ORGANIZING **YOUR IMPROVEMENT**

Have you ever focused your time and energy on one aspect of your business—or your life—only to discover that you've been neglecting another? Maybe you delivered exceptional service to one client at the expense of another. Or perhaps your devotion to your career interrupted your family life at some point.

In order to better prioritize both our professional and personal lives and reach our goals for both, it's important to first identify key areas. Which aspects of your life deserve more focus? The areas you identify are what Tony refers to as "Categories of Improvement."

A straightforward, yet extremely effective strategy for balancing your professional life with your personal life, assigning your Categories of Improvement will help you achieve maximum success and fulfillment by ensuring that no crucial area of your life is ignored. This simple tool shifts your concentration to those aspects of your life that require more than change-they demand progress.

Get started on your Categories of Improvement with the following steps:

Step one: Create your professional categories.
Developing your professional categories may seem like a daunting task at first, but take it one step at a time. First, brainstorm broad categories - you should have at least three or four if you're a leader or manager. Instead of including each individual task, think about the greater areas of your business on which you must constantly focus and improve.

Here are some examples from a client who works as a sales and marketing manager at a large firm:

1. Maximize New Sales
2. Support Existing Clients
3. Maximize My Leadership and Sales Skills
4. Create a Totally Empowered Team
5. Develop New Sales and Marketing Systems for My Team
6. Management of Costs
7. Create Extraordinary Relationships with Members of Executive Team

Step two: Give your categories new titles.
Now create compelling names, or roles, that will inspire you to improve each of these categories every day. Make it something you want to do!

What is your ultimate outcome, or vision, for each of these categories? Choose words that will excite you! For example, a school teacher may see herself as a disciplinarian, or a developer of the human spirit. A stockbroker might view himself as a pest or cold caller, but how much more passionate would a treasure hunter or mover and shaker be?

Step three: Create a system for measuring your improvement.
Your final step is creating a system to measure your improvement in each of your Categories. Decide when and how you will gauge your progress.

You can learn more about Categories of Improvement with Tony's Time of Your Life audio program. In addition to guiding you as you prioritize your progress, your Categories of Improvement will help you avoid overwhelm and prevent you from living a life of mere reaction.