

# PLANNING

Are you planning to win by  
failing to plan?



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# Are you planning to win by failing to plan?

In this report we are going to talk about planning. The one thing that you need to know is that if you fail to plan you are planning to win. This statement is probably going to have you reading it a number of times because it seems as if it is turned upside down. Most people assume that if you fail to plan you plan to fail. I want to tell you that this is not entirely true especially in today's highly robust market. If you have a planning impediment then you need to keep reading this report because it will set you free.

The thing is, planning is designed for controlled environments. If you are creating products you can actually plan to create products. If you have a product creation plan, congratulations, it will probably work. You can control everything that is involved with creating the product.

The same goes if you want to bake a cake. You get a plan and it will probably work because you can control the environment. You can control the temperature, the ingredients and the utensils that you use.

When it comes to making money from your business, things are different. Your business is a contested environment and planning does not work in contested environments. **It requires strategy.**

Think about playing chess. If you play chess or checkers, how often would you win if before you sat down against your opponent, you actually planned out what it is you are going to do to win the game? You probably won't win if you do this.



Why, because you have an opponent that's contesting every single thing you're doing. Your plan is not going to work. What you need is strategy. What you need is to understand that environment. What you need is to understand everything it is you're working with. What you need is to understand the strength of the pieces on the board relative to where they're placed on the board. What you need is strategy.

In essence, the very plan that you seek is probably the very thing that is destroying your success. Most people tend to use plans as strait jackets and they venture out into a contested environment where they find their plan doesn't work. It is easy to blame the plan. We followed the plan. The thing is, the plan is not going to work in a contested environment.

The purpose of this report is to give you a method and a framework to work with that will allow you to be extremely agile in contested environments. This will liberate you from this whole idea that everything has to be planned out. The fact is you don't have to plan especially when it comes to contested environments.

If you understand the fact that planning has its role and, strategy has its role then all you need to understand is how to respond strategically in contested, extremely rapid changing environments. I have a framework that will allow you to do that and the success that you seek will be the success that is yours.



How do you see the difference between planning and strategy? What differences do you see in your business? You need to take the time to look at your business to see how much planning you have actually done, and what areas you have actually tried to take a plan into a contested environment. Has this frustrated you? Did you get the results you were expecting to get?

There is something that we actually call a mismatch. This is where someone says that if you follow this particular plan and you do this you will get X amount of results. For the most part this is not what will happen. There will be some variation on what they have told you and you will not get what it is that's proposed. The reason for this is that you can't script the market's response. You can't control all those different things that are going on in the environment.

You can't script the response so the chances of you getting what's been proposed or advertised are - slim to none for the most part. We call this a mismatch and this mismatch creates disorientation in people. If people don't know how to reorient themselves they will end up going into a negative downward spiral where everything will just fall apart.

It's time to evaluate what has gone on in your business up to this particular point. I want you to think about the role of planning in your business and the role of strategy in your business. Have you ever tried to execute a plan in an environment and it didn't work? Do you know why it didn't work?

It's time to build on what I have talked about so far. Do you remember the saying "*The ties that bind are the ties that blind*"? I want to put a little twist on this and say, "***The plans that bind are the plans that blind.***"

As an example of what I am trying to explain let's say that there is a guy who was dating a girl. They have an amazing relationship and he is totally in love with her. The girl breaks up with the guy. You need to keep in mind that this is the world he knows and everything in his world has been reduced down to this relationship because of all the time they have spent together and the places they have been together. There are also all the people that he met in his life through that particular relationship.

The moment she breaks up with him, his entire world crumbles. Everything seems to be lost. There's nothing else for him to live for. Now, despite the fact that this is a huge world and that there are millions of women out there that have the potential to be in a relationship with him, he doesn't see it. His world shrunk. His entire universe was reduced down to every single thing that was happening in that particular relationship.

In essence to the relationship, everything that had bound them together blinded him to the universe that actually existed beyond that particular relationship. This guy feels like he has nothing else to live for. He is completely depressed, completely lost and feeling that the entire world is lost. He commits suicide because he feels as if there is nothing else to live for. Now, of course suicides happen for all kinds of other reasons, but, that's not the point that I'm trying to talk about. This isn't a conversation about suicide.

It's the conversation about how we can become blinded by the things that we're engaged in. In the very popular Internet marketing sector, many people become blinded by the plans that they're exposed to. They think this is all there is and they miss out on some of the other things that are out there.



**PLANNING ?**

What I'm saying is that the plans that bind are the plans that can actually blind you to all the other things that are out there. What happens is that we go and we follow this rigid planning process. We do it in isolation. We have our steps that we're following, these step-by-step plans. This is how they said it's supposed to be done.

When you follow these step by step plans it can often lead to you being disconnected from the different developing transitions that are happening in the marketplace. That plan can become a strait jacket. If it actually becomes a strait jacket and we are desensitized to the trends and to the transitions. That strait jacket turns into a corporate or company coffin and then it's all over.

There are real-life examples of how that's actually happened. Actually one of them is recent. I won't go into too much detail, but, we'll mention it. I'm looking to take you to a place where, we're going to open up some new perspectives. Let me give you an example of what it is I mean by that.

If you were doing a presentation right now in front of a room of hundreds of people and you had a blemish on your forehead, you would be the only person that can't see the blemish even though you're the one that's closest to it. The reason why, is because of your perspective.

Sometimes we can be too close to a situation to be able to see the opportunities it offers or even the dangers that it presents. Sometimes it takes an outside person to come in and challenge our perspective and set us into a different place. In life, what we see depends on where we're sitting.



Let's look at things a little bit differently. Think about the 60's. Think about the automobile industry in the 60's. It was completely different from where it is today. Think about one of the companies that used to be one of the huge brands back then. They were called, Plymouth. Where is Plymouth today? They don't exist.

What about the airline industry? I think it was in the 30's, 40's, 50's all the way up until the 60's or the 70's Pan American, was the "it" when it came down to air travel. Where is Pan American today? They don't exist.

What about some of the other companies, some of the companies that had huge brands like, Polaroid and Howard Johnson and Oldsmobile and Maytag, Canada Dry and Gateway, 7-Up? All of them were toppled by transitions.

Here's what happened, they got so caught up in the brand that they had and how fantastic it was that they lost sight.

What happens is you have all these people in their corporate suits. They're in the room and they have their plan on how this thing should play out. They have their plan on how it is they're going to grow their market. The thing is, they are disconnected from the different trends that are developing.

### **Guess what happened?**

There were some transitions that happened in their marketplace as new players came in and it started to change the game on them a little bit. Dell was one of them. Comp USA sold a lot of computers but Dell started selling computers direct.

What happened to these companies was that they didn't adapt to those particular transitions that were happening. This is not isolated to just big companies. It happens all over the place. You do not have to be behind when it comes down to what's happening in whatever your space is. It doesn't matter what your space is, whether it's a big market or a little market, a niche market or a whatever, it doesn't matter.

There's a way for us to be able to anticipate these transitions and play some double bets, so that we're here today and we also have a chance to win tomorrow, if any of them actually play out.

### **What do we do about it?**

One of the things is to understand patterns. When we understand certain patterns certain things become predictable. For example, it is winter right now in the United States. We all know that spring comes after winter and we can all predict when spring will arrive. We know that summer comes after spring and then fall before going right back to winter. This is a pattern and we can also say exactly when these particular transitions are going to take place.

Sunrise is another thing that we can predict. We know when the sun is going to rise and when the sun is going to set. Birthdays are the same, we know when we were born and we know that we are going to go and transition to the next age.

These are very simple examples and it might not be that easy in business. We can however look at previous transitions in business and using some vision and some creativity we can anticipate some common transitions.

When we do this we can place some kind of double bet on today and tomorrow. In other words, we can continue to do what it is that we're doing based on our sensitivity to what's going on in the environment. We can also look at potential transitions, and place a double bet.

One of the things you want to keep in mind, and the reason you want to do this is that if your market evolves, and your business doesn't, it is pretty much an open invitation to a disaster. That's exactly what happened with all those companies that disappeared. The markets evolved and changed but their businesses didn't.

You can allow yourself to be in the particular place where you're not necessarily following everybody, where you're caught up in the herd. I believe that sometimes we have to hustle from the herd. That's what I mean by, united we fall, divided we stand. Sometimes we have to actually separate ourselves from popular thinking, the mainstream thinking, because we see something else that's coming.

There are very few people who actually see the transitions. People tell them not to do it that it is the wrong way to go. What actually happens is that these people get ahead of the transition and they become a part of it. It becomes a huge industry and then everyone else, the herd, comes in trying to jump on it. When this happens everyone is trying to fight and compete. The people who get into these transitions at the very beginning are the big winners.

The good news is that this is a skill that we can all develop. It is something that all of us have access to and it is something that we can start to develop and use right now. All you have to do is have fun, be a visionary and be creative. There is really no right or wrong way to do this because what we're doing is just playing out different scenarios.



What I want you to do is put off your plans on what you think you should be doing. I want you to put off your strategies for the moment. A lot of the big companies that disappeared had their plans and they had strategies. The thing is if your strategy is based on something that has changed it won't work.

You need to make sure that your planning phase or your strategic phase is based on something that is real and something that is happening right now. It could be something that could potentially happen either, in other words, anticipating different transitions.

I have some transitions that have actually taken place. What I want you to do is have some fun with these and just write out what you think will be the next move. What do you think the next transition is going to be? There is no right or wrong response to this it is just about having fun. Don't be afraid to answer these just have some fun doing it.

There were 14" disc drives, to 8" disc drives, to 5 1/4" disc drives, to 3 1/2" disc drives to CD ROM drives. What's next?

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I have purposely made this easy but I want you to just write out what you think some of the answers are and even adding some that don't even exist yet. This will give you the opportunity to anticipate these possible transitions.

Now take analog phones to digital phones, what's next?

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What about analog cameras, to digital cameras, to...?

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Independent bookstores, to chain bookstores, to online bookstores, to mobile bookstores (Amazon kindle), to...?

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Have some fun with these and then look at your own particular market. Thinking about your market what transitions do you see happening in your market right now? What are some of the potential transitions you see happening in the future?

How could your success today blind you to the coming dangers, which is what really happened with all these different companies that were successful?

Sometimes that success becomes a blindfold. We get so caught up in our ego, so caught up in our success that we just assumed that because it worked before it will work in the future. We know what it is we're doing, but, we're so disconnected and desensitized to the changes that are happening. We are disconnected to the trends and the mark of the transitions. Every move that you make begins to be a move in isolation, that's disconnected from the real world. Even if you're adapting it is wrong, because, you're adapting to the wrong things. You're adapting to stuff that doesn't exist.

So take some time and think about your business. Can you see transitions coming or are you too caught up in the planning.

From Street Thug To Buckingham Palace...

## If You Are Sick And Tired Of Struggling To Make A Living, This Internet Millionaire Will Personally Hand You Everything You Need To Start Making Real Money On The Internet Right Away

The economy is still in a shambles and experts warn the worst is yet to come. The government bailed at the banks and the auto companies but no one bailed out the little guy...except for one Internet marketer.



It's a huge leap from the mean streets of Washington D.C. to Buckingham Palace, but Stephen Pierce was recently invited for dinner by Prince Charles. He's been featured on major

television news programs and speaks to packed houses around the world. He preaches a very unique message...

### This Is The Best Time To Get Rich

This may be the toughest time in history to get a job. Homeowners are forced to walk away from their homes in the face of foreclosure. And the commercial real estate market is about to go down the toilet as well. Yet for many, life has never been better.

You see there is one sector of the economy that gets stronger every year. It's doing business on the Internet. And it seems everyone – from the big players to 80-year-old grandmothers – is getting in on the action. It seems the Internet has never heard the word recession.

Amazon.com was started in someone's garage. Today, it rakes in \$19,000,000,000 a year – that's 19 BILLION dollars. Stephen Pierce is going to show you how to claim your share of the online fortune.

### Take Control of Your Life

For a lot of people, the hardest part about starting an Internet business is just getting started. To so many people, it seems so daunting. That's why Stephen Pierce's MRMI Super Cash System has been so popular worldwide.

### Live The Life Of Your Dreams!

**YES!** You come home to automated cash each day.

**YES!** You can go on a vacation whenever you want.

**YES!** You can work from home or from any location in the world with an Internet connection (even the beach).

**YES!** You can pay off any lingering debt that is eating away at your life.

**YES!** You can drive a new car every year for the rest of your life.

**YES!** Your Internet business can become your own personal ATM machine.

**YES!** You will be free of your J.O.B. and bosses that drive you crazy.

**YES!** You can do this in just 60 minutes a day.

**NO!** This is not a job.

**NO!** You don't have to have any experience at all.

**NO!** It won't take you months (or even weeks) to get started.

### Super Cash Success Stories

Stephen is a popular motivational speaker and knows what to say to get people to take action. That's why his system is getting great results like these:

*"I made more money than I thought I would in 11 months simply selling a \$29.95 information product on the Internet working from home. By following Stephen's teachings, I have been able to retire my wife, travel with the family, and enjoy the good life." – Greg Cesar*

*"I ended up with tons of sales in 21 days. Thank you Stephen, you continue to be amazing." – Greg Poulos*

*"Made me more money than I could dream!" – Deborah Torres Patel*



### Claim Your \$4,276 Internet Income System Today for Just \$1 And You Get:

- A 70 minute streaming video presentation of "Real Money, Real Fast." This dynamic presentation will get you moving. You also get the audio version too.
- The 7 Steps to Success Worksheet. Just fill in the blanks and you're on your way.
- 12 Instant Income machines with Private Label rights. These are income machines in the "go" position. You just add traffic and keep 100% of the income.
- 12 Ready-To-Earn Google Cash Creators. Just add traffic and Google will send you a check every month. Nothing could be easier.
- ...And much more!

Stephen believes in the power of the Make Real Money On The Internet In 7 Steps Super Cash System so much that's he's letting you claim his entire \$4,276 Internet Income System today for **ONLY \$1.**

**Click Here Now To Claim Your \$4,276 Internet Income System Today For...**

**ONLY \$1**

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# Business Transitions Worksheet

To explore business transitions as they apply to your particular situation, consider the questions that follow:

**1. Are you tied to a plan that is becoming a straight jacket?**

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**2. Do you know how to respond strategically in contested environments?**

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**3. How do you see the difference between planning and strategy in your business?**

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**4. Do you follow a plan and if so do you get the results you were expecting?**

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**5. Are you blinded in business by the things you are engaging in?**

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**6. Are you too close to your business to see new opportunities? What opportunities can you see coming up in your business?**

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**7. Do you understand and can you recognize patterns in your business?**

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**8. Are there any predictable transitions in your business?**

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**9. Are you making any double bets in your business?**

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**10. Are you having fun and being creative when looking at possible transitions in your business?**

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