

# 5 Steps to Improve Anything in Your Business or Life



## Step 1. Education

Because you can't execute what you don't know

*Moreover, if the information you have is either wrong or sub-optimal, you can't produce an optimal result. If you want to produce an optimal result, you need to gain access to the right information for the actual problem you want to solve.*



## Step 2. Application

Because information without application is abortion

*Knowing something doesn't create change. The potential for change occurs the moment you begin to take what you "know" and apply it to your specific situation.*



## Step 3. Execution

Because ideas don't create change, execution does

*By definition, if you want to improve anything in your business or life, you have to engage in different actions. And if you want to experience significantly different outcomes, you need to engage in significantly different actions.*



## Step 4. Evaluation

Because no plan survives first encounter with the enemy

*Until you begin to execute, you don't know what the actual outcomes will be (nor how you or others will respond). So, pay attention to the results and keep adjusting your plan until you consistently get the outcomes you want.*



## Step 5. Optimization

Because everything can be improved

*Since perfect doesn't exist this side of heaven, there's always room for improvement. Once you're able to consistently produce the results you want, it's time to go back to step one and begin this process all over again.*