

June 29, 2013

## Think - Be Ready

- Choose your goals.
- Identify indicators.
- Memorize.

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### **Choose your goals.**

- Reactions are everything.
  - Neurons link senses with action. Everything you do is a response. You get information through the senses, filter the information through memories and take action (or keep doing what you're doing).
  - Your senses are always on. Identifying concrete goals (something that can be pictured) allows you to evaluate new information against the goals, recognize opportunity and prioritize effort.
  - Emotions impact awareness. A little stress will heighten awareness, uncontrolled stress creates tunnel vision and eliminates thought.

### **Identify indicators.**

- The more you know, the more you see.
  - Study. Study. Study. The deeper you understand the goal, the more awareness you have of driving factors - the things that influence accomplishment.
  - Driving factors influence goal accomplishment. Indicators show how the driving factors are changing.
  - Identifying indicators allows you to focus attention and recognize opportunity.

### **Memorize.**

- Neurons that fire together, wire together.
  - Memorizing is forming and strengthening associations.
  - Memorizing driving factors and their indicators allows you to recognize impact faster and react faster than anyone else.

## **Book Recommendations**

**[How Will You Measure Your Life](#)** by Clayton M. Christensen. Provides outstanding insight into determining what is important in choosing your goals.

**[The Art of the Long View](#)** by Peter Schwartz. Hands down the best resource for strategic planning.

**[Moonwalking With Einstein](#)** by Joshua Foer. Joshua Foer went from a journalist covering the US National Memory Championships to a finalist with one year of hard work. Proven methods for memorization.

**[Getting Things Done](#)** by David Allen. Because you don't want to have to memorize everything. David Allen provides time-tested methods for being more efficient at work and at home.