

**A  
MORE  
STRATEGIC  
LIFE**



Strategize Your Life  
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## INTRODUCTION

I think it is a safe bet to say we all know "that one person" who has blissfully stumbled along, seemingly hitting the jackpot with each step in their life.

They don't worry about plans or what's next. They "go with the flow." Somehow, someway, they keep finding new and exciting ways to succeed.

Now, as mature, refined adults, we'd never say we hate those people, but let's be honest ...we hate those people.

And you know why?

It is because we aren't them. Most of us haven't been so blessed. We work our butts off. We worked hard and did exactly what was expected of us, but we still aren't happy where our life is at the moment. Sure, things are fine. It could be worse. We aren't doing all that bad, after all. We have a couple of wins to our name. But a part of us always wonders, "why not me?" Why can't I be the lucky one for once?

Feeling that way makes perfect sense. Getting lucky is great. It is impossible to make a case it isn't. Who wouldn't want to get lucky in life more often? People often don't give luck the credit it deserves when it comes to their success.

That said, luck isn't the only thing you can leverage for success. There is something else, something anyone can add to their life.

### **Strategy.**

Incorporating a strategy into your life can help you start achieving the things you want to achieve.

You already work hard. You got that part down, but who are you working for? What are you working for? Where are your efforts getting you? What are you doing today that is progressing you towards your goals?

If you had a **life strategy** - you would know the answers to those questions right away.

If you are ready to start getting the results your hard work deserves, keep reading and learn how easy it is to invite more strategy into your life.

# STRATEGIC LIFE 101

Like most good stories, the best place to start is the beginning. If you are interested in leading a more strategic life, you need to grasp the very basics. This section will break down what a strategic life is and why it can be such a powerful tool in our lives.

## What Is a Strategy?

### **Strategy**

strat·e·gy

*A plan of action or policy designed to achieve a major or overall aim.*

You can't get much simpler than this definition from Google. That one sentence sums it up well, though. At its most basic, **a strategy is a plan to achieve something**. And while that is 100% true, it doesn't quite capture the spirit of the word.

You must dig a little deeper to get a more accurate definition. If you go back far enough, you can trace the origins of the term strategy to the military. Both the Greek and French used their version of the term to describe "actions of a General." While that is a bit of a loose translation, it does help to frame the term strategy a little more. You don't have to go back into the past to recognize the roots of the term. Even to this day, Merriam-Webster has the following definition on their website:

*The science and art of military command exercised to meet the enemy in combat under advantageous conditions.*

If you take the above military roots and combine it with the Google definition, you get a more nuanced takeaway. Yes, a strategy is a plan, but it's more than that. It's a plan you create, knowing there will be other forces and obstacles that might

get in your way. Can you see how this definition could relate to your life? If not, don't worry, because that brings us to our next point.

## **What is a Life Strategy?**

Now that you know what a strategy is, how does it apply to your life?

In one sense, it is obvious. Having a plan is clearly a positive step in life. And while you may not be a General in a war, you will face many battles in your life, so proper preparation is a must. Think about the Meriam-Webster definition: "*meet the enemy in combat under advantageous conditions.*" Ideally, this is what your life strategy provides. You create the right conditions in your life to prepare for meeting the inevitable obstacles and bumps in your path.

### **Our Definition of a Life Strategy:**

*A life strategy is a plan you plot to achieve the life you want while creating advantageous conditions that will help you overcome any obstacles that come your way.*

### **A Life Strategy Provides:**

- Guidance
- Motivation
- Preparation
- Chance for Reflection
- Ability to Adjust
- Way to Measure Progress

For many of you reading, the benefits to all the above are obvious, but If you still can't see why a life strategy is so important, don't worry, we got you.

## Your Life Without Strategy

A life without strategic planning doesn't necessarily have to be a negative one. A lot of people do well without any sort of planning. Most people probably don't even think much about strategy and how it applies to their lives.

This is too bad because no matter how lucky you are, not having a strategic plan could lead to many issues:

- **You Might Never Define Your Core Values** – Unless you sit down and put some serious thought into it, you likely don't think much about your core values. It might not affect your life that much, but having core values can provide you with guidance in difficult times.
- **You Might Direct Your Energy to the Wrong Places** – If you don't have a plan and goals you are working towards, how do you know where to direct your energy. You might be working your butt off in areas of your life where that effort isn't being rewarded. All the while, you might be neglecting areas of your life where a little extra energy could be life-changing.
- **You Will be Blindsided By Obstacles** – If you aren't actively planning on dealing with obstacles in your life, you might not be prepared when they do hit. Worse yet, you might be unequipped to deal with them. With a little foresight, what might have been easily avoided now becomes a serious issue that knocks you back.
- **Hard to Track Your Progress** – If you aren't actively working towards concrete goals, how can you measure your life progress? When you don't have a strategy, it's hard to know just how much you have achieved.
- **Extraordinary Lives Don't Just Happen** – If you have ever dreamt of doing or achieving the extraordinary, you should know that this rarely just happens out of the blue. People who don't have a strategic plan usually don't create the kind of extraordinary lives they dream about.
- **You Might Not Even Know What You Want** – If you don't sit down and define exactly what you want out of life, how will you ever know? I'm sure



you are sitting there right now thinking, "Oh yeah, I know what I want," but how well could you describe it if someone asked you right now? Would you feel on the spot at all?

- **You May Be Living for Other People** – What if all the work you are doing is just benefitting someone else? If you aren't following your life plan, who's plan are you following? It doesn't seem fair that all your efforts benefit a bunch of people you might not even know.
- **You Don't Take Time to Learn from Your Mistakes** – Having a life strategy requires you to adjust your sails regularly. If you aren't taking stock of where you are or what's working or not, you will hurt your progress. Regularly reflecting on your mistakes and adjusting your plans accordingly is a key part of a life strategy.

## Your Life with Strategy

On the other hand, a life with strategy will address many of the issues above. On top of that, it provides some benefits you might not expect.

Inviting more strategy into your life will provide you with powerful benefits such as (but not limited to) :

- **Gives You a Competitive Edge** – All other variables equal; someone who lives a strategic life holds a competitive edge over their peers. While everything isn't a contest, you will often be vying for others regarding things like jobs or promotions. It can't hurt to have any type of edge in these scenarios.
- **You Know What You Stand For** – When you create your life strategy, you will define your core values. Knowing these core values provides you a guiding light in your life. When you are doing any task, you can ask yourself if it aligns with your core values. If it doesn't, you will feel more comfortable moving on to something else.
- **You Know What You Want** – Equally important to know what you stand for is knowing what you want. A big part of a more strategized life is defining the things you want to achieve and acquire. Knowing these things is important because this provides you another guiding light that can keep you on track.
- **You Know What Works** – An important aspect of a more strategic life is recognizing what is working in your life. When you focus on the things that work, you learn what you should double down on. Imagine you spent 80% of your time only on things that progress you towards your goals?
- **You Know What Doesn't Work** – Just as important as knowing what works is knowing what doesn't. You could even argue that this is more important because you waste your time spending it on things that don't work. A strategized life encourages you to figure out what isn't working continually and then avoid it.

- **You Live Your Life on Your Terms** – When you have a life strategy, everything you do is propelling you towards your goals – not someone else's. You know who you are working for, why you are doing it, and if it doesn't fit your idea of your perfect life, you can move on.
- **You Are Prepared for Obstacles** – How often have you been blissfully cruising through life, and then BAM, you are hit with an obstacle you didn't see coming. It throws everything into chaos. If you have a life strategy, you plan for these kinds of obstacles. Even if something unexpected hits you, you will have the coping skills to navigate it to the best of your abilities.
- **You Know Where to Direct Your Time and Energy** – We only have so much time and energy in our lives. If you want to achieve your best results, you need to spend that time and energy wisely. When you create your strategic life, you will know exactly where and when you should direct your max efforts.
- **You Are More Comfortable with Change** – Many people aren't comfortable with change. When you live a strategic life, you learn to embrace it. You know change is going to happen, so you plan for it. Change won't be something to fear. It will become an opportunity to take advantage of.
- **You Won't Lose Focus on What's Important** – So often in our lives, we work towards something before something else grabs our attention. We leave so many goals or tasks undone because something new and flashy caught our eye. When you have a life strategy, you don't lose focus on the big picture.
- **It's Easy to Track Your Progress** – When you lead a strategic life, you create goals and deadlines. These goals and deadlines make it simple to track your progress. You can monitor how close you are to your goals, plus you know if you are reaching deadlines or not.

# INTRODUCING STRATEGY TO YOUR LIFE

At this point, you are likely sold on the idea of living a more strategic life. The benefits are clear. You have a good idea of what happens when you don't have a life strategy, and you know what happens when you do.

The facts are the facts. If you want to achieve more and boost your life's results, you need to inject some strategy into your life.

It's OK if you are feeling overwhelmed, but don't worry – leading a more strategic life is easier than you think. Better yet, we are here to help walk you through the process.

## **1. Start with An Overall Vision**

The first place you should start is to envision what your ideal life looks like. Make sure to focus on multiple areas of your life. For example, you don't want to dedicate all your energy and effort to finances while ignoring your health and family.

You don't have to get too specific at this point, but make sure this overall vision touches on multiple areas of your life. Some examples include:

- Career
- Finances
- Health
- Family
- Relationships
- Spiritual
- Social and Leisure
- Intellectual
- Your Physical Environment

The above may not be an exhaustive list, but if your vision focuses on all the above areas of your life, it will be a holistic approach that covers the most important things.

If you need help creating your overall vision, consider this:

- **Write it down!** Don't be afraid to sit back and just daydream. This is a great way to figure out what you want, but make sure you eventually put it to paper.
- **Focus on One Day.** Write down what a normal average day would look like in your ideal life. Remember, this is an average day. You don't want to focus on some thrilling adventure – unless your goal is to live that lifestyle every day.
- **Ask Your Closest Loved Ones What They Think.** Your strategic life plan should include the people closest to you. If your ideal life includes your partner and kids, then you should probably check in with them to see what their ideal life includes.

## 2. Define Your Values

Do you know what matters to you? If you have never defined your core values, then you might not.

Your core values are your fundamental beliefs. These beliefs don't waver, even when challenged. These values are essentially the difference between right and wrong for you. You need to define your core values because they are going to guide your behavior. Think of these core values as the lines you refuse to cross while working towards your goals.

### 20 Examples of Core Values

- Family
- Fairness

- Equality
- Loyalty
- Generosity
- Adventurous/Risk-Taking
- Commitment (to others, or goals)
- Tradition
- Faith
- Empathy
- Helping Others
- Being Authentic
- Taking Responsibility
- Freedom
- Diversity
- Hard Working
- Simplicity
- Balance
- Commitment to Happiness
- Commitment to Positivity

### **3. List Your Aspirations**

Now that you have your overall vision and core values, it's time to list your aspirations. Your aspirations are simply what you want to acquire and achieve in life.

While this step is somewhat like your overall vision but it is more specific and focused. Instead of describing a perfect day (your vision), you should list specific things you want to have or experience.

Think about everything you want or need to live a happy life and make a list of them.

#### **Examples of Aspirations**

- I'd like a better job
- I need to make six figures a year
- I want three children
- I want a 4-bedroom house in a great school district
- I want to get my Masters
- I want to watch a baseball game in every stadium
- I want to run a half-marathon
- I want to make enough money to retire
- I'd like to get closer to God
- I'd like to open a dog rescue
- I'd like to learn a new language
- I need to experience more of the world
- Etc...

These are some of the more common aspirations but don't feel boxed in because the list is virtually endless.

There is a popular self-help exercise where you are challenged to write down 101 things you want to have, achieve or experience. It is deceptively simple. You will almost assuredly have to stop and come back to the exercise multiple times. This exercise is a great way to get many aspirations out of your head and onto paper.

Don't worry about getting too specific about your aspirations because the next section will address that. Speaking of which...

#### **4. From Aspirations to Goals**

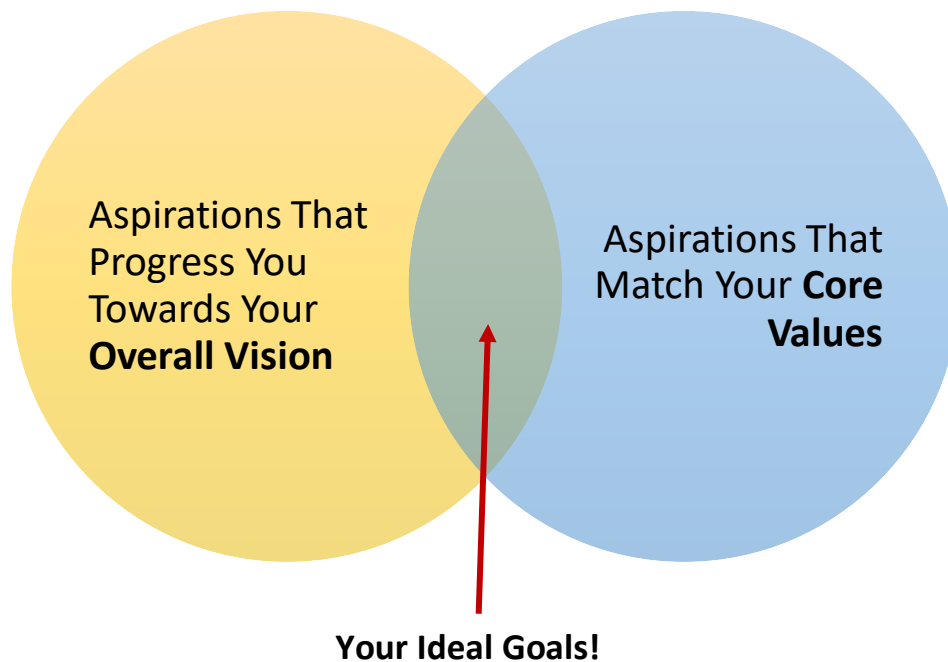
By now, you should have a good grasp of what you want out of life. Wanting and doing are two very different things, though. If you want to start acting on your wants and aspirations, it's important to **create clear, concrete goals**.

Clear concrete goals all have something in common. Your goals should be:

- Prioritized
- Specific
- Measurable
- Time Sensitive

## Prioritization

Prioritizing your aspirations is a simple but powerful step. Go through your list of aspirations, and think about which ones are the most important to you. If you are struggling with this – check back on your **overall vision**. Which of your aspirations will propel you towards your ideal life? Don't forget your **core values** as well. You already defined them, so you might as well use them.



If you know what's important, it shouldn't be that hard to prioritize your aspirations. If you are struggling to rank them all, just focus on a handful of the most important to start. **The most important aspirations become your goals.**



## Specific

A major difference between goals and aspirations is specificity. An aspiration can be vague, but a goal needs to be much more specific.

When creating goals, you should strive to be as specific as possible. Here are a couple of examples to help you:

**Aspiration:** *I want to lose weight*

**Specific Goal:** *I am going to change my diet and exercise routine to lose weight*

**Aspiration:** *I want to make more money*

**Specific Goal:** *I am going to start selling my handmade jewelry at the weekend farmer's market*

**Aspiration:** *I want to be closer to God*

**Specific Goal:** *I will go to Church more often and spend time quietly reading the bible*

**Aspiration:** *I'd like more family time*

**Specific Goal:** *We are going to spend more time eating together as a family.*

**Aspiration:** *I'd like to move to a bigger house*

**Specific Goal:** *I am going to find a 4-Bedroom, 2-bath house on a nice lot in Upstate New York*

**Aspiration:** *I am going to start exercising more*

**Specific Goal:** *I am going to start the Starting Strength powerlifting program on Wednesday*

You should get the idea by now. The more specific you can get, the better your goal is.

If you don't know the specifics of your goal, then you need to find them. For example, if you want to make more money but don't know exactly how much you need – figure it out. Calculate the costs associated with your ideal life, and work backward from that. If you don't know exactly how much weight you want to lose, figure out a healthy weight for someone your age and height.

The major takeaway here is that the more specific the goal, the more attainable it is. If you don't know the specifics, do your homework and figure it out.

### Measurable

A good goal must be measurable. If you can't track your progress, how will you know you are getting closer to your goal. Analyzing and adjusting your course is vital to leading a more strategic life (more on that later), and that's impossible unless you can measure how well you are doing.

If you are thinking about how measurable your goals are, ask yourself these questions:

- 1) How Much / Many / Often?
- 2) How Will I Know I Reached My Goal?
- 3) How Do I Know I am Making Progress?

If you can answer this, then your goal is likely measurable.

Using the examples from earlier, let's look at our "specific goals" and ensure they are measurable as well.

**Specific Goal:** *I am going to change my diet and exercise routine to lose weight*

**Measurable Goal:** *I will change my diet and exercise routine to lose 2lbs a week until I lose 32lbs.*

**Specific Goal:** *I am going to start selling my handmade jewelry at the weekend farmer's market*

**Measurable Goal:** *I will start selling my handmade jewelry to make \$1700 more a month.*

**Specific Goal:** *I will go to Church more often and spend time quietly reading the bible*

**Measurable Goal:** *I will go to Church every Sunday and spend 30 minutes quietly reading the bible each night before bed*

**Specific Goal:** *We are going to spend more time eating together as a family.*

**Measurable Goal:** *We will eat four meals a week together as a family, and Sundays will be Family Game Night*

**Specific Goal:** *I am going to find a 4-Bedroom, 2-bath house on a nice lot in Upstate New York*

**Measurable Goal:** *I am going to check out five real estate listings every week until I find a 4-Bedroom, 2-bath house on a nice lot in Upstate New York*

**Specific Goal:** *I am going to start the Starting Strength powerlifting program on Wednesday*

**Measurable Goal:** *I will use the Starting Strength powerlifting program until I can squat 2x my body weight.*

Simple stuff here. Make sure your goals are measurable by adding some sort of quantitative way to track your progress.

## Time Sensitive

The last step to creating a powerful goal is to ensure you have a deadline attached to them. If your goal doesn't have a deadline, it is still more of a dream or aspiration.

Adding deadlines to your goals makes them easier to prioritize. When you add deadlines, you will quickly figure out which of your goals are **short-term** and which are **long-term**. This information is vital when trying to figure out where your focus should be at any one time.

On top of that, adding deadlines helps keep you on track. There is more impetus to finish something when you know it's "due."

If that's not enough, adding deadlines makes it easier to turn your goals into plans. You know how much time you have, and you can split that up in the most efficient ways. Your planning will become easier and more effective. Remember - as we mentioned earlier, plans are a **vital part of any life strategy!**

So now you know the difference between aspirations and goals. Aspirations are all about what you want. Goals are also about what you want, but **they are prioritized, specific, measurable, and time-sensitive.**

## **5. Plot Your Path**

This point is when your strategy starts to come together. The previous steps were all about setting yourself up the right way by clearly stating **what you want** and **when**.

This step is all about taking the concrete goals from above and creating a plan of attack. You are creating your strategy! Remember our definition of a life strategy?

*A life strategy is a plan you plot to achieve the life you want while creating advantageous conditions that will help you overcome any obstacles that come your way.*

It is time to plot that plan!

The best way to create your plan is to examine your goals and break them down into smaller steps. The smaller, the better. The more intricately you can break down a goal, the easier each step will become. Breaking your goals into minute details also offers you a chance to perceive future issues and obstacles more easily.

Here is a quick example of how to break down a goal.

<b>Goal:</b> <i>I will change my diet and exercise routine to lose 2lbs a week until I lose 32lbs.</i>	
<b>Deadline:</b> 4 Weeks from Tomorrow	
Steps	Deadline For Each Step
<ol style="list-style-type: none"> <li>1) Order some new gym clothes</li> <li>2) Start tracking my diet with MyFitnessPal</li> <li>3) Figure out an exercise routine I will like</li> <li>4) Find out where I can do my exercise (outside, YMCA, gym)</li> <li>5) Measure my weight</li> <li>6) Take other measurements</li> <li>7) Take a “before” picture</li> <li>8) Find apps that can help me track exercise</li> <li>9) Go grocery shopping</li> <li>10) Get rid of the junk food in my house</li> <li>11) Find an Accountability partner</li> </ol>	

You should give each of your micro-steps a deadline as well. Prioritize the micro-steps in the most logical order, and then give each of them their deadline.

You now have a plan to attack one of your goals. A collection of these plans will become your **strategy!**

## 6. Your Growth Plan

Planning alone is not quite a life strategy on its own, though. Don't forget that you want to create advantageous conditions that will help propel you to victory!

One powerful way to do that is to plan how you are going to grow and develop yourself. What is your plan to get better? What skills are you going to acquire or refine? How will you keep learning?

When you commit to learning and growing, you are making sure you are ready for a changing world. You won't be caught off guard by change because you will be ahead of the curve.

**Remember, any powerful life strategy must include a plan of growth for yourself.**

## 7. Planning for Potential Pitfalls

No one is omniscient, so none of us can predict every obstacle that will come our way. A big part of a life strategy is being prepared for them, though. So how can we accomplish this? First off, the last point about self-growth is the best way to deal with unknown obstacles. While you don't know what obstacles will pop up, you know you are more prepared to deal with anything.

You can also make some educated guesses on potential obstacles. For example, if you are in a dead-end job, a future obstacle will likely be finding a new job with more growth opportunities. It's much easier to prepare to find a new job when you know it's been coming for a while. You can keep an eye and ear out for potential opportunities and brush up on skills so you can pad your resume.

You can also ask people in your circle what obstacles they faced on their journey to their goals. This tactic is especially helpful if you have people in your life who have already achieved some of the things you want. They will have first-hand knowledge of the obstacles they faced. It's a strategic move to save time by learning from the mistakes of others.

**Pro Tip:** *A mentor or coach is a great resource to tap. They can share obstacles they faced or offer you a unique perspective when brainstorming potential pitfalls.*

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If you go through the above seven steps, you have introduced a level of strategy to your life that the average person never even attempts.

**Think about it. You went from not thinking much about the future to:**

- 1) Defining your overall vision
- 2) Defining your values
- 3) Listed your aspirations
- 4) Turned your aspirations into concrete goals
- 5) Plotted a path to reach those goals
- 6) Figured out how to grow personally
- 7) Planned for as many pitfalls/obstacles as possible.

Congratulations, you have successfully introduced more strategy to your life!

However, *introducing more strategy to your life* isn't the same thing as *living* strategically. Planning your future is a big step, but it doesn't mean you will follow the plan. In the next section, we will take what you learned here and then teach you how to apply it regularly to your life.

## LIVING STRATEGICALLY

The last section was all about introducing strategy to your life. Essentially you were planning to live more strategically. Planning is nice, but it isn't action. This section is all about taking that planning from before and then actually living it.

We don't want a week-long flirtation with strategy. We want a lifelong relationship.

The planning was the easy part. Staying the course is when the work gets real. If you want to live strategically, you need to embrace these rules:

### **1. Check-in Regularly**

It is not strategic living if you aren't checking in regularly. Checking in is the only way you can measure your progress. Once you stop analyzing your results, you lose any competitive edge your strategy granted in the first place.

#### Rules for Checking In

- Check-Ins aren't random. Schedule time to check in.
- Do it regularly. Weekly is the best, but monthly could be acceptable for longer-term goals.
- Make it a Routine. No matter how often you do it, your check-ins should happen at the same time – the same day and time are best.
- You should spend at least half an hour when you check in.
- Do it somewhere quiet and comfortable.
- Work with a mentor, coach, or mastermind group if you need an outside perspective.
- Create a check-in system. Find or create templates to use, make your check-in the same process each time.



## **2. Remind Yourself What Matters**

Leading a strategic life can become a drag at some points. You might start to question why you are bothering with all these steps and goals. You might just want to coast for a while.

If you are ever feeling this way, don't avoid those emotions. Accept them, and then take some time to remind yourself why you are doing this. Go back to your overall vision and picture your ideal life again. Look through your list of aspirations and remind yourself of everything you want to have or experience.

When you do your regular check-in, jot down a couple of reasons you set the goals you did; for example, why did you want to lose weight? Maybe you wanted to feel healthier, fit into your old clothes, or keep up with your growing kids.

Whenever you focus on why you are doing something, you boost your motivation to keep doing it.

## **3. What's Not Working?**

Once you have been working on your goals for a while, you will quickly learn what isn't working. This might sound frustrating, but honestly, it's one of the best things you can learn. Learning what doesn't work is one step closer to learning what does work. On top of that, when you learn something isn't working, you can stop doing it!

Take an exercise goal, for example. Maybe you decided to start a certain exerciser program, but you find it super boring and notice many nagging injuries. Maybe it is time to switch things up?

Don't feel like a failure because you dropped or swapped out something that isn't working. It's much more strategic to change your tactics than give up altogether. Stop wasting time running your head into the wall. If something doesn't work, leave it in the past.

## 4. What is Working?

While some things won't work for you, others will. Figuring out what is working is a great feeling. You get to see progress while imagining how it contributes to your ideal life.

This step isn't just a feel-good exercise, though. When you figure out what works – stick to it. Never mind sticking to it – double or even triple down on it.

Imagine you wanted to make more money for your family, so you start selling your handmade jewelry. You got a stand at the local farmer's market, but it doesn't sell well there. You have an Etsy account as well, and it is starting to take off. Your earrings aren't selling, but you can't keep your bracelets in stock.

What do you do?

The answer is obvious – you stop wasting your time at the farmer's market and use that time to promote your Etsy store instead. You also stop dedicating your resources and labor towards making earrings and make as many bracelets as you can.

If you don't take the time to check-in and figure out what's working (and what's not), you won't have the chance to adjust your sails and take full advantage of the changing winds.

## 5. Make Time to Revisit the Basics

People and their circumstances change. This change can be major or subtle, but as we grow, we change. Change isn't a bad thing; it is just how it is. Change is inevitable.

If we know that change is inevitable, we also know that our **vision, values, and aspirations** change. You should check in regularly to see if yours are still the same. Remember, these don't usually change that often, so you don't have to examine

them as closely and often as you check in on your goals. Focus on analyzing your overall vision every quarter or even year.

## **6. Redefine Your Goals**

Since you are checking in on your goals regularly, you have a chance to redefine or change them when needed. Don't be afraid to do this. If your visions or values have changed, you will likely have to adjust your goals anyways.

Many people hate that they wasted effort and resources on a goal just to give it up. Don't think like this! This thinking is a common logical fallacy known as the "sunk cost fallacy." People tend to continue something once an investment in money or effort. The problem is, the money or effort is already gone. Sinking more money or effort into goals that don't pay off is just more waste.

Never be afraid to change your goals. It is a strategic move to redefine your goals if your vision and aspirations have changed. It's even more strategic to know when to cut your losses because something just isn't going to work.

## **7. Adjust Your Plan**

If your goals change, you must adjust your plans. It might be annoying, but you aren't living strategically if you don't have a current plan. A strategic thinker knows that plans change. You can almost think of your plans as a living creature. Your plans grow, mature, and change right alongside you.

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These seven steps will help you take all your strategic plans and then live them. The most important part of a strategic life is how you respond and react to all the variables thrown your way.

Checking in regularly and adjusting when and where you need it is the best way to live your life strategically. Only the people who are willing to do this can claim that they create the most advantageous conditions to reach their goals.

## CONCLUSION

It doesn't feel great to write this, but working hard and doing what society expects from us isn't enough anymore. It certainly might have been at one time, but it doesn't feel like that is any sort of guarantee in this day and age.

If you want to achieve everything you desire, everything your hard work deserves, then you need a little more. You need to work smarter. You need goals. You need plans. You need to create advantageous conditions that let you face life's battles with the best chance of winning.

### **You need strategy.**

If you read this book and take in the message we are sharing, you are already living more strategically than most people.

### **You know how to get started:**

1. Start with An Overall Vision
2. Define Your Values
3. List Your Aspirations
4. From Aspirations to Goals
5. Plot Your Path
6. Your Growth Plan
7. Planning for Potential Pitfalls

### **More importantly, you know how to keep living your life strategically:**

1. Check-in Regularly
2. Remind Yourself What Matters
3. What's Not Working?
4. What is Working?

5. Make Time to Revisit the Basics
6. Redefine Your Goals
7. Adjust Your Plan

When you combine all this knowledge and act on the steps we laid out, you will be living a strategic life. You will start getting the results you want in life. You will finally be rewarded for all your hard work. You'll be happier, healthier, and wealthier.

All it takes is a little strategy.