The "Stiction T" Exercise
How to TAKE action and get Un-Stuck

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Do you have an opportunity, obstacle or goal that you want to achieve but it just seems overwhelming or you just don't know where to even start….? Are you stuck or immobilized from action?

Stiction is the force required to cause one body in contact with another to begin to move. I call this exercise the "Stiction T" because it is all about YOU seeing the possibility of success (contacting with success) in order for you to "take action."

This exercise is a simple but powerful technique to quickly identify what success would look like when you achieve your desired outcome and what are the key steps that you would need to take to realize that outcome. It consists of a two column form; with what you would "have" on the right side and what you would need to "do" on the left side of the "T".

The top of the "T" is your desired outcome stated in a positive affirmation statement; a statement of achievement. For example, In October this year, seamlessly moved Company into new facility or December 20XX achieved $20M in revenue, closed 3 new target companies and launched one new product.

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December 20XX achieved $20M in revenue,
closed 3 new target companies and launched one new product

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"DO"	"HAVE"
Write job description & recruit 2 new sales people	
Establish compensation program	* Effective Sales Team (generating $2M/yearly per person)
Conduct monthly Sales meetings/trainings	
Spec website needs	
Engage web designer	* Functional Website ($20K/monthly internet sales)
Develop content	

Ask yourself: What would I have if I/we accomplished this goal? List the key elements on the right side under "HAVE". Make these measureable, if possible. Then on the opposite side, list the 3 key things (80/20 rule) that you would need to do to make that happen.

NOTE: Do not try and start on the left side as that is what immobilizes us from action. It is far easier to visualize what we would have and then list what it would take to accomplish each of those things.