

# Introduction

## A MESSAGE FROM COACH CRAIG:

Congratulations - you've made a decision to take control of your life, prioritize your goals, and bring structure to the success you wish to obtain. I'm honored that you've joined the thousands of people who have embraced The Mindful Habit <sup>TM</sup> System to create a better life.

In your hands right now is literally a blueprint for success. It's a path just waiting for you to input the destination.

And it is critical to define that destination if you want a great life and to minimize the impact of your bad habits and life-long negative mental programming. Face it, you are programmed and life is hard ... and you must counterbalance these realities if you want to be successful.

The System is that counterbalance that can lead you step by step to the life you truly want.

Welcome.

## WHAT IS THE MINDFUL HABIT SYSTEM?

The Mindful Habit System is an action oriented, goal centric, science based, and structured behavior change modality. It merges the power of habits, with mindfulness and action to create a structured approach to living. The System weaves goals, good habits, positive thinking, risk management, and metrics into the fabric of your existence.

This System embraces what the Japanese call Kaizen, which means continuous improvement. Average, mediocre, status quo in your personal life is simply unacceptable and frankly it's a myth. You are either moving towards success or away from it. This means you must create continuous improvement in your life.

This System accomplishes this by incorporating the core business mantra "**what gets measured gets done.**" (Druker, Peter) You know this is true in your professional life and it's even more important in your personal life - because the stakes are higher.

It comes down to living a shitty life ... or a great one. You choose.

## WHY A DAILY JOURNAL?

*"Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success." - Pablo Picasso.*

The System embodies mission critical scientific goal setting principles. Journaling, written goal setting, and metrics are crucial if you want success. You must do it - it's that simple. I can't stress this enough.

The science and common sense behind these principles is overwhelming. Scientific evidence repeatedly demonstrates that journaling helps you clarify your thoughts and feelings, know yourself better, reduce stress and solve problems more effectively.

Science also tells us that written goals and metrics help you focus and allocate your time and resources efficiently. Done right, goals keep you motivated when you feel like giving up. Research studies show a direct link between goals and enhanced performance in individuals and in business.

Journaling combined with written goals will help you make a better life.

## HOW DO GOALS WORK?

To use this daily journal effectively, you must understand how to create effective goals that will propel you toward success. You need a firm structure and an actionable plan. Without that, your goals are just dreams. I'm going to show you how to do that.

I divided life into 6 key life areas. This makes it easier to break down your life into buckets that need to be filled. A great life is created when we can continuously fill each of these buckets - even just a little. Therefore it is important to set goals in each area.

The **6 key life areas** that we focus on in The System are:

1. **Career**
  - How you make money
2. **Finances**
  - How you manage, spend, and relate to money
3. **Health**
  - How you honor and respect your mind and body
4. **Relationships**
  - How you connect with others
5. **Hobbies**
  - How you play
6. **Spirituality**
  - How you connect with self and something greater than your perceived sense of self. For some it's a religious deity. For others it's the present moment, mother nature, the universe, etc.

As you use The System, you will create two types of goals in each of these key life areas - strategic goals and tactical goals.

## **Strategic Goals**

Strategic goals define what success looks like. It's higher level, longer term planning. Strategic goals paint a picture of the destination so you know where you are going. In The System, they also define the ever critical "why" question - why is this goal important to you? Your answer here is the fuel and the fire you need to create a great life.

**“He who has a why to live for can bear almost any how.”**  
- Friedrich Nietzsche

## **Tactical Goals**

Once you've completed your strategic goals and defined your destination, it's time to chart a course to get there. Tactical goals are the action steps needed to get where you want to go.

## **How to Set Great Tactical Goals**

First, you need to understand *HOW* to set goals that drive success. Have you heard of S.M.A.R.T. goals? **SMART** is an acronym to help you articulate clear objectives. Here's what SMART goal setting means. Each goal that you set needs to be:

### **S - Specific**

- "I want to lose weight" is general. A better goal is "I want to lose 5 pounds."

### **M - Measurable**

- You must be able to measure your goal - this is how you know when you have accomplished it!

### **A - Attainable**

- Your goals need to be realistic and attainable. Setting small "micro - goals" that you can accomplish will empower you to taste success. And then you are more likely to continue setting bigger and bigger goals as you achieve each one.

### **R - Relevant**

- You must choose goals that matter and advance your strategic goals in each of the 6 key life areas.

### **T - Time bound**

- Your goal must have a deadline.

Keep these core principles in mind when you engage in goal setting from this moment forward in all aspects of your life.

# USING THE JOURNAL

This 6 month daily journal is divided into 5 major Views. The Views are as follows:

1. **6 Month Strategic View**
2. **Calendar View**
3. **Monthly Tactical View**
4. **Weekly View**
5. **Daily View**

Each View is broken down further into manageable sections. Each section is designed to help you break your life down in a way that helps you focus on what's most important.

Below, I'm going to discuss how to use each View and its corresponding sections; so you can get the most out of this journal.

## 6 Month Strategic View

The 6 Month Strategic View is where you will create your **Strategic Goals**. Remember, your strategic goals force you to think bigger and not get consumed with the details.

If you want to be successful, you must think strategically and this section forces you to do just that.

You will answer two very important questions for each of the 6 key life areas:

### 1. **What do you want to accomplish?**

- a. When you look out in six months and are successful in accomplishing whatever goal that you want to achieve, what does that look like? By completing this section you should have a clear vision of success.

### 2. **Why do you want it?**

- a. In the universe of goals, why do you want to accomplish these goals? What do these goals mean to you?
- b. Your answer to the **WHY** is crucial. It is designed to illuminate the fire, the passion, and the burn you have inside you to accomplish a particular goal. It's your motivation. If you understand your why, the rest is going to come much easier.

This 6 Month Strategic View allows you to have a vision of exactly where you want to go. It drives you through the good times and keeps you motivated when times get tough, because times will get tough. But, if you have a clear

vision of the passion that fuels your existence, you will navigate the tough times easier.

This information from your Strategic Goals is going to cascade down and feed the rest of the tactical goal planning that you're going to do to create the great life you seek.

You can see an example of what strategic goals look like immediately following this introduction.

## Calendar View

The Calendar View provides 12 blank calendars where you will identify critical dates, events, and deadlines for the year. 12 pages are provided to log dates outside the scope of this journal. The goal is for you look at each month and visually see what needs to be done and when. It's important so you can plan around those key dates. We recommend revisiting the Calendar View at the start of each Weekly View or at least with every new Monthly Tactical View.

## Monthly Tactical View

The Monthly Tactical View is separated into 2 sections:

### **1. Tactical Goals**

Here you will develop your tactical goals by creating **3 S.M.A.R.T. goals** for each of your 6 key life areas (**career, finance, health, relationships, spirituality & hobbies**) based on your strategic goals. When you are setting your **S.M.A.R.T.** goals, it is often helpful to declare how you are going to accomplish the goal. These tactical goals will help you move forward in an effective and powerful way.

### **2. Key Risks & Mitigation Steps**

Life is full of risks. Most of my individual clients understand that it is absolutely critical to manage risks in a professional environment. However, they fail to apply this basic, yet critical, skill set to their personal lives.

Here you will determine **3 key risks** you will face this upcoming month for each of your key life areas. You will also create an action step for each that will help you to mitigate each risk. It is important to anticipate your risks and have a plan in place that will help you manage them effectively.

## Weekly View

In this View you are going to break down your tactical goals even further into smaller, attainable goals and action steps. These small action steps will help you achieve the monthly goals that you just set.

The Weekly View is separated into 3 sections:

### 1. Why Do You Want to Change?

Here you are going to document a passion statement that highlights the reason for the change that you seek in your life. That might include your desire to achieve a particular goal or to break a bad habit, compulsion, or addiction.

### 2. Four Most Important Goals With Action Steps

In this section you are going to write down the **4** most important **goals** or **deliverables** that need to be completed during the corresponding week to move you toward your monthly tactical goals. Under each deliverable you will create an **action step** that will help you complete that task.

### 3. Keystone Habits

In the book, *The Power of Habit*, Charles Duhigg defines **keystone habits** as *small changes or habits that people introduce into their routines that unintentionally carry over into other aspects of their lives.*

Keystone habits are core behaviors that create a ripple effect and improve other parts of your life indirectly. Exercise is a perfect example. Not only is your physical fitness improved, but you eventually experience improvements in your mental and emotional state, ability to focus, and confidence. In addition, success in this area leads to energy and confidence to take action in other parts of your life such as naturally starting to eat a healthier diet because you feel better from exercise. Start to pay attention to your daily actions and notice when your actions make excellence, change, or improvement feel contagious and natural. These actions may be keystone habits for you! Three examples to start with are exercise, expressing gratitude daily, and making your bed every morning.

Document your keystone habits in this section.

## Daily View

The Daily View helps keep you focused each and every day. Daily attention and goals are crucial to keep you focused, motivated and on the right track. It allows you to create successes that move you closer to your strategic goals but it also helps you see what you can improve on a small level. Writing things down and seeing it from that perspective helps you be accountable for your life and create the success that you want.

The Daily View is separated into 5 sections:

### 1. Two Most Important Tasks

This section exists to help you prioritize what must get done in any given day. While we all have tons of things that “need” to get done yesterday, the reality is that there are one or two tasks that take priority and must get done. Focus here

on the tasks that are the most important. Sometimes it is helpful for me to ask myself what one or two tasks are game changers? Which things, if accomplished, will make everything else easier or obsolete?

## **2. Fundamental 5 Status Report**

In the fog of war, and in the chaos of life we often lose sight of the basics. The purpose of this section is to keep you focused on taking care of the most fundamental components of a successful life. In my experience, these 5 crucial areas are often overlooked when someone is consumed by their bad habits. They are easy to push to the side. The reality is though; we cannot perform at our best if we aren't taking care of ourselves.

This section is designed to keep you focused on these 5 critical areas that must be honored if you want to achieve long-term, sustained success.

Within this section you will track your performance in the following five critical areas:

- 1. Eating**
- 2. Sleeping**
- 3. Hydration**
- 4. Exercise**
- 5. Mindfulness**

The way we've designed the planner is for you to document whether you did or did not honor each of these important parts of your life. This allows you to see what you are doing or not doing and how it's affecting you. Then you can use that data to set small, attainable goals that you can change each and every day. Small goals add up to much bigger ones over time.

Did you honor and respect these 5 crucial areas of your life? If yes, give it a checkmark or a "+" sign. If not, score yourself with an "X" here or use "-" ... whatever works for you.

Then jot down any important notes regarding each respective area that you want to remember.

## **3. The Happiness Index Report Card**

This section is designed to teach you two powerful things. First, you have far more control over your life and your circumstances than you ever imagined. Second, using the Happiness Index will help you see the major gaps in your life clearly.

From this moment, I need you to embrace a powerful concept:

**“The Actions You Take Is The Life You Make”**

In this daily section you are going to grade yourself just like you were in elementary school. Instead of math, science, or English, you are going to be grading yourself in subjects that impact your life in a profound way. You will focus on your 6 key life areas by tracking and measuring your happiness in each.

Each day, give yourself a score in each of the 6 key life areas. I recommend a 4 point grading scale to prevent you from selecting the average.

- 4 - Very happy with your performance
- 3 - Happy with your performance.
- 2 - Unhappy with your performance
- 1 - Very unhappy with your performance

You need to understand that your actions or inactions are producing those results. The results didn't happen by magic. You are experiencing your score for some reason. So if you scored a two in relationships that means that you were unhappy. Why were you unhappy? What actions did you take to produce the result of 2? You didn't make time to spend with your significant other. You got sensitive and defensive when your partner asked you a question. You didn't return the phone call of a friend who reached out and tried to connect with you. You intentionally avoided an opportunity to connect with a loved one. The reality is that you did or did not do something that contributed to how you felt that day. Once you can see the pattern, you see how you actually CREATE your happiness. You are in control of how you feel and how you react to the world around you.

After you grade yourself in the respective category jot down any important details regarding each that you want to remember.

#### **4. Are You Satisfied With Today's Results?**

This section is designed to identify the actions and behaviors that led to the results you scored above. Often times, there are one or two key behaviors that drive success or failure. This section helps you identify them quickly so you can take action to achieve positive results.

#### **5. Actions To Change Tomorrow**

What about today didn't you like? What do you want to do differently tomorrow? Remember, the actions you take is the life you make. So, in this section identify one or two actions that you will change quickly. This is a helpful reminder of the behaviors you wish to focus on.