**I.E.H. / Implement it – Execute it – Habitize it / Factor**

**Intro:**

If there was something you could do to create massive TRUE change in your life – would you be interested in doing it?

You touch it – You live it – You smell it – Everyday!

You feel it – You see it – You shape it - Everyday

It controls you – It excels you – Everyday

It directs you – It hinders you – Everyday

It stops you – It ignites you – Everyday

So - Gary what is it?

Overcoming poor “implementation habits”

Better said – “Actionable Habits”

Defined as something able to be done and something acted upon or something of value

Something tasked by you individually or group or community

While reading, eating, devouring, digesting Rob’s book, *Addicted to Life* – Rob and Claude’s amazing story, let’s talk about it and the 8 steps process.

There was more and more depth that kept my mind occupied, rumbling, ruminating, figuring, creating and evolving into the following ideas and thoughts.

Then the Common Rule book added some finishing touches.

While StoryBrand helped identify enemy #1 “Poor Implementation Habits”

All of this went into my sausage grinder brain along with Mastery, 35 years of business ownership, coaching, training, listening and this is what came out.

I must give FULL CREDIT to my Lord and Savior, who gifted me with all these experiences and people I met along the journey. Without His Love – Mercy – Grace I would not be where I am today.

So, I wanted to – I’m compelled to – I need to share it, with you TODAY and tomorrow until your IT journey has been completed.

Here is one of my favorite questions?

How do you walk a mile? You take the first step!

So let’s begin T-O-D-A-Y by taking the first step **PAGE 1**

**I.E.H IT Factor** agenda topic title

Why is one person seemingly more successful than another? Answer a bias toward action!

Sometime before this is presentation is completed I will share with you an ALL-In story

Plus my Puzzle Binder

And a BIG ask

It’s the IT-Factor, they: Implement-it, Execute-it, and Habitize-it

True improvement comes from implementing, executing and habitizing your IT’s

What is your IT? Name it, Claim it, and Implement it

I.E.H IT Factor will indicate how far you can go with your IT’s

Sick and tired of poor implementation / habits there is some medicine

Anything worth doing is hard

**ASK….** Do you believe your habits affect your True Success? Yes or No

***The Common Rule book by Justin Whitmel Earley, Habits of Purpose for an Age of Distraction***

***Heads – Hearts - Hands – Habits***

So what is a habit let’s explore it….

A habit is a behavior that occurs automatically, over and over, and often unconsciously

In fact 40% of our actions each day are habits

Ordinary habits are shaping our souls in extraordinary ways

Habits allow us to put our brains to better use

Habits are how we stand up and get our hands on time

Habits are how we get our hands on purpose

Because our habits is the water we swim in

A fact is that habits form much more than our schedules: they form our hearts

We are living according to a specific regimen of habits, and those habits shape most of our life

Busyness functions like an addiction / habit – when we slow down we have to face our thoughts so to cope we stay busy

My head says one thing but my habits say another

Education is what we learn and know – things you are taught **PAGE 2**

Formation is what you practice and do – things that are caught

The most important things in life are caught not taught – and formation is largely about all the unseen habits

Types of Habits explored….

A ***Keystone*** habit – is a micro shift that brings about macro effects

A Keystone habit is a super-habit, it’s like the first domino in the line, if this one changes it will simultaneously change 10 or more other habits

A “***Rule*** habit” is a set of habits you commit to in order to grow

We must unite our heads and habits to create who we are becoming

A “***Common*** habit” is meant to establish – not individual – rhythms, so ideally practiced with other people, like your staff, the board, rehearsal, scripts, huddles, etc.

A ***“Trellis*** of habits”… defines who I am and what I am becoming or what I know

Outcomes of habits explored…

A Rule of Life is how we get our hands on our habits, by unifying head and habits

Sketching out a habit plan is like selecting the right limits to create freedom

Cultivate a habit of asking… FIRST - Who am I and who am I becoming? SECOND - ask… What do I need to do today?

If you want to get your hands on what you know, you need to seek out the right habits

If you want to get your hands on who you are becoming, you need to get your hands on your habits

Stop hanging your sense of worth on your daily performance – just change your habits

Rhythms of habits to replace unseen habits to liberate or freeing yourself

Daily habits tune or re-tune our compass 

Pick perfect habits that “frame time” not waste time

The only legitimate form of discipline is self-discipline, having the inner will to do whatever it takes to create a different outcome by implementing habits that seed needed or wanted change

Share My Puzzle Binder

**PAGE 3**

**Have you ever found something to implement, but never got it done?**

Perhaps something you heard during a video you watched, seminar or class you attended, read in a book, and again you never got it done.

Do you stumble and bumble to make changes?  Perhaps it is because of your poor implementation methods. It is time to take action now.

**What We Do**

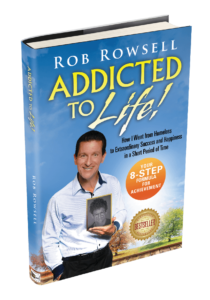
When trouble is brewing in your life or business, it could be caused from not implementing needed changes and improvements. As you know it is very difficult to do it alone. That is why Rob wanted to share with you his story. So it would encourage and spark you to get moving. Come join our ATL Community and learn how to stop stumbling and bumbling with poor implementation methods.

We provide a support community and a method to implement the tasks that you can never seem to get done. You can fix this by utilizing the correct formula for success. Wouldn’t it be nice to have true change that makes your life more fulfilling, rewarding and less stressful? Ask yourself, “Is it time for me to take action?”

ATL book is meant to be practiced not just a simply read

ATL book is a companion to the Action Guide and 8 Step Process **DAMCUWEA** (Page 117)

1. **D**one
2. **A**ction
3. **M**omentum
4. **C**oming
5. **U**nexpected
6. **W**inning
7. **E**xposure
8. **A**lone



**PAGE 4**

***5 Ways Most People Stumble and Bumble through implementing TRUE change into their lives!***

1. They never announce to themselves and the world I am done with \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. They only create splashes of momentum
3. They aren’t prepared for what’s coming
4. They are un-prepared for losing and winning
5. They are fearful of success

Do any of these sound familiar to you? If so, Rob’s 8 Building Blocks are his roadmap - he discovered - NOT to stumble and bumble as much.

**You will find in this FREE PDF - Two essential documents:**

**ONE:** I am done… sample list, use this list to prime your mind with items for your list.

**TWO:** The Template… Eight Building Blocks clarifying process, take the items from your - I am done list, create one page per item, and then work through the 8 blocks. Each Monday review all of the pages to see how you are doing.

When you read Rob’s book use the “Action Guide” so that these eight building blocks will become very clear to you.

[Get Rob’s Book](http://www.robrowsell.com/hard-copy-addicted-life-book)

[Get the Action Guide](http://www.robrowsell.com/free-workbook)

**PAGE 5**

**Action Guide for the Eight *Life-Altering* Building Blocks**

**I am done… Sample List**

1. Being a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_leader
2. Being unhealthy
3. Being held hostage by my people
4. Not having bench strength
5. Not talking about how-to flip houses, I must learn and do it
6. Not having a budget
7. Having a not so good relationship with my kids
8. Not spending quality time with my family
9. Not praying daily
10. With excuses about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
11. Living below what I know I should be living
12. Not having *Extraordinary Success* in a short period of time
13. Not having my finances in order
14. With a poor social life
15. With this career path
16. Saying I am going to work out at the Gym consistently
17. Not reading, listening, learning what I need to know
18. Listening to the radio talk shows
19. Watching the evening news
20. With not doing volunteer or ministry work
21. Talking about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
22. Having a poor spiritual life (What is missing?)
23. Making excuses about my education level
24. Living in my comfort zone
25. Being in debt
26. Living \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_this way
27. Smoking
28. Drinking
29. Not being the owner but saying Not Yet
30. Wasting my talents and gifts of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
31. Saying, “I wish I had \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”
32. With making excuses for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
33. Doing it alone I need a Power Team
34. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
35. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PAGE 6**

**Eight *Life-Altering* Building Blocks Clarifying Process**

Answer the following Building Block Items

Date \_\_\_\_\_\_\_/\_\_\_\_\_\_\_/\_\_\_\_\_\_\_

1. Clarify what you have got to be done with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Clarify how you have to get uncomfortable and take action \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Clarify how you must create the wave of momentum \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Clarify how you have to prepare now for what’s coming \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Clarify how you must be open to the unexpected \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Clarify how you won’t always feel like you’re winning \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Clarify how you must understand the law of exposure \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Clarify how you won’t do it alone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Print Name)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Signature)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Witnessed by)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Witnessed by)

**PAGE 7**

**Roundup**

There is a medicine for poor implementation and poor habits

Anything worth doing is hard

Share the ALL-In Story

Four Types of Habits identified… ***Keystone, Rule, Common and Trellis***

Cultivate a habit of asking… FIRST - Who am I and who am I becoming? SECOND - ask… What do I need to do today?

**Have you ever found something to implement, but never got it done?**

Medicine found

Rob’s Eight Steps

1. **D**one
2. **A**ction
3. **M**omentum
4. **C**oming
5. **U**nexpected
6. **W**inning
7. **E**xposure
8. **A**lone

**Final Questions**

**Would you agree poor implementation is a massive enemy to your success?**

Are you willing to join Rob’s **All-In** Community to implement habits that change your life?

Just say, YES… “I’m ready to join Reddy-Eddy right now – I am All-In.

How much would you be willing pay each month to be an inclusive ATL **All-In** Community Member? You will have access to free items in front of the paywall and behind the paywall libraries, webinars, monthly Accountability All-In call webinar sessions,

I know this is a **BIG ASK**…. So what **BIG QUESTIONS** do you have?

**PAGE 8**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ***Yes*** I am All-In or \_\_\_\_\_\_\_\_\_\_\_\_\_\_ ***No*** I am not All-In

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Shop \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Best Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Best Phone number to contact you: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Monthly \*fees will be made through PayPal of $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ US Dollars

No contract time or number of months required.

All-In monthly \*fees will be subject to change as content and sophistication increase.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_\_

**PAGE 9**