which literally means to cut from. It means when we decide to do something then we need to cut away all other possibilities. When you say that you are going to quit smoking then that's it, you're finished. You have made a positive and firm decision.

Remember the story of Hernan Cortes who sailed from Cuba to Mexico in 1519 with plans to conquer the Aztec empire. He succeeded in conquering the Aztecs but found many other great challenges and difficulties. Many of his crew wanted to sail back to Cuba when Cortes made the decision to burn the ships. This left them no other opportunity but to succeed in this new land which they did forming the little town now called Veracruz. Maybe you have some decisions where you need to burn the ships. Make your decision and cut away all possibilities from turning back and you will succeed.

我曾经听到一句富有哲理的话：“如果你有了充足的理由，你就有了行动的决心和勇气，上天也会垂青于你。”但我并不想让你事无巨细、考虑过头导致一事无成。因此，对于任何一个重大的决定，花一定时间反复斟酌考虑是有必要的。在我看来，以上步骤正是你所需要的。下面是关于做决定的一些思考以及人们为什么常常做出失误的决定的原因。

## 决策失败的 6 个常见原因

1. 不愿意思考
2. 不愿意提前考虑
3. 不愿意听取别人的意见
4. 不愿意承认自己的缺点
5. 不愿意撇开个人喜好和个人偏见
6. 没有耐心

韦氏词典将“决定”定义为拥有积极、坚定的特质，并能够产生一定的成效。这个单词来自拉丁文的词根“ci-dere”，意为“来自斩断的……”。这表明了当我们在做一件事的时候，我们应该断绝任何后路。比如，当你下决心要戒烟的时候，你就必须坚持到底，没有其他任何退路。这时候，你就做出了积极、果断的决定。

1519 年，带着征服阿兹特克帝国的野心，赫尔南科尔特斯从古巴踏上去往墨西哥的航行。他成功地俘虏了阿兹特克人，但是又面临其他艰难险阻。当他的船员都纷纷要求回到古巴之时，科尔特斯却烧毁了所有的船。无退路可走，他们果真在这片新的土地上得以生存下来，甚至还建立起了一个小镇（如今的维拉克鲁斯镇）。同理，也许你此时此刻已经做出了决定，只待你将“承载其

他可能性的船"烧毁。做出智慧的决定，同时将后路断绝，你便会成功。

***"An undecided mind is a dangerous way to live."  
Daniel A. Janssen***

***"事事犹豫不决是一种危险的生活方式。 ”  
丹尼尔·A·詹森***

## Part 6 - Time Planning

### 第六部分-个人发展

*“Time is free, but it's priceless. You can't own it, but you can use it. You can't keep it, but you can spend it. Once you've lost it, you can never get it back.”*

*Harvey Mackay*

“笑口常开，尊于智者，惜爱幼童；善听箴言，承受背叛；赞叹神奇，满眼美好；让这个世界变好一点，无论是养育健康的后代，还是修整花园，亦或是改善身边的社会环境。知道哪怕只有一个人的生活因为自己的存在而变得更加容易，你就成功了。”

*拉尔夫·瓦尔多·爱默生*

Congratulations on having completed some of the most fundamental and powerful exercises to having a successful, balanced life full of purpose, meaning and direction. If you do not feel that you are right on top of your major life's purpose, and certain you now have the understanding and keys you were looking for to create your dream life then do not worry. Please remember that all we have talked about is a process, a process that will become crystal clear as you move toward your goals and develop the habits of success. The miracle and magic takes place in the journey, in the discovery of who you are and the unique contribution you can make in this world.

We all want the same things. We all want to be happy, feel secure, peace of mind, health and wealth. We simply all want to be successful and have a purposeful and meaningful life. There is no one answer, there is no one way, it is simply a process of growth and you have learned some of the very core fundamentals to moving along in that process. You are now a better equipped, focused, purposeful human being with some key strategies to being effective, efficient and productive on that journey. Many of the characteristics in the upcoming pages you will already be on top of from having set your goals. Some you will know are obstacles that have

祝贺你已经完成了通往成功、平衡、充满意义和目的的人生道路上的关键步骤。如果你感觉你对自己人生目标还不是很明确，还未开启梦想人生的大门，那么请不要担心。请记住，我们在这本书中所讨论的仅仅是一个过程，这个过程会随着你朝着目标的迈进、培养成功的习惯而逐渐明朗。奇迹便在这个过程中产生，因为你在此发掘自我，以及自身对这个世界的独特意义。

我们共同所追求的大同小异，我们想要快乐、安全感、安宁、健康和财富。我们都想拥有一个成功的、充满目标和意义的人生。世上没有统一的答案，方法也不止一种。仅仅是一系列的成长过程，在此过程中你学习到了通向目标的关键技能。现在你更加地完善、更加坚定、充满斗志，并且拥有高效的生产力。你已经知道其中的一些性格特点在过去是你的障碍，其中一些是你始料未及的，会让你吸取经验，从而变得更明

hindered you in the past and there will be many you didn't expect that will arise as lessons to make you wiser and stronger. Consider the following characteristics as it applies to you.

## Characteristics of Failure

It is from our failures that we learn life's most valuable lessons. Nobody should be afraid of failure but we seem to avoid it at all costs. The founder of IBM was interviewed once and asked what is the quickest way to succeed? His reply was *"double your rate of failure"*. What he was referring to is that we all fail and make mistakes. We continually try things until we get it right and master the lesson. It is part of the process. Thomas Alva Edison, considered to be one of the world's greatest inventors always recognized the importance of hard work and determination. Before succeeding in 1879 he recalled, *"I tested no fewer than 6,000 vegetable growths, and ransacked the world for the most suitable filament material."* It was Edison that said *"Genius is one percent inspiration and ninety-nine percent perspiration."*

In the early 1950s a new interstate highway was planned to bypass the town of Corbin. Seeing an end to his business, the Colonel auctioned off his operations. After paying his bills, he was reduced to living on his \$105 Social Security checks. Colonel Harland Sanders actively began franchising his chicken business at the age of 65. He traveled across the country by car from restaurant to restaurant, cooking batches of chicken for restaurant owners and their employees. If the reaction was favorable, he entered into a handshake agreement on a deal that stipulated a payment to him of a nickel for each chicken the restaurant sold. By 1964, Colonel Sanders had more than 600 franchised outlets for his chicken in the United States and Canada. That year, he sold his interest in the U.S. company for \$2 million to a group of investors including John Y. Brown Jr., who later was governor of Kentucky from 1980 to 1984. Our failures and attempts are our stepping stones to success.

智、坚强。思考以下性格，因为它们对你有参考价值：

## 失败的特征

正是从失败中，我们才学到了人生最珍贵的课程。我们不应该对失败感到畏惧，但似乎人人谈其色变。IBM 的创始人曾经参加面试的时候被问到如何能快速成功，他的回答是“将你的失败增加一倍”。他实际上指的是所有人都有失败和犯错误的时候，只有当我们不断地尝试，才能真正掌握某项知识。这一切都是过程的一部分。托马斯·阿尔瓦·爱迪生，被认为是世界上最有价值的发明家，他深谙勤奋和决心的重要性。在大获成功的 1879 年之前，他回忆道：“他发明电灯的过程足以印证这句话：他在世界各地搜寻适用的竹子，并逐一试验了六千多种材质，终于找到最适合最实用的灯丝。”他也印证了自己的至理名言：“天才是百分之一的灵感和百分之九十九的汗水。”

在上世纪 50 年代初，一条新建的跨省高速即将穿过科尔宾小镇，哈兰·山德士上校感觉自己的生意会随之倒闭，于是将其拍卖。交过所有费用之后，他仅靠 105 美元的社保为生。山德士上校开始积极地推广鸡肉快餐的连锁加盟，此时他已 65 岁。他开着车造访全美一个又一个餐厅，为餐厅老板和员工烹饪一锅又一锅的鸡肉。如果餐厅觉得他的烹调美味，就会与他握手签订对方每卖出一只鸡，付给山德士 5 美分的协议。到 1964 年为止，山德士上校在美国和加拿大有了多达 600 家连锁加盟店。在同一年，他将自己在美国公司卖给了一群包括约翰·布朗（1980-1984 年任肯塔基州州长）在内的投资集团。（上述事例说明）我们的失败和努力是通往成功的基石。

For this particular part of the book I would like to define failure as not getting what you want. If you have failed to get something you want, you have failed. You are not a bad person; you are not stupid you just missed the mark. By the way “missing the mark” is a literal definition of “sin”, and you can take that any way you want. Nobody wants to fail but many do not realize how subtle it is. Like success, it is the little things added up month after month that will soon benefit you or rob you of the joys of life. Procrastination, laziness, indecision, pride and arrogance, mocking and destructive criticism, constant complaining, and neglect are the big ones, especially neglect.

Neglect is a disease; it's a subtle attitude that will lead you right into the formula for failure. Should do it, could do it, don't do it. Here is a simple analogy we can all relate to. Bacteria can be defined as an alien hostile life force with an agenda to take over a host system for its own survival. These are germs which look for openings in the skin like a cut or a scrape. Now if you get a little infection (bacteria) on this cut or opening you can go to the medicine cabinet and pour a little rubbing alcohol on it or wash it and it probably won't turn into much. If you neglect to treat that infection, it is likely it to grow until you are going to have to see a doctor to get antibiotics because your immune system has been penetrated and compromised. That's the disease of neglect. It starts as a little infection and if we don't deal with it, it will grow and spread until it robs you of all of life's values, happiness, joys and successes. Neglect is a disease and if you neglect to do wise things with one area of life like bacteria it spreads to other areas which is why we so often see people who failed mess up every area of life.

Procrastination is an obvious major killer in life but we also have to watch out for majoring in minor things. I know many people including myself who had worked very hard at different jobs but still failed. Just because we are busy and work hard does not mean success. In fact, as we described in activity planning and time management we must identify the

在此部分，我想将失败定义为未能得到自己想要的。如果你没有得到你想要的某种东西，那么你就失败了。但你并不是一个坏人，并不愚蠢，你只是未中目标。在（英语中）原罪的本意为 miss the mark，你怎样理解都可以。没人想要失败，但是也很少有人意识到失败的微妙性。如同成功，是微小琐碎之事的日积月累，要么滋润你，要么毁灭你。拖延症，懒惰，犹豫不决，骄纵和自大，嘲讽和不怀好意的批评，永无休止地抱怨，忽视都在其中，尤其是忽视。

忽视是一种病态，它隐藏得很深，以至于引导你不自觉地走向失败：应该做，可能做，不去做。这个简单的类推我们人人都有感触。细菌可以定义为一种外来的生命形式，它的目标是侵占主体系统，使自己存活。比如病菌寻找皮肤上的开口比如伤口或者擦伤。现在如果你的伤口感染了一点病菌（细菌），你可以找到你的医药箱，擦点酒精，或者用酒精清洗，伤口多半不会变严重。如果你选择忽视这个感染，那么它会变得严重，直到你不得不去看医生，并注射抗生素，因为你的免疫系统已经被渗透和感染了。这就是忽视的后果。最初仅是一些小问题，但如果我们不去解决它，它就会滋生，扩散、影响你生活的方方面面，你的价值、幸福、快乐和成功。如同疾病一样，如果你选择忽视它，不采取积极机智的措施，那么它就会细菌般的扩散到你生活的其他领域。这也是为什么一些人的生活糟糕透顶的原因。

拖延症是人生的重大致命杀手，但是同时我们也应该注意。我知道包括我在内的许多人竭尽全力尝试了无数个工作，但仍然失败了。仅有忙碌和勤劳，并不代表我们会成功。实际上，在我们的事务计划和时间管理这两个章节中讨论到的，明确高价值的活动才能确保我们的进步。低回报的工作当然会导致失败。

high value activities if we are to make measurable progress. Working on low result activities is a sure way to miss the mark. This is why we spend lots of time to create clarity on our goals and plans for their attainment. “Failing to plan is planning to fail” as basketball hall-of-fame coach John Wooden would say.

Finally, don’t be afraid to admit a mistake. One of the worst things we can do is try to hide, cover up or pretend that it’s not a mistake. The best thing that one can do is admit something was a mistake and change immediately. Brian Tracy claims that 70% of our decisions turn out to be wrong in the long run so as soon as you have identified a mistake, cut your losses and move to the next decision. This falls in line with not being able to admit that you don’t know something. Ignorance is not bliss and arrogance is one of the worst of human qualities. Being arrogant and un-teachable can be fatal to one’s progress and even psychologically prevent you from personal growth. This usually stems from poor attitude, insecurity or low self-esteem or self-image.

## Characteristics of Success

Like beauty success is in the eyes of the beholder. Success is something that you must define for yourself. It has been said: *“Never pity a man who has everything that is important to him and pity the man who has everything but what is important to him”*. I hope that working through your goals has helped you to define what success means to you. This section of the planner is not to define what success is but to understand some of the common characteristics that show up in successful men and women through out the world.

To talk a little more about success I would like to refer to the classic international best seller we have referred to earlier. *“Think and Grow Rich”* Under the guidance of Andrew Carnegie, Napoleon Hill had studied 500 of the richest men of America to try to better understand the road to success. Many of these men have claimed that his teachings contributed to

这也正是我们为什么会花费大量时间来明确目标，并计划如何达到这些目标。正如篮球名人堂里的篮球教练约翰·伍德登说的：“做不好打算，就等于打算失败。”

最后的一点忠告，不要害怕承认失败。糟糕至极的行为便是拼命掩饰、遮盖错误或者假装自己并没有错。我们对失败最好的反应应是承认错误，并立即改正。布莱恩·特雷西认为我们做的决定中 70%从长期来看都是错误的，所以当意识到这个问题，应立马减少你的损失，并将精力转移到下一个决定。无知并不是福气，傲慢是人类最严重的性格缺陷之一。桀骜不驯让你无法进步，甚至从心理角度上来说也是如此。傲慢往往来自无礼、不安或者自卑。

## 成功的特征

正如美一样，成功取决于发现它的眼睛。因此，这完全在于你如何定义成功。正如一句话所说的：“永远不要可怜一个拥有一切对他来说重要东西的人，可怜那个拥有一切对他来说不重要的人。”我希望通过建立目标这一系列过程能够帮助你找到成功的定义。这部分的内容不是定义成功，而是理解世界上成功人士普遍拥有的特质。

Alexander Graham Bell. 谈多了成功，我不得不再次提及我们之前提到的经典畅销书《思考致富》。在安德鲁·卡内基的指导下，拿破仑·希尔从全美 500 名最富有的人身上试图找到成功的途径。其中的许多人认为是让指引他们收获成功和富有。其中包括只接受过 3 个月的正式教育却成为举世著名的发明家

their vast fortunes. Some of these men are Thomas A. Edison who became the world's greatest inventor with only 3 months of formal schooling, Charles M. Schwab, Henry Ford, Theodore Roosevelt, Wilber Wright, John D. Rockefeller, F. W. Woolworth, Woodrow Wilson, Alexander Graham Bell. He stated at the beginning of the book that he will mention over 100 times the keys to success and making money. This is something that you must see with your inner eyes if it is going to have any impact on your life, if you are ready for it. After reading the book you will come to the conclusion that the answer is summed up in this quote of his. *"There is one quality which one must possess to win, and that is definiteness of purpose, the knowledge of what one wants, and a burning desire to possess it."* Napoleon Hill

I would like to share with you some of the characteristics of successful people whom I have studied. I call it the G.A.P. theory. I have adopted this acronym to help me remember the common personal characteristics of great men and women of the past and to remember the big 3 characteristics that they have all seemed to master. The G.A.P. theory is not a theory but a fact. It is the fact that these three fundamentals produce most of the characteristics of successful men and women around the world. It is these qualities and characteristics that set apart the winners and high performers. It is these characteristics and qualities that will be produced in you as you engage in the process of doing, becoming and having all that life offers.

### The G.A.P. Theory

G = Goals    A = Attitude    P = Personal  
Development

#### Goals

Key traits that properly set goals produce:

- Purpose
- Passion
- Organized plans
- Meaning
- Direction
- Mission

托马斯·A·爱迪生，查尔斯·M·施瓦布，亨利·福特，西奥多·罗斯福，韦伯·莱特，约翰·D·洛克菲勒，F·W·伍尔沃斯，伍德罗·威尔逊，亚历山大·格雷厄姆·贝尔。在书的开始，他提到他会强调上百遍关于成功和致富的秘诀。你必须亲眼观察，亲身实践，来判断这是否适用于你的人生，你是否作好了准备。读完这本书以后，你会得出如下结论：“*想要成功，你必须具备这样一种品质：对目标的坚定，对知识、对成功烈火般的渴求。*”拿破仑·希尔

我愿意与大家分享一些我所了解到成功人士身上的共同特征。我称其为 G. A. P 原理。之所以这样命名，是因为它能够帮助我记住这些在过去获取极大成功的人们以及他们身上共通的三种特性。G. A. P 原理并不是理论，而是一个事实。事实便是，这三种特征铸就了大多数成功人士，这三种特征将胜者和强者凸显。当你开始行动、改变和善于利用生活提供给你的机会时，你也会逐渐拥有这些品质和特征。

### G. A. P 原理

Goal=目标    Attitude=态度    Personal  
Development=个人发展

#### 目标

恰当目标带给我们的关键品质：

- 目标
- 激情
- 有条理的计划
- 意义
- 方向

- Clarity
- Burning desire
- Productivity
- Decisive

- 任务
- 明确性
- 强烈的渴求
- 高效
- 果断

### **Attitude**

Key traits a proper attitude produces:

- Responsibility
- Resilience
- Resourcefulness
- Proactive
- Commitment
- Teach ability
- Humility
- Discipline
- Positive
- Persistence
- Determination

### **态度**

正确的态度带给我们的关键品质：

- 责任
- 坚毅
- 资源
- 前瞻性
- 投入
- 可教性
- 谦逊
- 纪律
- 积极
- 坚持
- 决心

### **Personal Development**

Key traits personal development produces:

- Courage
- Character
- Confidence
- Competence
- Compassion
- Self esteem
- Optimism
- Integrity
- Security

### **个人发展**

个人发展带给我们的关键品质：

- 勇气
- 人格
- 自信
- 能力
- 怜悯心
- 自尊心
- 乐观
- 正直
- 安全感

Consider these values or characteristics and check which ones you feel you have and circle those which you feel you should improve upon. Now that you have completed the exercises of the planner you probably have most if not all of the traits under Goals on the left, but what about the other two boxes. What is your attitude like? What personal development traits do you display in your daily life or better yet when things get a little tough. Can you still act with integrity? Do you still have the courage to make the right decision even when it may cost you some time or money?

思考这些价值或品质，审视自己是否拥有这些品质，圈出你认为还有待提升的品质。现在既然你已经完成了本书的练习，相信你已经获取左边目标那一栏大部分的品质，以及中间和右边的价值品格。你的态度如何？你在日常生活个人发展中所展现出来的性格是怎样的？在时运艰难的时候呢？你能够一如既往、善始善终吗？你仍然有勇气做出正确的决定，哪怕是以时间和金钱为代价吗？



I would now like to conclude with a couple of teachings from Jim Rohn. The teaching actually stems back to the great philosophers and sages of the past. It is simply that our beliefs, the way we think affects our attitudes which in turn affects our behaviors which give us our results. Mr. Rohn has created an excellent formula to help us remember which goes like this;

**Your Beliefs = Attitude = Actions =  
Results**

(and then he adds this creates your life style.)

It is the information age. A shift from manpower to mindpower. In this new age, you are no longer rewarded for the hours you put in but what you put in to those hours. The mind is the key to change, to understand the underlying beliefs that propel us forward or hold us back. For too long in sports, business and education the emphasis has been on physical or technical skills and not on mental skills. With athletes as well as business professionals it is clear that outcome is based on psychological factors. It is the way we think about things, the way we feel about things that we need to develop, understand and take to new levels. Change the way you think and everything will change for you in the direction of your newly established goals.

我想以吉米·罗恩的几句箴言结束本书。他的教旨实际出自于伟大的先哲：信念影响态度，态度指导行为，行为决定结果。罗恩先生创造了如下的公式供我们参考：

**你的信念=态度=行动=结果**

（这形成了你的生活方式）

在信息化时代里，智力取代人力。在日新月异的今天，你耗费的时间不再能够说明你的价值，而在于你在这段时间内创造了什么价值。想要理解或者改变那些促使或抑制我们行动的潜在观念，关键在于理解我们的思维方式。在体育、企业和教育领域中，人们的重点向来只放在了实际的技术层面上，并未重视精神层面的技能。从运动员到商业人士，以智取胜的重要性不言而喻。我们对某事如何所感所想，才正是我们需要理解和提升之处。转变思维方式，事事便会朝你的既定目标发展。

## Attitude by Jim Rohn

*"The only limitation placed on our abilities is the inability to easily recognize our unlimited nature . It takes effort to become aware of our staggering and limitless abilities, it takes effort to become enthusiastic over a cause or an occupation. It takes effort to continue when our results as well as our friends tell us to give up trying. It takes effort to feel right about everything that happens, the joy and the sorrow of life. It takes effort to learn to love ourselves above all others, especially when we are so conscious of our failures, doubts and tragedies. It does not however take effort to fail. It is ironic that one of the few things in this life we have total control over is our attitude and yet most of us live our entire life behaving as if we have no control whatsoever. By our attitude we decide to read or not to read, by our attitude we decide to try or to give up, by our attitude we blame ourselves for our failure or foolishly blame others. Our attitude determines whether we love or hate, tell the truth or lie, act or procrastinate, advance or recede, and by our own attitude, we and we alone actually decide whether to succeed or fail"*

态度 吉米·罗恩

“人类的唯一束缚便是无法看到自己无止境的潜能。我们必须付出很大努力才能够确信自己无所不能，我们必须付出很大努力才能对一项事业抱有极大的热情，我们必须付出很大努力才能友人怀疑的眼光中坚持下去，我们必须付出很大努力才能笑对自己正在经历的风风雨雨，我们必须付出很大努力才能学会将自己放在首位，尤其是当我们畏惧失败、怀疑和不幸时。但是，失败不须努力。最具嘲讽性的便是，态度是人生少有的几件我们能够掌握的事情之一，但是我们的大多数人的行为让人觉得人生不能掌控。我们的态度决定了我们阅读与否，坚持与否，自省还是咎于他人。我们的态度决定了我们爱与否，真诚与否，行动与否，进步与否。我们的态度决定了成功还是失败。”

## Closing Comments

There are three things that I hope have been accomplished with this program;

### 1. Clarity of your values, mission and life's goals.

This being absolutely foundational to our success and development of character. I hope that you are well on track and now know how to keep yourself focused, fulfilled and productive.

### 2. Create a more balanced and effective person.

I hope that with the clarity of your goals, the understanding of planning, time and task management, being organized, and this decision making process will serve you to being a more effective human being.

### 3. Produce courage, responsibility and personal leadership.

I hope that this clarity and these new skills will help you to be more courageous to pursue your dreams and become the most that you can be.

No one on this planet knows your desires, your wants, your needs and your hopes but you. No one knows your fears, your insecurities or your weaknesses but you so no one can really tell you what you should or should not do. It is my belief that the overall goal of mankind is to become the most that we can be, to grow to new levels of awareness and fulfill our human potential. To do that will require your commitment to your goals and dreams, the disciplines of good habits and courage. Sir Winston Churchill said *"courage is rightly considered the foremost of the virtues for upon it all others depend."*

- It takes courage to set goals and pursue your dreams.
- It takes courage to choose values and resolve to live by them.

## 结束语

通过本书，我希望助你达成了三个心愿。

### 1. 你对自身价值、使命和人生目标有了明确的认识。

这对你的成功、性格的塑造至关重要。我希望你已经在路上，并知道如何让自己保持这般注意力，高效行事。

### 2. 成为一个有平衡的、有效率的

人。  
我希望你对目标的明确、对计划的掌握、对时间和任务的管理、对工作的条理顺序以及决策制定过程的理解能够让你成为一个高效的人士。

### 3. 培养勇气、责任心和个人领导力。

希望你对上述的明确性以及这些新的能力能够带给你追逐梦想的力量，并成为最好的自己。

在这个世界上，没有人理解你的渴望、需求和愿望。没有人明白你的畏惧、不安或者弱点。只有你自己真正了解这一切，所以没有人能够对你指指点点，让你做或不做任何事情。人类的目标蓝图便是成长为最好的自己，不断发展新的意识、实现自己的潜能，我对此深信不疑。为达到这一点，你需要对你的梦想赴汤蹈火，并佐以纪律和勇气。温斯顿·丘吉尔说过：“勇气应理所应当成为所有美德的基础。”

- 制定目标、实现你的梦想需要勇气。
- 选择价值观并用你的一生来实践它需要勇气。

- It takes courage to stay the course under subtle pressure to give up or conform.
- It takes courage to go the way you feel in your heart even when its not sure to succeed.
- Most of all it takes courage to try to become the most that you can be.

- 在要么放弃要么随波逐流的温钝环境里，坚持初心需要勇气。
- 追随自己的内心，即使成功悬而未决，需要勇气。
- 最重要的是，为成为最好的自己而不断付出努力需要勇气。

*“The only limit to our realization of tomorrow will be our doubts of today.”*  
*Franklin D. Roosevelt*

今天的怀疑是实现明天理想的唯一障碍。  
富兰克林·D·罗斯福

## Key Tips from Great Books

## 良书中的忠言

### ***7 Strategies for Wealth & Happiness by Jim Rohn***

- Strategy One: Unleash the power of Goals.
- Strategy Two: Seek Knowledge.
- Strategy Three: Learn how to change.
- Strategy Four: Control your finances.
- Strategy Five: Master time..
- Strategy Six: Surround yourself with winners.
- Strategy Seven: Learn the art of living well.

### ***《获得财富和快乐的7个策略》吉米·罗恩***

- 策略一：释放目标的力量
- 策略二：追求知识
- 策略三：学会改变
- 策略四：学会理财
- 策略五：管理时间
- 策略六：与赢家为伍
- 策略七：学会生活的艺术

### ***7 Keys to High Productivity by Brian Tracy.***

1. Work harder at what you do.
2. Work faster at what you do.
3. Work on higher-value activities. (80/20 rule.)
4. Do things you are better at.
5. Bunch your tasks. (do several similar activities at the same time.)
6. Simplify your work. (create better systems so there is less steps.)
7. Work longer hours.

### ***《高效人生的7个关键点》布莱恩·崔西***

1. 全身心投入工作
2. 加快工作步调
3. 专注于高附加值的工作（二八原则）
4. 做自己擅长的事
5. 集中处理（把工作性质相似活动集中处理）

6. 简化你的工作（创建高效的工作系统，简化工作步骤）
7. 比别人工作时长一点

***The 7 Habits of Highly Effective People***  
**by Steven R. Covey**

- Habit 1: Be Proactive.  
Habit 2: Begin with the end in mind.  
Habit 3: Put first things first.  
Habit 4: Think win/win.  
Habit 5: Seek first to understand before being understood.  
Habit 6: Synergize.  
Habit 7: Sharpen the Saw.

**《高效能人士的7个习惯》**

史蒂芬·柯维

- 习惯1: 积极主动  
习惯2: 以终为始  
习惯3: 要事第一  
习惯4: 双赢思维  
习惯5: 知彼知己  
习惯6: 协作增效  
习惯7: 不断更新

***The 7 Steps to an E-Myth Manager*** by  
**Michael Gerber**

- Step 1: Primary Aim.  
Step 2: Strategic Objective.  
Step 3: Financial Strategy.  
Step 4: Organizational Strategy.  
Step 5: Management Strategy.  
Step 6: People Strategy.  
Step 7: Marketing Strategy.

**《创业必经的那些事》**

迈克尔·格伯

- 步骤1: 根本目标  
步骤2: 战略目标  
步骤3: 财务策略  
步骤4: 组织策略  
步骤5: 管理策略  
步骤6: 人力策略  
步骤7: 市场策略

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