



Bonus Chapter: “The Strategic Perspective”

By: Gary Sirak

www.GarySirak.com

“What gets measured gets done,” says sales coach Jack Daly. Or, as my friend (and mentor), Dan Sullivan, likes to say, “Measurement is the basis for all individual improvement in the world.”

Both quotes above are about measurement. And that’s because measurement is incredibly important. It’s almost as if our brains are literally wired to keep score and get better. But sometimes keeping score is hard. Especially when it comes to ideas expressed in words. Numbers are easy. There’s something about being able to see a number because we understand numbers.

We know what one, two and three mean. We know what five out of ten, two-thirds, and 75% mean. What we don’t know is how to measure “Did I follow my intuition?” And that’s exactly what this bonus chapter is all about. Quantifying.

The American Dream Scorecard is a tool for you to use. It’s easy to understand and incredibly powerful. The idea is to spend some time every 90 days and track your progress. That way, you’ll be able to go back from quarter to quarter and literally see how well you’re doing and where you might need to sharpen up.

On the left side of the card are the eight categories, each of which played a huge part in The American Dream Revisited. So if you haven’t read the rest of the book yet, I suggest you go back and do that.

The right side of the card is where you write down your score, a number. It’s a 12-point system, so it will be anywhere between one and twelve.

In the middle is where all the magic happens. For each of the eight main categories there are four tiers representing how well you’re doing.

- 1 - 3 - Purple - Not great
- 4 - 6 - Light Blue - Better, but struggling
- 7 - 9 - Green - Successful by most measures
- 10 - 12 - Orange - Continually growing, striving, and creating

You’ll notice too, each section has a blurb about how you’re doing in that specific area and how you feel about how you’re doing.

All you need to do is find which phrase resonates the strongest with you and choose which number, within that tier, relates. Then, not only can you see how well you're doing, but your brain is also happy because it gets a number to attach to concepts like - Lighten Up and Laugh.

That's it. If you can count to 12 and read, then you can use The American Dream Scorecard.

And, after you've used it several times, you'll begin to notice some pretty interesting things. You will see where you're making the most progress and where you need to step up your game.

Eight Main Categories

- 1) **Define Your Dream** - We start here because it's the beginning. One of the most important things you can do to ensure you reach your dream is to make sure you know what it is. It's hard to get where you want to go if you don't have a clear idea of where that is. Likewise, it's incredibly easy to end up some place you never wanted to be by drifting along.
- 2) **Dealing With Setbacks** - Look, whatever your dream happens to be, there're going to be bumps in the road. It just happens. To everybody. And to every dream. The important thing is, of course, not how often you get knocked down. But that you get back up every time. This is the category to measure your grit, determination, and perseverance.
- 3) **Measuring Progress** - One thing you've got to do if you want to achieve your American Dream is celebrate your victories. The reality is it's a long road to get to where you want to be. Getting frustrated, discouraged, and angry is easy. But, if you take the time to enjoy your successes, no matter how big or small, along the way then it's much easier to stay motivated.
- 4) **Mentorship and Role Models** - Remember - you are not in this alone. There are people who can help you. Chances are whatever you're trying to accomplish, someone else has already done it. And usually those people love passing on their knowledge and wisdom to folks who are walking a path similar to theirs. There is also much to learn from historical and fictional characters.
- 5) **Education and Learning** - Investing in yourself is key. In fact, it's probably one of the safest and smartest investments you can make. It doesn't have to be tuition at a top-flight university. It can be any number of on-line classes, books, lectures, workshops, etc. All that matters is you're taking the time to learn and improve.
- 6) **Sense Of Humor** - One of the best things you can learn from Dr. Ted's story is the importance of laughing. Even in the midst of one of the worst places on Earth, he and his fellow prisoners found laughter. He knew it was medicine for the soul and nourishment for the spirit. No matter what you're going through or where - you have to laugh.
- 7) **Inner Guidance** - Can you hear your inner voice? Not the one full of doubts and fears that seems like it's running laps around your brain. I'm talking about the one that's full of confidence and usually seems to come from lower in your body. Maybe it's your heart. Maybe it's your gut. Where ever it happens to come from for you, you need to listen and follow its advice.
- 8) **Generosity and Giving Back** - Do you help others achieve their goals? Because if there's one thing I've learned in business, it's the difference between focusing on "them" and focusing on "me." Like my father told me all those years ago - "You've got to be the one in the room who wants to help the person across the table."