

# Zero-Based Thinking

Science of High Performance Series

Workbook

Zero-Based *Thinking*



## ZERO-BASED THINKING

A. Below list your 4 most important goals?

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**Keeping your goals in mind and knowing what you know today, is there anything you have done in the past or are doing today, that you would not do or discontinue doing in any areas of your life? Write your answers below for each area.**

B. Health & Fitness

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C. Financial

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D. Relationships & Family

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E. Business & Career

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F. Investment in Time & Emotions

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G. Any habits or efforts in other areas

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**Now, knowing what you know today, and keeping your goals in mind, lets focus more on your business and determine if you would do anything differently today.**

1 Any products or services you would not sell?

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2 Any clients or prospects you would not pursue?

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3 Any markets you would not get involved with, or maybe any markets you would actually get involved with that you have not?

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4 Are there any distribution channels you would not use?

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5 Any business or sales processes or methods you would not use?

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**Now, knowing what you know today, and keeping your goals in mind, lets focus more on your business and determine if you would do anything differently today.**

6 Any products or services you would not sell?

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7 Are there any advertising or marketing strategies you would not use?

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8 Would you have not employed certain individuals or not have promoted them?

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9 Did you invest in any technology that you would not use?

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10 Did you invest in any partnerships or joint ventures you would not when looking back today?

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**Now, knowing what you know today, and keeping your goals in mind, lets focus more on your business and determine if, looking into the past...answer the questions below**

11 Did you make any investments you wouldn't make?

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12 Any business ventures you would not get involved in when looking back?

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**Knowing what you know today, and after having looked back in your past decisions in different areas, what action/s will you commit yourself to:**

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**"Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning."**

—Albert Einstein

# ACTION PLAN

DATE: \_\_\_\_\_

	ACTION	COMPLETION DATE
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		



## Goal Setting

**“Whatever the mind can conceive  
and believe it can achieve”**

Napoleon Hill