



Third Edition

Resource Guide

Developed by



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The Ultimate Win™ was written and developed by Larry L. Nelson. Larry is the executive director of the Institute for Change Research and producer of the w3w3.com InternetTalk Radio Show.

Life Perspective Inventory™ (LPI) – Get your FREE copy of the LPI at www.icrint.com – It is recommended in order for maximum benefit of the Ultimate Win™ Program.

"The question is not only who you were, but who you are and who you will be."



Five Fundamental Characteristics of Achievers

1. Achievers set goals, design a realistic plan and take action in a consistent manner.
2. They understand people, what motivates them and how to communicate with them.
3. Achievers are deeply entrenched in their values and are always striving to improve with a win/win philosophy.
4. Achievers use their resources wisely, including money, time and other assets and will enlist the help of others when necessary.
5. Achievers take personal responsibility for their thoughts, deeds and results.

The lightning on the cover of your Resource Guide represents the unbridled power we all have. Once focused and balanced with the appropriate amount of discipline, this framework will help you convert your dreams into reality.

THE ULTIMATE WIN™

Achieving Personal and Professional Satisfaction

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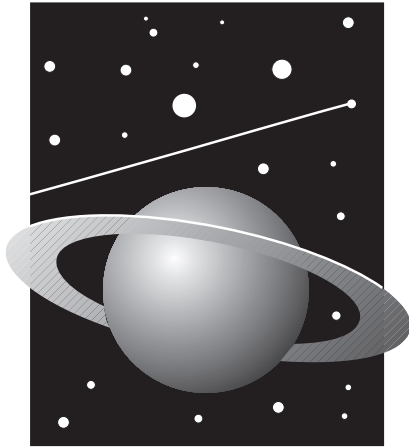
More information at www.TrainingTrends.com

Your Goal

*Ships sail East, and ships sail West,
While the selfsame breezes blow,
It's the set of the sails, and not the gales,
That determine the way they go.
Like the winds of the sea,
Are the ways of fate,
As we journey along through life,
It's the set of the soul,
That determines the goal,
And not the calm nor the strife.*

Author Unknown

Which Is Your Winning



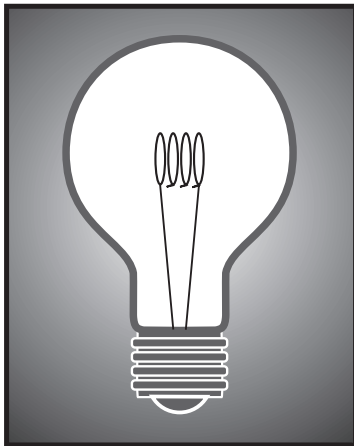
PIONEER



COMMUNICATOR



THINKER



INNOVATOR



CONDUCTOR



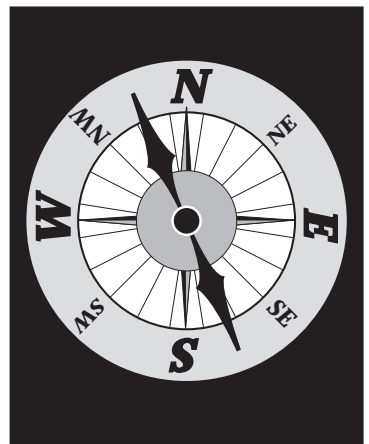
PROTECTOR



LEADER



PRODUCER



MANAGER

Strategic Planning & Goal Setting for the Individual – Why?

A. Success (Future Filter)

B. Happiness (People Filter)

C. Direction (Security Filter)

Overview of the Goal-Setting Process

1. Know what you want – specifically
2. Know why you want it (feelings)
3. Know when you want it (don't put it off)
4. Know how you're going to achieve it
5. Follow through – act immediately



"A river without banks is a swamp."

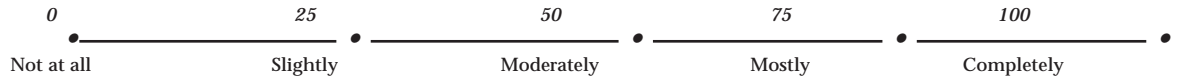
Let's take a minute to assess where we are.

7 Readiness Questions

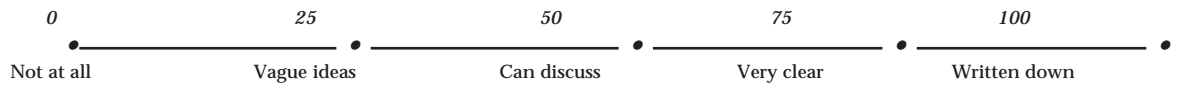
Rank the following questions below based on your personal point of view. Remember, this is not a test, and the only right answer is your honest opinion.

Be objective, as this can be a valuable tool to aid you today and in the future.

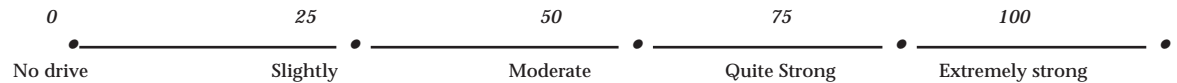
1. To what extent are your personal goals or aspirations **challenging**?



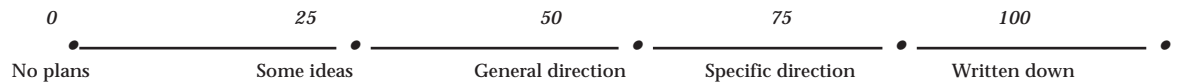
2. How well have you **identified** your goals?



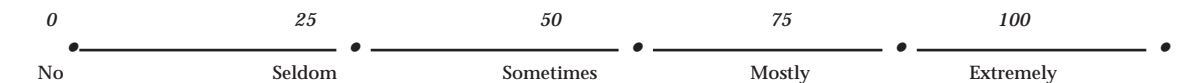
3. How do you rank your personal **drive** towards your goals?



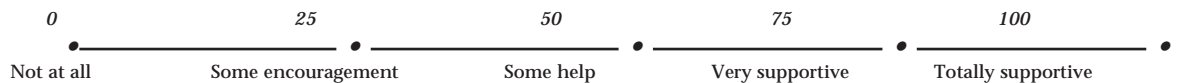
4. How well have you **defined** the steps needed to reach your goals?



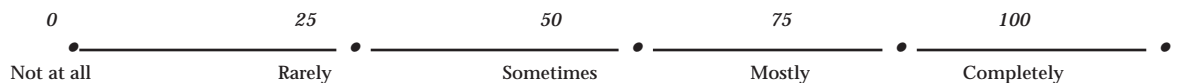
5. Are you really in the **mood** to work on your goals?



6. Are **people** saying or doing anything to help you reach your goals?

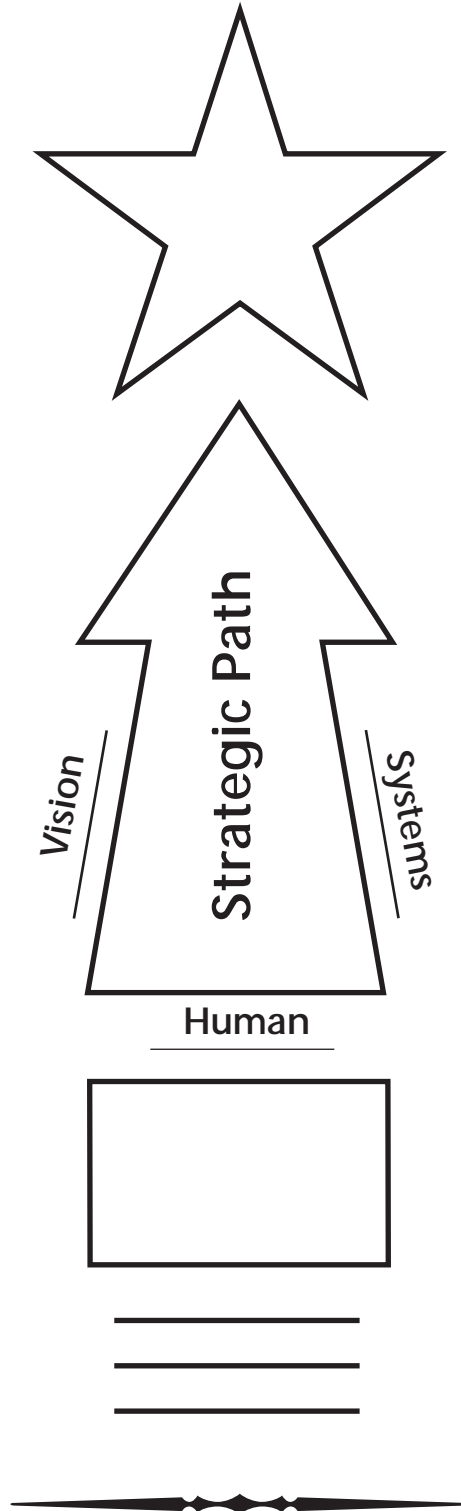


7. To What extent are you **willing** to pay the price (time and effort) to succeed?



"If you're serious about your future don't take yourself so seriously."

The Strategic Path To Your Envisioned Future



“Those who choose the impossible have very little competition.”

Five Fundamental Characteristics of Achievers

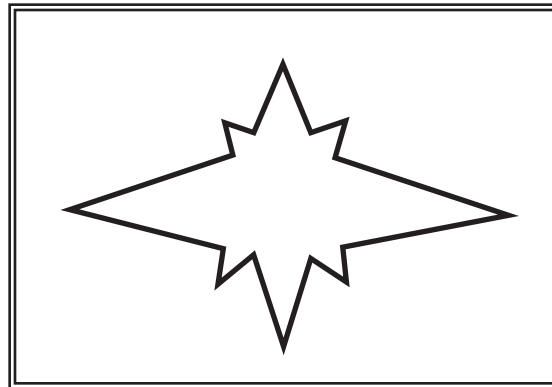
(People who can thrive in a world of chaos)



"Value your values as others would value your riches."

Frame of Reference

**Your “Frame of Reference”
is the way you experience
the occurrences in your life
and how you respond to them.**



"Be proactive about the reactive deeds of others."

Tolerance Levels

Unacceptable

Tolerance Level

Comfort Zone

Tolerance Level

Unacceptable



"Stumbling blocks in life can lead to both riches or despair."

2. Positioning Your Personal Gyroscope

Feelings, intangible

How do you want to be thought of ?

How do businesses project their positioning into the market place?



“You can understand others only to the extent you understand yourself.”

GUIDING LIGHT(S)

Career/Business	Relationships/People	Family/Personal



As the caterpillar ate its way to a warm and safe place, there seemed to be a cloud of concern over what's to come next. The 'Voice' said not to worry and that what is coming next is natural and will transform life as the caterpillar knew it. The caterpillar worried.

The caterpillar worked hard to build a warm and safe cocoon — it was very comfortable. Oddly enough, after the hard labor, in the midst of lavishing in the warmth and comfort of the cocoon, the caterpillar was plagued by a yearning to fly. To fly... but to leave the cocoon? Doubt about the ability to fly became overwhelming. The 'Voice' said to the caterpillar, "You can fly, but the cocoon must go." The rest is history.

9. Develop a Time Table and Plan (Make any necessary adjust-

<i>January</i>	<i>February</i>	<i>March</i>	<i>April</i>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
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_____	_____	_____	_____
<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>
_____	_____	_____	_____
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<i>September</i>	<i>October</i>	<i>November</i>	<i>December</i>
_____	_____	_____	_____
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_____	_____	_____	_____

ments)

3-Filters Technology™

Future Filter... Dreams/Objectives

People Filter... Human/Feelings

Security Filter... Systems/Follow-up



“Fifteen minute meetings usually last an hour.”

Ways to Sabotage Your Own Goals

- Lack of Options

Choice

Rut

Personal Responsibility

- Old Beliefs

Spirit vs the Letter

Programmed

Dinosaur

- Self Talk

Everybody

Examine

Dr.

- Fear

Failure

Success

Phobia

- Misdirected Energy

Envy

Hate

Prejudice

- Attitude

Self-esteem

Self-confidence

Habit

- Not Organized

System

Discipline

Goals

- Your Personal Favorite



“Long-term strategic plans should be challenged every three months.”

The Power of Commitment

*“Until one is committed, there is hesitancy,
the chance to draw back, always ineffectiveness.*

*Concerning all acts of initiative (and creation),
there is one elementary truth the ignorance of
which kills countless ideas and splendid plans:
that moment one definitely commits
oneself then Providence moves too.*

*All sorts of things occur to help one that
would never otherwise have occurred.*

*A whole stream of events issues from the decision,
raising in ones favor all manner of unforeseen incidents
and meetings and material assistance,
which no man could have dreamed
would have come his way.”*

I have learned a deep respect for one of Goethe’s couplets:

— W. H. Murray

*“Whatever you can do or dream you can begin it.
Boldness has genius, power, and magic in it.”*

— Goethe

“Begin it now.”



"Based on results, many would rather paint a bleak picture than create an exciting future."

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“The ignorant won’t listen to the experts, often follow false prophets and offer advice befitting a

3-Filters Technology™

Helping You Unravel the People Puzzle

Abraham Maslow's hierarchy, the five levels of human needs, define the fundamental reasons why human beings do or don't do all things.

The **3-Filters** on the other hand, are the mechanisms that process information as it relates to the satisfaction or dissatisfaction of our five levels of human needs. The **3-Filters** provide a **framework for understanding** how we make decisions, why we take actions or our lack of action, our likes and dislikes, our subconscious priorities and how we communicate and interact with others.

The **3-Filters** are generic in the sense that the definitions and descriptors are the same for all people, of all cultures in all times – regardless of gender, age, ethnicity, background, and the myriad of other issues. The unique blending of the **3-Filters** creates your mental DNA, or what we call your Life Perspective.

The Life Perspective Inventory (LPI) provides a mental snapshot of our **3-Filters** while capturing two important pieces of information. The first is our **filter bias** and it gives us an indication of how we decide and what motivates us. The second piece of information the LPI captures is our **role preference** in each of three dimensions or environments. Our **role preferences** indicate what we like to do or are apt to do best in given circumstances. The LPI is a valuable and effective **assessment tool**.

Designed to help individual and teams:

- Communicate more persuasively in both verbal and written communications.
- Improve listening and responding skills.
- Build trust and gain respect.
- Tap into the motivations of others.
- Gain support from those resistant to change.
- Be more successful when dealing with individuals or teams.
- Improve personal and professional relationships.

As a manager, leader, individual or team member, the LPI provides you with immediately applicable insightful information. **Use the LPI for...**

Team Building

Customer Service Skills

Planning and Goal Setting

Diversity Issues

Sales Training

Reengineering Teams

Management Development

Project Management

Employee Motivation

Conflict Resolution

With all its depth and breadth the simplicity of the **3-Filters Technology™** will help us take quantum leaps in our understanding of the human race.

Details and a FREE LPI at www.TrainingTrends.com