

# Steve Quinn SVP, Managing Broker Peachtree City Office



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UNCERTAINTY, CHAOS, AND LUCK— WHY SOME THRIVE DESPITE THEM ALL

# GREAT BY CHOCKE

**Jim Collins** 

AUTHOR OF GOOD TO GREAT

4 MILLION COPIES SOLD

Morten T. Hansen

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## 10X Leadership

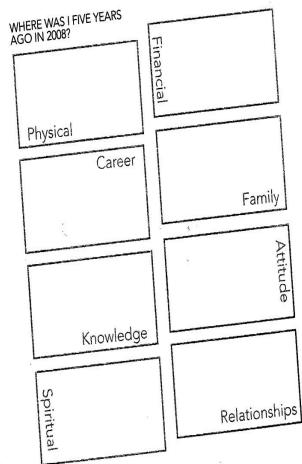


Level 5 MBITIO

Productive Empirical PARANOIACREATIVITY

# **Goal Setting**

### CREATING AN ABUNDANT MINDSET



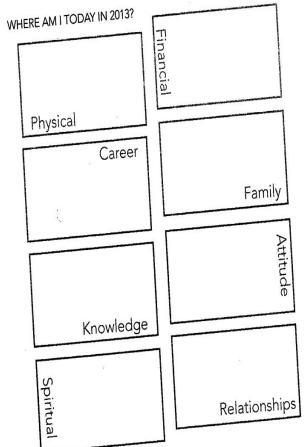
DAY 2

BREAKTHROUGHA SUCCESS SUMMIT

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# **Goal Setting**

#### **CREATING AN ABUNDANT MINDSET**



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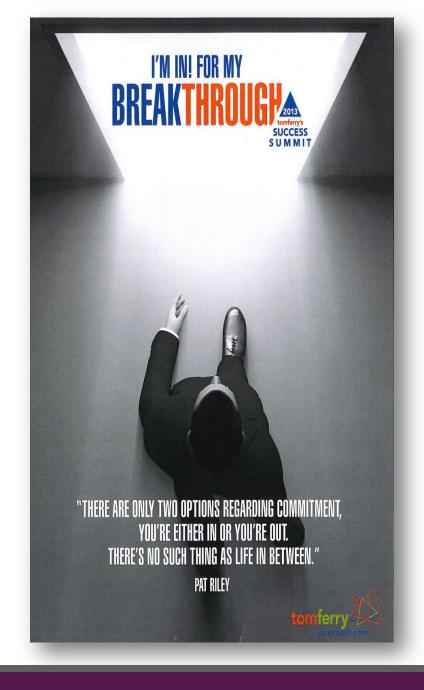


# **Goal Setting**

### CREATING AN ABUNDANT MINDSET

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## 20 Mile March - Not What We Expected

The 20 Mile March is more than a philosophy. It's about having concrete, clear, intelligent, and rigorously pursued performance mechanisms that keep you on track. The 20 Mile March creates two types of self-imposed discomfort: (1) the discomfort of unwavering commitment to high performance in difficult conditions, and (2) the discomfort of holding back in good conditions.

## Why 20 Mile Marchers Win

20 Mile Marching helps turn the odds in your favor for three reasons:

- 1. It builds confidence in your ability to perform well in adverse circumstances.
- 2. It reduces the likelihood of catastrophe when you're hit by turbulent disruption.
- 3. It helps you exert self-control in an out-of-control environment.

#### What Makes a Bullet

A bullet is an empirical test aimed at *learning what works* and that meets three criteria:

- 1. A bullet is *low cost*. Note: the size of a bullet grows as the enterprise grows; a cannonball for a \$1 million enterprise might be a bullet for a \$1 billion enterprise.
- 2. A bullet is *low risk*. Note: low risk doesn't mean high probability of success; low risk means that there are minimal consequences if the bullet goes awry or hits nothing.
- 3. A bullet is *low distraction*. Note: this means low distraction for the overall enterprise; it might be very high distraction for one or a few individuals.

#### **Howard Putnam SMaC**

- 1. Remain a short-haul carrier, under two-hour segments.
- 2. Utilize the 737 as our primary aircraft for ten to twelve years.
- 3. Continued high aircraft utilization and quick turns, ten minutes in most cases.
- 4. The passenger is our #1 product. Do not carry air freight or mail, only small packages which have high profitability and low handling costs.
- 5. Continued low fares and high frequency of services.
- 6. Stay out of food services.
- 7. No interlining . . . costs in ticketing, tariffs and computers and our unique airports do not lend themselves to interlining.

- 8. Retain Texas as our #1 priority and only go interstate if high-density shorthaul markets are available to us.
- 9. Keep the family and people feeling in our service and a fun atmosphere aloft. We're proud of our employees.
- 10. Keep it simple. Continue cash-register tickets, ten-minute cancellation of reservations at the gate in order to clear standbys, simplified computer system, free drinks in Executive service, free coffee and donuts in the boarding area, no seat selection on board, tape-recorded passenger manifest, bring airplanes and crews home to Dallas each night, only one domicile and maintenance facility.

