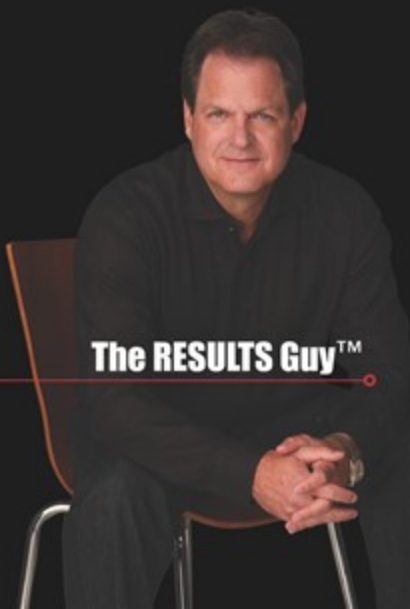


Tony Jeary on

High Leverage Activities

A man with dark hair, wearing a dark long-sleeved shirt, is sitting in a modern-style chair with a wooden back and metal legs. He is looking directly at the camera with a slight smile. His hands are clasped together and resting on his lap. The background is a solid dark color.

The RESULTS Guy™

*"The belief that greatness
already exists becomes the
enemy of mastery."*

Tony Jeary
The RESULTS Guy™

Message from Tony

I decided to write this work to help you discover the power of *High Leverage Activities* (HLAs)—those activities you should be doing most of the time to get more of what you want.

This book is conversational, intentionally. As you flip throughout its pages, you'll notice a simple format and easy reading style. If you were in my studio this is how we'd be talking, gathered around the table. It is a short book that you can read in less than 15 minutes and refer to later. In fact, I'm betting you'll want to read it multiple times.

What we do with our time determines what we do with our lives and is a direct reflection on our success. Here's to great success!

Serving the best,

A handwritten signature in black ink, appearing to read 'Tony', with a long, sweeping diagonal stroke above it.

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Part 1 – HLA Methodology & Thinking

There are two parts to this book. Part 1 is Methodology and Thinking, and Part 2 is based on Practical Items you can do to accelerate your success.

So, why should you care about HLAs? Understanding how to maximize time is the single most important way to accelerate productivity and consequently, results.

When we launched *Strategic Acceleration; Succeed at the Speed of Life*, we included the concept of HLAs. The *Strategic Acceleration* methodology has been adopted by small, medium, and large organizations as a business methodology, and the feedback we've gotten is that the number one takeaway is HLAs.

Everyone agrees that time is valuable, time is limited, and we should maximize it. But most people have not clearly developed a mental system for leveraging the best use of it.

There are 168 hours in the week. You spend about thirteen hours on personal maintenance and fifty six on sleep, which means you're left with only about 100 hours.

If you think in terms of that limited time block, it makes you really effective at managing time. You want 70-80 % of your 100 plus hours directed towards the *High Leverage Activities*. These are the activities that can give you more impact and accomplish multiple objectives at the same time, both personally and professionally.

Most people are amazed by the time that can be gained simply by being more organized. When you are organized, your life flows like a river. Opportunities flow to you and through you because you've made it a goal not to lose them. No one has enough time, yet everyone has all there is.

Be a river, not a reservoir.

Belief Window

What do you believe about prioritization? When we are born we begin formulating how we process things that come into our life—what we see, what we experience, what we do. We begin developing a window through which we filter everything.

The term *Belief Window* is a model for how we perceive and understand everything in our lives. Yet most people don't step back to think about and document their filter(s). It's as simple as that. Our principles (that end up on our window) begin from our upbringing and then are further developed through learning, education, experiences, and events. They continue to develop the rest of our lives.

Often as we move through life there are opportunities to ensure our principles are accurate and that we don't have *Blind Spots*. The more accurate and truthful the principles are on our window, the better decisions we'll make.

Do you have *Blind Spots*? We all do at some level or another.

A *Blind Spot* is like driving down the road and all of a sudden you see a new building that you've never seen before. It didn't go up in one day, but you passed it by every day before today without even noticing now. Now that you know it is there, your perspective is changed going forever.

One very powerful area to focus on to accomplish more is to have the right principles on your window regarding the use of your time and energy (your life.) Look for areas that may be *Blind Spots*. Examine your beliefs. I'm talking another level of *real* focus.

Habits of HLA Living

A High Leverage Activity is a bucket or set of activities that you should be clear on, so that you can develop an improved habit of saying no to the right things, and also of course saying yes to the RIGHT things. Let me be clearer. Say no to what's not mission critical (distractions) and say yes to those important things that are focused on helping you reach your goals.

In today's fast paced world, there's so many opportunities for high achievers, and being able to say no more effectively allows you to put your time and energy into activities that most directly impact the RESULTS you want to accomplish.

The habit of HLA living gives high achievers a strong advantage. It's a habit of successful people that often develops naturally over time... the habit of looking at HLAs and comparing them to other opportunities that flow into your life. Doing this effectively as a habit will serve you in leading your best life.

I also believe that leaders impact those around them with their habits. As you mentor people consciously and unconsciously, directly and indirectly, the habits you display regarding leveraging your time will impact your culture, team, and entire organizations that surround you.

And get this – it works both personally, and professionally. We all want to succeed professionally. But of course we desire success in our relationships and families as well. When you have a family focused on the right things (leveraging time), you have a team that will have a profound impact on your success.

*"Smart, high achievers
do things differently."*

Tony Jeary
The RESULTS Guy™

Self-talk

Most people that I've coached over the years are shocked by the emphasis I place on self-talk. Some clients resist self-talk and the way we think and talk to ourselves impacts what we do or don't do or that it affects what we think or don't think.

I'd like to suggest to you as you're reading this that you pause for just a moment and talk to yourself about this book, this moment and what you're doing. What we say to ourselves impacts what we do or don't do. If we aren't motivated, we won't act.

Say the right things, such as, "What's the best use of my time right now?" This is a phrase I'll talk about a lot throughout this book. The back half of this book is devoted to a list of to do's, and when you read them, deploy them, you'll learn to maximize your time and energy at another level. (That is, if you want to get the most out of life.)

Margin Time to Think

Often I have the opportunity to work with clients in my private studio on my estate in the Dallas Fort Worth area. I'm blessed to have high achievers come through those doors that allow me to serve them and to also learn from them as I deliver value. Awhile back, one of those clients flew in from Canada, and we had a discussion that prompted this chapter. It was about the concept of "*Margin Time*."

Most people fill their calendars so full that they have very little *Margin Time*. You know what I'm talking about... but smart, high achievers do things differently. *Margin Time* is about having time and flexibility to do the things you want. However, some people have a huge *Blind Spot* about *Margin Time*. They don't think strategically enough about stepping back and really think and link the dots.

A few years ago my, President said to me, “Tony, thinking is not easy, and most people don’t do enough of it.”

I said, ‘I don’t believe that’s right.”

Then I did some self-talking and some thinking, and I realized he was right. Most people could step back and think more strategically if they had true awareness of the value AND the *Margin Time* built into their calendar to do it.

Margin Time to think should be a habit. It should be built into your habits every day, or at the very least add it when you’re inspired to do so.

Know Your Vision with Clarity

How's your Vision? In the *Strategic Acceleration* book we introduced the three core principles of clarity, focus, and execution. The clearer you are on your Vision, the more pulling power you have, and the more focused you are. You can have a high leverage lifestyle when you have CLARITY. Next, you must FOCUS on the right things. Finally, the third principle is about EXECUTION, which means you have to take action.

A clear Vision has a huge impact on your success. It allows you to more easily document your HLAs and have greater alignment. You don't start saying "these are the activities I want to do" until you have clearly documented your Vision of what you want... WHAT YOU REALLY WANT!

There's an awesome power to committing your Vision and Goals to writing, yet very few people get around to documenting them. Be one of the few. Write them down and then carry them with you in your Smart phone, slate or wallet.

Documenting your HLA's

I'm fortunate to speak to global audiences in many nations. I often ask the question, how many people sleep with their phones?

The answer? Many do. In fact, virtually every high achiever sleeps with their phone within ten feet of their bed. Their phone is the ultimate tool. It's their lifeline to the world. Yet despite the flavor of the phone, the apps, the options to touch others via email, Facebook, or Twitter, most people are missing out on using it as a tool to work for them even more smartly. High achievers know that the most important place on the phone is the memo or note area. I'd like to suggest right now that you open your phone and write down your Vision and top Goals.

I encourage you to visit www.tonyjeary.com for a recap of the goal process tool in my store, called *Designing Your Own Life*. This is an amazing Goal tool that will facilitate deeper clarity of your Goals. For now, take the time to write down five

or ten things that you most want professionally, and 5-10 things you most want personally.

Remember, when goal setting to write down not just what you want to *have*, but what you want to *share, experience, give* and *become*. Then take a few more minutes and write down five HLAs you should be doing—that if you were doing them 70-80% of your time—that would accomplish your results. (You may want to have 5 personal HLAs and 5 professional HLAs.)

You can find mine at the back of this mini book. I look at them continuously and revise them as appropriate, and they help guide my actions and decisions daily.

Part 2 – Practical Tips And Examples

We have just covered the concept of HLAs and the power of thinking to be more strategic with your time in order to get the results you want. When you leverage your time, you can accelerate your success.

The following chapters are short and concise To-Do's that we hope will have a profound impact going forward in your life. So profound, in fact, that you will want to share hundreds of these little books with your colleagues, team members, and organizations.

It is our true to desire to continue to IMPACT lives, help people be more intentional, and lead others to success.

To Do's:

1 Continually ask, "What's the Best Use of my Time right now?"

Several years ago I had the opportunity to advance my relationship with one of my mentors, Brian Tracy. I flew out to his home to have dinner with him, and he ended up introducing me to a publisher. I shared my connections with him also and our relationship blossomed. Over the years we sat down and talked about distinctions that have been very valuable. We both like to read and study more than most. One day we were having lunch and he shared with me the concept of *the right to change*. I outlined my goals. He said, "Do you still want those things?" I said, "No, not really."

It was a profound moment. He said; "It's your life. It's your world. Change them". Wow, that impacted me that I had the right to change my Goals, and so do you.

Another thing he shared was the concept of taking 5–10 seconds to ask yourself, “What is the best use of my time right now?” It’s like a preliminary moment to guide yourself to your list. If you have three minutes, what could you get done? If you had fifteen, what could you get done?

The bottom-line is, take less than a minute and ask yourself, “What’s the best use of my time?” Filter your actions accordingly. Take action based on what will give you the highest leverage for your time.

2 Say No (to the Right Things)

How many messages do you think you received today? Whether it was a social media message, an email, a Twitter, a Facebook request, or a billboard or television commercial sending you a message – you were sent messages. You get emails, multiple

voicemails, and countless text messages.
How do you know how to sort through it all?

Perhaps the biggest HLA I could offer is to say “no” often. Be so clear on your vision and goals that you can eliminate things that don't matter.

To give you one more secret, you can often offer an alternative and create multiple wins. You are still saying “no,” but maybe they just don't know it.

In my position, I'm often asked to speak at a variety of events around the globe. Sometimes schedule-wise, it just doesn't make sense, but rather than say no completely, I might just say, “No, but can I offer a video or a book to each one of your attendees, or have one of my colleagues speak for you?”

Be ready for the opportunities you need to say no to. This gives you a set of alternatives and freedom.

3 Thinking is an HLA *Blind Spot*

A lot of people don't look at HLAs as *Thinking*. They immerse themselves in activity. Thinking is an HLA. Refine your system. Know how to think. Think STRATEGICALLY, not just tactically.

4 Manage Delayed Gratification

One of the things I have found in my lifetime that is truly an HLA is the concept of how you think about *delayed gratification*. In today's fast-paced world, we are stimulated and encouraged to do things now. It's great to do things now. Nike built a whole brand on it. But it's far more important to think short, medium, and long term.

A few years ago I had the opportunity to have one of my mentors teach me about landscaping. He told me that if I would plant small plants now in my dream home that one

day those inexpensive plants would be valuable. I did, and sure enough they bloomed and blossomed into beautiful trees and flowers that are very low maintenance. I'm blessed to have a lush property others and I enjoy because I planted seeds for the future.

I listened, planned, prepared, and now I get to enjoy all kinds of beauty around me. If you apply this concept to all areas of your life you can determine if you're doing the best activities for your future. So many times we do things for the immediate win and fail to invest in the future.

For example, are you mentoring those around you? Are you investing in their future and building systems that can save you time and money in the future? A system creates a company that can be sold. The list goes on. But let me leave you with this thought. A strong HLA can often include delayed gratification and the ability to understand the future value. Think ahead.

5 Help Others Win

Over the years, I've had the pleasure of speaking in over forty countries. I've been able to live out my personal mantra: *Give Value, Do More Than is Expected*.

I have developed a huge cherished client and friend list because of my commitment to bringing value. My clients are some of the most accomplished leaders across the globe, and they trust me because it's my nature, and my personal brand to deliver more than is expected.

However, a *Blind Spot* that I had for years was the power of the HLA of helping others win. I started noticing that when I would facilitate a discussion, I'd see others sharing things of great value to the room. I'd compliment that communication, and watch people glow.

I then realized, that there is huge leverage as an activity beyond just being in the room and facilitating. The HLA is helping others shine.

Do you do that? I suggest that you do this very thing with your clients, kids, assistant, colleagues and spouse. Do it with everyone you can. People love to win.

6 Listen Your Way to Success

A few years ago I had an opportunity to work with a high performing government official. He was an extraordinary leader, and he had a lot of great things to say. We both thought we wanted a business relationship. But we were not sure so for three hours I listened to him, and the associate that connected us was shocked that they were paying me to talk and yet all I was doing was listen.

We naturally desire to go into meetings ready to go, do, talk, be, impress, and inspire. Yet sometimes the power of listening is a

profound HLA. People want to be heard, people want to be understood, and you can learn a lot that gives you an advantage. Therapists earn their living by listening.

Let me end this with one simple quote: *Be interested, not just interesting.* The power of listening is a unique HLA. Stop waiting for your moment to speak.

7 Leverage Lists

One of the most powerful concepts I've shared is leveraging your lists. Sounds simple, doesn't it? List management is something we should be doing everyday.

Most people form a habit of keeping things in their head. I propose that everyone make lists and write them out. If I were to ask you to rate yourself on your effectiveness of making lists on a 1-10 basis, would the number you rate yourself be as high of a number that you'd want it to be?

There is a powerful release that happens when you write something down because it frees the mind to process other things. It's like freeing up RAM in a computer. Different personality styles make lists differently. Most high achievers understand the power of lists, and the power of follow through. Lists help you execute and get RESULTS.

I teach a simple system for list management. Create multiple lists, keep them in your phone or computer and look at them often. Go for completion, not just activity. When you make a phone call and leave a message, put a half of an x but when you talk to the person, it gets a full x. Make sure you review your list often throughout the day. It will help you leverage your time more effectively.

Make sure you scan your list of HLA's often, so the things the highest impact on your time and energy are top of mind. Use your phone, iPad, or other personal device for maximum efficiency.

8 Develop Systems that Keep Paying

One of the best things you can do for your life is to set up systems that keep paying for years. If you print brochures, but every year you use a different printer, you're sending new requests for new quotes and submitting new artwork all the time. Use consistent vendors. This can extend to how you use your business cards, how you read, what you do for clients, and how you communicate.

I have a system for everything, including reading a book. It might seem trivial, but I have set up a system to highlight the finer points of a book and share them with my clients. I can then re-use those points for my own learning. In the past, I was deceiving myself after I'd read a book thinking that I had absorbed the content in my head. But in truth, what I really needed was a system of Cliff notes for I could maximize my own learning.

Develop systems that help you be your best.

Examples of an HLA

- Nourish your mind
- Mentor a team member
- Connect with a client
- Listen to key people in your sphere of influence

Non HLA

- Have a meeting with no clear objective
- Spell checking your own documents
- Small maintenance items (mow your own yard)

Tony's HLA's

Personal:

1. **PRAYER** - talking to God for guidance
2. **TAMMY TIME** - loving and doing things for my wife
3. **FAMILY** - sharing time, energy, vision, connections, mentoring, listening, guiding, goal setting, dreaming and praying
4. **HEALTH** - walking, exercising, eating right, relaxing and being thankful, counting my blessings
5. **LOVE** - encourage and nourish all those I'm around and God gives me to touch

Tony's HLA's *(continued)*

Professional:

1. **ATTRACT** strong qualified business
2. **DELIVER** great value to our clients
3. **CLARIFY** direction and refine process and improvements
4. **WISDOM** - uncover distinctions on bio, books, and audios; build the mental and physical arsenal, including publishing
5. **ROLODEX** - nourish and build connections, extending value and creating wins for those I'm connected to

About Tony

For more than two decades, Tony Jeary has advised CEOs and other high achievers on how to discover new clarity for their vision, develop focus on their direction, and create powerful execution strategies that positively impact achievement and results.



Tony coaches the most accomplished people in the world, including presidents from: Wal-Mart, Sam's Club, Ford, American Airlines, HP, USANA, Firestone, Samsung, and New York Life.

Tony practices his business mantra, "Give Value... Do More Than is Expected."

Tony lives and works on his estate in the Dallas/Fort Worth area with his wife of over 20 years and his two teenage daughters with whom he has also co-authored.

What We Can Do For You

Strategic Acceleration™

Let us work with you to develop a customized strategic plan for more clarity, focus and execution hence more accelerated results! We help people get the right results, faster.

Communication/Presentation Mastery™

Train (Certify) your team to maximize every business opportunity, meeting and talk.

Results Coaching

Having coached the world's top CEOs and earners, Tony understands the need for speed in today's marketplace. Benefit from 20 years of best practices from the best of the best.

Strategic Acceleration Studio™

Experience the *Strategic Acceleration Studio* and have at your fingertips two decades of best practices, processes and tools for accelerating dramatic, sustained results in your organization.

Culture-Changing Webinars

Most organizations struggle with weekly meetings, poor email standards resulting in too many meetings and too many emails costing valuable time. Results are dramatically being hurt because of people operating in overwhelm.

Tony has taken his expertise and developed simple 45 min. webinars that can save thousands of non-productive hours for an organization and greatly impact results. Let us discuss impacting your culture. Subjects include:

Email Effectiveness	Communication Mastery
Engagement	Dealing with the Speed of Life
The Art of Results	Time Effectiveness
Influence	Meeting Effectiveness

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