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## Executive Book Summaries®

# Unstoppable

## Using the Power of Focus to Take Action and Achieve Your Goals

### THE SUMMARY IN BRIEF

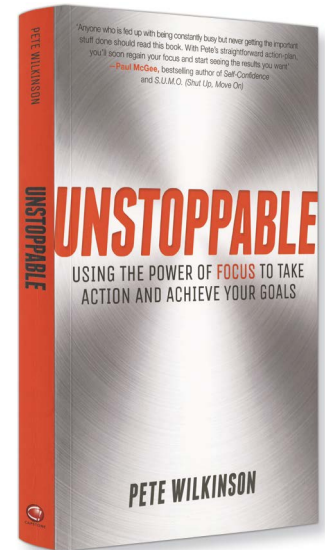
Be determined. Be driven. Be Unstoppable. Don't just coast through life — power through. Stop making plans that don't come to fruition. Everyone's busy, but nobody's getting much done. It's time to start achieving our life goals and not letting life itself get in the way.

Get organized. Lead. Build relationships. Deliver results. With training from accomplished business coach and endurance triathlete Pete Wilkinson, you'll learn how to hone a razor sharp focus, keep driving through to the finishing line and become what you've always wanted to be. You'll learn how to be more productive, expand your support system and make things happen. You'll discover your strengths and weaknesses and how to leverage one and delegate the other.

Dust off your aspirations, and drag them into the light. Get rid of the frustration, regain your focus and start making your goals a priority. *Unstoppable* gives you a roadmap to your very best destination.

### IN THIS SUMMARY, YOU WILL LEARN:

- How your habits can be one of the biggest factors in whether you are able to achieve your personal and professional goals.
- How to develop a 1-3-5 action plan, including one Vision, three Core Objectives and five Goals for each Core Objective.
- The four key execution skills you need to create your unstoppable system.
- Seven steps to take to power your performance through the next 12 months.



by Pete Wilkinson

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# THE COMPLETE SUMMARY: UNSTOPPABLE

by Pete Wilkinson

**The author:** Pete Wilkinson's professional career started 18 years ago with senior management roles in retail. Wilkinson has managed a large team of 300 people, along with having P&L responsibility for a \$46 million business. He has also run his own retail business with a much smaller team. He is massively passionate about ambitious, professional people achieving their potential and spends his time in his business delivering keynote presentations, leading workshops, and partnering with chief executives and managing directors. Wilkinson has an MBA from Newcastle Business School.

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This book can be purchased at [amazon.com](http://amazon.com).

## PART ONE: THE BEGINNING

### Why Develop an Unstoppable Attitude?

When you compete in a challenge like an ultra-endurance triathlon, you have to be quite fit. But you don't even stand a chance of reaching the finish line inside the 17-hour cutoff without realizing that your mindset can dramatically affect your attitude.

You have been into a store, bank or medical surgery and a member of staff displayed the wrong type of attitude. You can then turn the corner and visit another business and have a completely different experience. It's amazing to consider that some businesses don't address these traits.

There are lots of components that come into play when you are developing your attitude for endurance racing. You have to consider your nutrition, your physical training, your mental strength training in winter and dealing with setbacks such as mechanical failure with your bike. All of these go into the pot of building the attitude that you will be successful on the day of the race.

#### Change It Up

The same approach applies when developing your attitude for your business and life. Where you are now is not where you have to stay. Change is inevitable, but growth is optional. You are the one person who can decide how you respond to that change.

One of the greatest characteristics of winners is that they develop the expectation of success way before there is any evidence to support that success is certain. They simply believe that they will be successful. Tom Peters (business speaker and author of *In Search of Excellence*) said that belief is pointless without the right toolkit. Developing your Unstoppable system and 1-3-5 Action Plan is an exciting journey, admittedly very challenging at times but still exciting.

When you have developed your foundation 1-3-5 Action Plan (one Vision, three Core Objectives and five Goals for each Core Objective) and then developed the key skills to maximize the application of your 1-3-5, you will be far more confident, your belief will increase and you will have developed your Unstoppable system. ●

## PART TWO: THE FOUNDATION

### Becoming Effective is All About Your Habits!

Having a solid foundation is critical to the success of your life and business. Many people start a business without giving enough attention to the foundation upon which it is built. You've heard of the phrase "built on shifting sand." But be honest. How much time have you given to your business foundation?

The Eiffel Tower in Paris is a beautiful sight. The tower was built by the engineer Gustave Eiffel, and one French mathematics professor thought it would collapse at a height of 748 feet. It was thought also that it would only last 20 years; it's still standing strong over 100 years later.



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service@summary.com

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One of the main reasons the tower is still a beacon of French pride is because of how Eiffel designed its foundation. Gustave intricately designed the tower's foundation, which is composed of cement and stone placed at an exact angle so that each of the four curved piers of the tower with an inward tilt of 54 degrees would maximize wind resistance and exert a perpendicular thrust to its foundation.

So, it is fair to say that the level of focus and detail that Gustave Eiffel displayed in designing the tower is the key reason why it is still standing today.

Look at your business and your life, and build a similar style foundation. If you have a large business that has departments, what are the foundations like within those departments? When you do build that solid foundation, your business will be more stable, more profitable and far more successful.

But most people don't do that. Most people have a notion of what they want to achieve, a vague idea of what success looks like, and just start the process of delivering. This isn't to say that taking action isn't vital; it is. However, most business owners come in on a Monday morning and just start doing what they have always done largely in the same way and expect a different result. That is not going to happen. This way of approaching your business is opportunistic. If you want to be successful in your business or even in general life, you need to get strategic!

### Set "Stretch" Goals

Completing an ultra-endurance triathlon is a really big achievement. For you it may be a 10k run, a double triathlon or learning a challenging new skill or language. The key is that you push yourself to shift out of your comfort zone. All too often we get comfortable in our lives and our businesses. When we get comfortable, we can start to coast. That's the absolute worst thing that can happen to a high-performance person like you. We need to be pushed, and we need to be challenged. The last thing you want to do is flick your cruise-control switch.

Stretch goals are a great way to make sure you don't flick your cruise-control switch. What stretch goal could you set right now that you will complete in the next 90 days? A stretch goal is something that when you achieve it, it will deliver a quantum shift in performance for you and your business. It might be launching a new product, writing a book, learning an instrument or acquiring a new strategically significant client (someone who is ideal and really gets what you do and will pay you the correct fee).

All too often when we're doing something difficult or when we consider doing something difficult, we often focus on the feeling while immersed in the task instead of

the great feeling we'll experience when we've completed the task. If instead you aim to build the habit of connecting to the outcome rather than to the task, you will take more action on what you need to take action on and achieve more.

When you get control of the thoughts that occupy your mind and keep focused on the positive ones, you'll get momentum on your side and make far more effective progress. You can go on, you can get control of your thoughts, you can switch them to be positive and you can get through it.

Learn to control the thoughts that occupy your mind; be focused and consistent, and you'll be Unstoppable.

### Are Your Habits Serving You?

Before we can get started with building your 1-3-5 Action Plan, we first need to look at how you are operating currently. If 47 percent of what we do is habitual, it's important that we assess our habits and rituals and check if they are serving or strangling us.

A habit is something that we do on a regular basis until it becomes so easy that we can do it without thinking. Some of your habits will be good, and some will be not so good. It takes about 21 days to form a new habit. Address any bad habits, and you'll open up a whole new range of possibilities for you to use your strengths.

It's worth remembering that successful people have successful habits. Sit and think for awhile about who you respect in business and life. Think about what they do (their habits and rituals) that enables them to be successful. Then build a picture of yourself having and displaying that habit.

If we want things to change, then we must change, so identify and correct bad habits. Think about this for a moment: The reason your business is doing so well is because of you — well done! But the reason your business is only doing so well is because of you. We really need to take responsibility for where we are in our businesses and our lives in general. A major area to take responsibility for is our habits, and remember that every bad habit needs to be replaced with a good habit. Your habits will determine your future; what you do today will affect what you receive tomorrow. ●

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## Your Crystal Clear Vision

Now it's time to start building your 1-3-5 Action Plan. The first component of becoming Unstoppable is Vision. Having a crystal clear Vision is the start. How clear do you see the big picture? People talk about being pulled toward

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their Vision rather than having to push all of the time. Plus, when you have clarified your Vision, you will find it easier to engage others in your plan.

Many business owners say that they have a Vision. These corporate Visions tend to be about the business and often don't even mention the customer and what they are going to receive. All your business is about is delivering a result that your customer feels is worth more than they pay for that result. Just make sure that what you deliver has a higher value (can be perceived) than its monetary equivalent.

If you don't have a crystal clear picture of the type of life that you'd want and a crystal clear picture of the type of business that you'd want, how on earth could you create it? You could end up like the many business owners who finish each week not feeling fulfilled in their business because they are not engaged and motivated about what the big picture is and what they are in the process of creating.

Become Unstoppable, and get crystal clear about your Vision.

### Achieving Crystal Clear Focus

In order to maximize your progress and multiply your results, we're going to clarify your Vision.

Here's where the excitement starts. Your Vision is going to give you an overall focus. It's going to frame what you do every single day. It's going to pull you towards success the way gravity pulls an apple to earth.

Your Vision is going to be engaging. It's going to incorporate what you do, who you do it for and what they'll get. It's going to say what you'll receive and what you'll be able to do with what you receive. It's going to clearly and succinctly describe what success means to you and WHY you want it.

Your Vision is the real starting point. Because of that, we're going to get it right. I've created this seven-step process for you to follow so that you can create a powerful, big Vision for yourself:

**Step 1:** Create your picture. Have a go at drawing what you would like to create. Think about the different components that would make up an ideal business and structure for you.

**Step 2:** Collect some photographs of the things you would like to have in your life.

**Step 3:** Describe what a perfect day looks like.

**Step 4:** Imagine what life will be like when you achieve your Vision.

**Step 5:** Measure your success. Have a figure to focus on that means something to you.

**Step 6:** Get clear about the value you're going to deliver. If you are struggling to come up with some of the

values and benefits of what you do, then you can always ask some of your existing clients.

**Step 7:** Write down your own first draft of your business/life Vision.

Clarify and then read your Vision weekly; you need to connect with it and keep it front of mind. This is going to drive all of your actions. Can you imagine how much more you will achieve when you start your week really motivated and have your Vision at the center of what you do? ●

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## Your Three Core Objectives

You now have your Vision. You've created a simple, succinct statement of what success looks like to you. Now is the time to chunk it down.

The overall purpose of creating your 1-3-5 Action Plan is so that you have a proven plan that enables you to take focused action on a consistent basis so that you become exceptional and ultimately Unstoppable. Action is the essential ingredient in life; only what you think about, talk about and then do something about will actually come about.

With your Vision being so grand, you'll be wondering where to start. This is where your three Core Objectives come in — chunking down your Vision to make it more achievable.

You may be wondering why we have three Core Objectives. The reason we have three is because if you are like most business professionals, you probably have more to do than you have time to do it. Your focus is being spread too thinly, and your efforts are being diluted to the point where, in some weeks, you begin to wonder what impact you have had.

Having three Core Objectives will ensure that you cover the main objectives that are needed to achieve your Vision, and this is where you are going to direct your attention and focus. If you undertake a task that doesn't directly contribute to one or all of your Core Objectives, then you need to question why you are doing that task. Because your three Core Objectives are central to the completion of your Vision, the majority of your time should be spent on achieving them.

### Creating Your Three Core Objectives

Starting with Core Objective One, you need to ask yourself, "What is the first thing that absolutely needs to be in place for you to reach your Vision?" An example would be, if you were a chiropractor, then focus on the

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number of clients on a particular payment plan which contributes to turnover. If you were a trainer or coaching professional, Core Objective One may be how much income you want from a particular income stream or product line in a 12-month period.

Core Objectives of this nature emphasize that you are only going to achieve Core Objective One by helping people to do or have something before they pay you. Whatever business you are in, you need people. That may be people to support you, people you support or people you identify as paying clients.

Before you dash off and write your Core Objective One, there are three main things that your objectives need to be: they must be core, they must be specific and they must be written like you've achieved them.

Core Objective Two should be focused on process and system. Thinking about your Vision, what process and system would need to be in place? Looking critically at your business Core Objective Two could be about having a proven delivery system that enables you to grow your business and achieve your Vision.

If you are a manufacturing or retail business, your Core Objective Two could be about how you deliver your product. It would be the development of a system or process manual that enables you to achieve a sustainable competitive advantage.

Core Objective Three is your final objective. Core Objective Three could have to do with the person you need to be to achieve the success and the Vision you have set. You may have to develop some brilliant new habits. You may have to acquire new skills. You may have to make far better use of your time.

It's possible that your Vision is about reaching and having an impact on many people, far more than you impact on today. If that is the case, having a Core Objective to focus on in that area could be critical.

Be careful your Core Objectives are not just simple goals. They are meant to stretch you and not be something you could achieve with your eyes shut. When you've set your Three Core Objectives, keep focused on taking action to achieve them; keep making progress. ●

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### Your Five Goals

One of the major reasons why people don't get to where they want to be is because they can't see a route. Let's design some signposts so you know where you're going and you can measure the inevitable progress you'll soon be making. This is why it is crucial to set goals.

This is the critical stage where we start to nail down what needs to be done every day that will enable you to reach and achieve your magnificent Vision. The three main things your goals need to be are

**1. Stepping stones.** If you were to look back earlier at my ultra-endurance triathlon 1-3-5 Action Plan, you'll see that my goals were stepping stones to achieving that particular Core Objective. Your goals should be stepping stones that emphasize your own desire to make progress. Your goals are also going to be dynamic. This means that you will replace them as you achieve them.

When you achieve one of the goals in your 1-3-5 Action Plan, highlight it in bold italics so that you know you've achieved it and feel a little satisfaction for a short while. You then replace it with another goal to focus on, always making progress.

**2. Action orientated.** Next, your goals are going to be action orientated. We're going to set your goals so that you've absolutely got to take some action in order to achieve them.

Action is the essential ingredient in life; only what we think about, talk about and then do something about will actually come about. It is certainly the people who "do" who succeed. Make sure you create stepping stones to lead to something bigger; develop the action habit, and you'll make an amazing amount of progress.

**3. Outcome focused.** Finally, your goals will also be outcome focused. If you are going to make the very best of yourself, one of the things you need to do is ensure that you always have an outcome in mind. This is why your five Goals for each Core Objective are going to be outcome focused.

### Be a Goal Achiever

It's not enough for you to just set your five Goals for each Core Objective. It's vital you take action to achieve those goals; don't be a goal setter; be a goal achiever.

We know that what we focus on magnifies, so if you've got your 1-3-5 Action Plan with you close at hand and you focus on it, then the results you experience will magnify and multiply.

You've now identified and written down your 15 Goals (five goals for each of your three core objectives). You have made sure that these are stepping stones, action orientated and outcome focused. Your goals are what you're going to focus on on a daily basis. Write them out; imagine you have achieved them; make your goals what you are thinking about.

When you start using your 1-3-5 Action Plan, we need to turn the whole thing on its head. You're going to work

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on a daily basis on the five Goals for each Core Objective; then they will lead to completing your three Core Objectives, and they will enable you to achieve your Vision. So, although you created your 1-3-5, in execution it becomes 5-3-1. ●

### PART THREE: THE EXECUTION SKILLS

## The Four Key Skills You Need

There are many skills that are needed in order to become a success.

Tom Peters said, “Leading yourself may be toughest of all.” It’s all too easy to let yourself off, to ease back and never ever flick the cruise-control switch! The key question many of us need to ask ourselves more often is, “If I was the very best version of myself, what could I achieve?” When you answer this, you must do something about it!

The four key execution skills that make up the remaining elements of your Unstoppable system are

**1. Leadership.** You cannot make the best of yourself and your circumstances without developing your leadership skills. After you have developed your leadership skills, it is very important that you make the most of your time.

**2. Personal Organization.** Personal organization is a skill that requires many hours to develop. You’ll get far more done. You can concentrate on the important stuff and avoid wasting precious time.

**3. Relationship Building.** Focusing on relationships is key. In a successful business, the emphasis should be on the relationship and not the transaction. Relationship building is about getting better at strengthening and deepening relationships.

**4. Key Strength Development.** We all have key strengths, and the degree to which we utilize and set our businesses up to make use of this key strength will be the final piece in achieving your grand Vision and making the very most of yourself.

We are not looking to become perfect in any of these skills; we are looking only to make progress in these areas in order to make the very best of our 1-3-5 Action Plan. ●

### Skill One: Leadership

Leadership is keeping things as simple as they can be. It’s not about overcomplicating things — it’s about results. It’s about achieving the big picture. It’s about deciding what

result your organization, your family or your sports club want to achieve, and it’s about engaging yourself and those around you with effective communication to “come on board” and deliver that result.

The first people you engage if you have a team are the team. Ask yourself now, “How well have you engaged your team?” Be honest. Does your team know where you are heading? Does your team know what progress has been made and how they are performing? Do you have a structured performance-management process in place where good performance is rewarded and poor performance is highlighted and acted upon?

Being able to execute is essential. There are times when you are doing things in your business that are not glamorous. There will be times when you as the leader may want to do something else, and being the leader may mean that no one is going to kick you in the backside if you don’t execute.

When you become skilled at building rapport, people feel comfortable around you, and they feel you’re on their wavelength. All of this leads to you becoming a more effective leader, and with your being a more effective leader you’ll improve your business results.

When you develop your leadership skills and actually “lead” your team, you’ll be light-years ahead; plus you’ll find it easier because with an engaged team, you’ll start to develop leaders at all levels of the business structure. ●

### Skill Two: Personal Organization

We can’t actually manage time — just what we do with our time.

Why is it that some people just seem to get more done? Is it because they are luckier? Is it because they have a larger team? The reason some people just seem to get more done is because

**1. They plan.** You should plan for at least one week at a time. It is not effective to come into the business in the morning and think, “What should I do today?” That is not making the most of your time. Because you have developed the successful habit of reading your 1-3-5 Action Plan at least every week, you’ll know what you should be working on. At the end of the day, do a quick review. Have all your tasks for the day been completed? Is there anything to carry forward? By doing this, you are concentrating on what is important and giving yourself the best opportunity of success.

**2. They stay focused.** It seems that being overwhelmed at least some of the time is a prerequisite of run-

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ning a small business. The key is to focus on what matters. The kicker is that, although there are critical things, hard things, that must be done, our natural impulse is to gravitate to more enjoyable, possibly easier, more comfortable tasks. A simple habit is to focus really hard on the outcome you will get from doing the hard thing.

**3. They prioritize.** People who are personally organized work on what is important, not the stuff that is urgent. Because you now have your 1-3-5 Action Plan, you have identified the important stuff that needs to be done for you to reach your Vision. Ask yourself if doing a certain task will take you closer to your Vision. If it will, then it is important; if it won't, it should be done after the important stuff is completed.

**4. They are consistent.** The great thing with consistency is that when you decide to be consistent, you immediately see the results. Be clear about what you are going to do each day, and reward yourself for your little breakthroughs. Keep a picture in your mind of what your outcome, your Vision, is going to be, and commit to doing some of the things that just need to be done.

**5. They manage their distractions.** One of the easiest ways of not being consistent is to allow distractions. By identifying three things that have recently distracted you this week, you can consider how to manage these distractions in order to remain consistent. What little process can you implement that manages your distractions?

**6. They are clear about what they want to achieve.** Time-effective people have a clear picture. Be clear about what outcome you want for each day; be clear what outcome you want for each week and month. When you are on a mission, you don't want to waste time. You have a purpose, and your purpose is to achieve your Vision so that you can have the life and business that you want and you deserve. ●

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### Skill Three: Relationship Building

For you to reach your Vision in your 1-3-5 Action Plan and make the most of yourself, you are going to have to focus on relationships with your clients and those around you. You are going to have to adopt the mindset of continuously looking for ways to enhance, strengthen and develop those relationships.

The key point to remember when it comes to business relationships is value, and value is in the eye of the beholder. If you have a good product and it delivers what it is supposed to deliver, then you will be adding value to your clients/customers. Have you asked your clients how they

rate the experience of your services or product? Do you regularly request testimonials from satisfied customers that can be shared?

How do you ensure that the customer is happy and satisfied? How do you find out if they have feedback that could help you improve your product or service? If you can add value to your clients and customers and be seen as an integral part of their business or life, then you are in a great position to enjoy lifelong beneficial relationships.

What can you do to develop your customers and clients into raving fans? A raving fan is someone who actively wants to see your business improve. Happy, loyal customers will go around and become ambassadors of your business; they'll promote it for you.

When you value your client relationships, you'll follow up with these people properly and develop a relationship with them where you demonstrate value up front. ●

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### Skill Four: Key Strength Development

Have you ever worked out what your key strengths are? It's not something people often do. Go ahead and ask five people who you have either worked with closely in the past or who you work with now what they think your three key skills are.

We also need to identify what we are weak at, and instead of working on these weaknesses we have to find creative ways of delegating our weaknesses.

#### Key Strengths of an Effective Leader

There are the four key strengths that an effective leader should have. These are the strengths that will enable you to lead effectively within your business and make the very best of yourself and your team. These four key strengths are

- **Executing.** Too many people fall down with execution. Getting things done and carrying through with a project is important.

- **Influencing.** Being able to influence your team so that they perform at a desired level is key. Influence your customers by using good communication skills so they realize if they have a problem, you can and will support them to find a solution.

- **Relationship building.** It's important to remember that no one became successful by themselves and that we all need other people in our businesses and our lives. Being strong at building relationships is a way to build that support team so you reach your goals.

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• **Strategic thinking.** Being strategic is about looking ahead and deciding on a course of action. Thinking strategically is about building the big picture and not allowing yourself to get bogged down with the details too much. ●

### PART FOUR: THE NEXT 12 MONTHS

## Seven Steps to Take

You've come a really long way, you now have a foundation plan in place and you've upgraded your skills. Here are the seven key steps that will ensure the next 12 months are fantastic:

**Step 1. What's worked and what hasn't?** The first thing to do when planning a new year in business is to look back at what has been working and what has not. Let's start with what hasn't worked. Be honest: What have you done in the last year or in the last six months that didn't work? What have you spent time on that didn't produce the desired result?

You will be doing many things that are working well for you, and it's important to identify what they are. From a leadership point of view, this is about recognizing the good things you do so that you keep doing them.

**Step 2. Success for the next 12 months.** There are some key areas in your life that you need to work out what success looks like to you. The purpose of doing this is to decide in 12 months' time what would be a good result in these areas. They include health, wealth, family, relationships and contributions.

Now we're going to look in more detail at your business success for the next 12 months. What does business success look like to you? Ask yourself, "What sales figure did you deliver? How many customers did you support? What profit level did you achieve?" When you have entered a number or result for the questions that are relevant, the next step is to come up with a simple method of tracking the result.

**Step 3. Product review.** How happy are you with the range of products you have? Are there gaps in your product portfolio? Could you ask your clients and customers what product they would like to buy from you? Could you look at other people and companies that occupy your space and identify anything they are offering that you are not?

The purpose of carrying out a quick product review is to understand that it is our products that are going to deliver value to our clients. The results we deliver for our

business will be directly impacted by the level of value we deliver to our clients.

**Step 4. People review.** Every business is a people business. If you haven't got a team, build one! What can you do to ensure you have the right people in your team for this year? What action can you take to fill a skill gap or a development gap?

If you have a need for some people in your business to do a certain function or support you with a certain project, you can come up with some creative ways to get that support.

**Step 5. Time review.** When you look ahead at the year and assess how you use your time, the most important thing you can do is make sure you're spending most of your time working in the area of your strengths.

Are there any activities that you regularly spend time on that are not giving you a good enough result? You have to assess your time usage so that you have the time to spend working on and with your 1-3-5.

**Step 6. Message review.** Moving forward this year, what is going to be the key message you want to communicate? This message has to be clear and understood by your target audience, your client avatar. Remember that if you are targeting everyone, then you are targeting no one.

What are some of the things you want to be known for this year? Make sure what you are doing day in, day out of every week this year is in line with your message.

**Step 7. Actions.** Thinking is good, talking is better, action is best! It all comes down to taking action. When you spend a little time looking at what worked well and what didn't and also assessing your products, your people, your time and your message, you'll be in an excellent position to maximize your strengths and multiply your results.

I hope reading *Unstoppable* will be the start of your journey towards achieving exceptional results in life and business. ●

### RECOMMENDED READING LIST

If you liked *Unstoppable*, you'll also like:

1. **Triggers** by Marshall Goldsmith. How can you overcome the triggers that cause you to behave in ways you'd rather avoid? Goldsmith offers six engaging questions that can help you enact meaningful and lasting change.
2. **Leadership Blindspots** by Robert Bruce Shaw. Shaw helps leaders identify weaknesses, threats and other vulnerabilities that can impair effectiveness and results.
3. **Hacking Leadership** by Mike Myatt. Myatt identifies 11 leadership gaps that can be holding leaders back. He provides strategic advice for everything from purpose and culture to knowledge and innovation.