

**Revised Edition**

# **Get A GRIP On Your Dream**

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***12 Ways to  
Squeeze More  
Success Out  
of Your Goals***

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**Peter Jeff**

# Get A GRIP On Your Dream

**Peter Jeff**

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# Acknowledgement

**W**hat is a champion? We usually think of champions as those sports heroes or the business people who claim king-of-the-hill status with their outstanding talents.

But a champion is so much more. A champion is “one who acts or speaks on behalf of a person or a cause.” My friend and colleague, Bill Dombrowski, shared that definition with me after I had helped him achieve a goal. I had championed his effort.

Bill had that definition printed on a piece of cardboard for me, and I pinned it up on my office wall. I didn't know it at the time, but that gesture planted the seed that later blossomed into this book. Bill recognized something in me I hadn't—a penchant to help the cause of others, to champion their efforts, and to help bring out the best in them. Thank you Bill!

My hope in writing this book is to champion *your* goals; to champion you in building your business or profession; in enhancing the quality of your life; and in getting a grip on your personal leadership and your dream.

I have had my own champions during my eight years of research and development for this book: my wife, Debbie, and my parents, Frank and Marie Jeff. Thank you all.

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**C**hampion —  
one who acts  
or speaks on behalf  
of a person or a  
cause.

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# GRIP

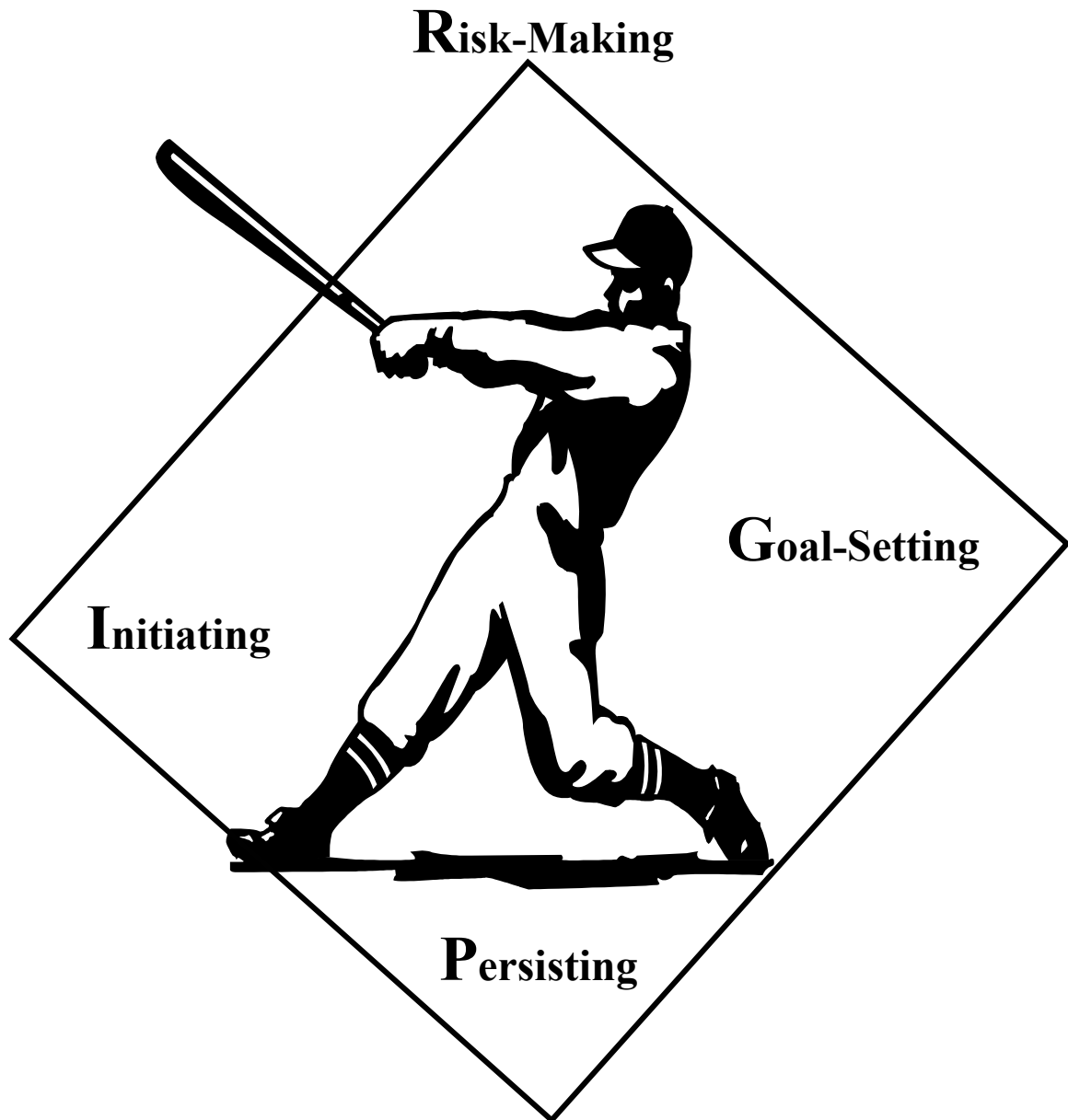
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## *Goal-Setting, Risk-Making, Initiating, and Persisting*

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**G** RIP is a process, a system, a tool you can use to get a hold of your dream. GRIP stands for effective *Goal-Setting, Risk-Making, Initiating, and Persisting*. Think of this system as having four distinct but well-linked parts that need to be mastered progressively.

To give you an idea of how this system works, picture yourself as a batter in a baseball game. First you step up to the plate. Your goal is to get on first base. From there you risk your way to scoring on second base. Then you initiate your way to third base, and finally you persist and score.



In life, too many people attempt to score before they have successfully even reached first base. Too many people get caught stealing second base when they take dangerous chances instead of calculated risks. Too many people try to hit a home run instead of simply hitting the ball—solidly. And instead of achieving that goal, they often strike out. Strike back with the GRIP system and you will come to an empowering understanding of:

**G***oal-setting...*

as a linkage to purpose and passion;

**R***isk-making...*

as a learning experience;

**I***nitiating...*

as a method to adapt or adjust to changing conditions; and

**P***ersisting...*

as a leadership role to continuously improve.

Use this GRIP process to extend your reach. Break your own sound barriers. Become like Chuck Yeager, the first person to fly faster than the speed of sound. The night before he would boom his way into the history books, Yeager fell off a horse. His shoulder hurt so much the next morning he could not reach up to close his airplane's hatch after he got seated in the cockpit. But Chuck Yeager had a GRIP on his dream to break the sound barrier. He used a broom handle to extend his reach. So he closed the hatch and launched a new era in aviation.

This book can be *your* broom handle. Grip it to close the hatches and sweep away any clutter in your life. Grip it to give birth to your goals after you get a GRIP on your dream—through a system of **G***oal-setting*, **R***isk-making*, **I***nitiating*, and **P***ersisting* that will enhance your personal leadership ability.

Part I of the GRIP system includes Yearning, Passion and Conception. *So let's get started!*



## *Chapter 1*

# Yearning

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## *Stoking Your Fire*

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**G**oals. The business leader quickly scrawled the word goals on the marker board. The letters were so jammed together that goals looked very much like the word gods. That Freudian slip was not lost on the strategic planners attending a goal-setting business meeting. Like religion, goals are often infused with a dogma and a fervor that inspires a martyr-like dedication to the hallowed script of goal-setting—the infamous *to do* list.

But *effective* goal-setting begins first with a more purposeful *due to* list—a list comprised of long-range commitments that bring your goals into a clearer, more realistic focus. A *due to* list keeps your goals on track, well connected to the Train of Thought and fully linked to the Engine of Purpose. Effective goal-setting is a process of

linking (not just listing) the things that will drive you to take certain actions that will help you get your desired results.

For example, *due to* the value I place on hiking and swimming with my grandchildren each summer, I will lose 40 pounds in 20 weeks. The *due to* (enjoying grandchildren) drives the *to do* action step (swimming and hiking) which leads to the desired result (losing weight). And the power of purpose links the two and keeps your train of thought on track to reach your goal or dream.

## **Yearning Leads to Earning**

The power of your desire for your purpose—your *yearning* power—establishes your earning power. To cash in on your goal of earning a high income, you need to first demonstrate that you are a high-powered yearner.

You need to have an urgent longing—as the dictionary defines yearning. And you need to define your goal in the compelling language of something that is *due* you—something you have invested in over time and you're now ready to cash-in on it.

To earn that right, you need to commit to a long-range process of investing in yourself and your passions. Then commit to cashing in that promissory note to yourself. When you learn to yearn with date-certain expectations of success, you will learn to earn more thoroughly than you ever thought possible.

How do you determine what you need to yearn? First you need to define your values. Think of *VALUES* as a word that stands for:

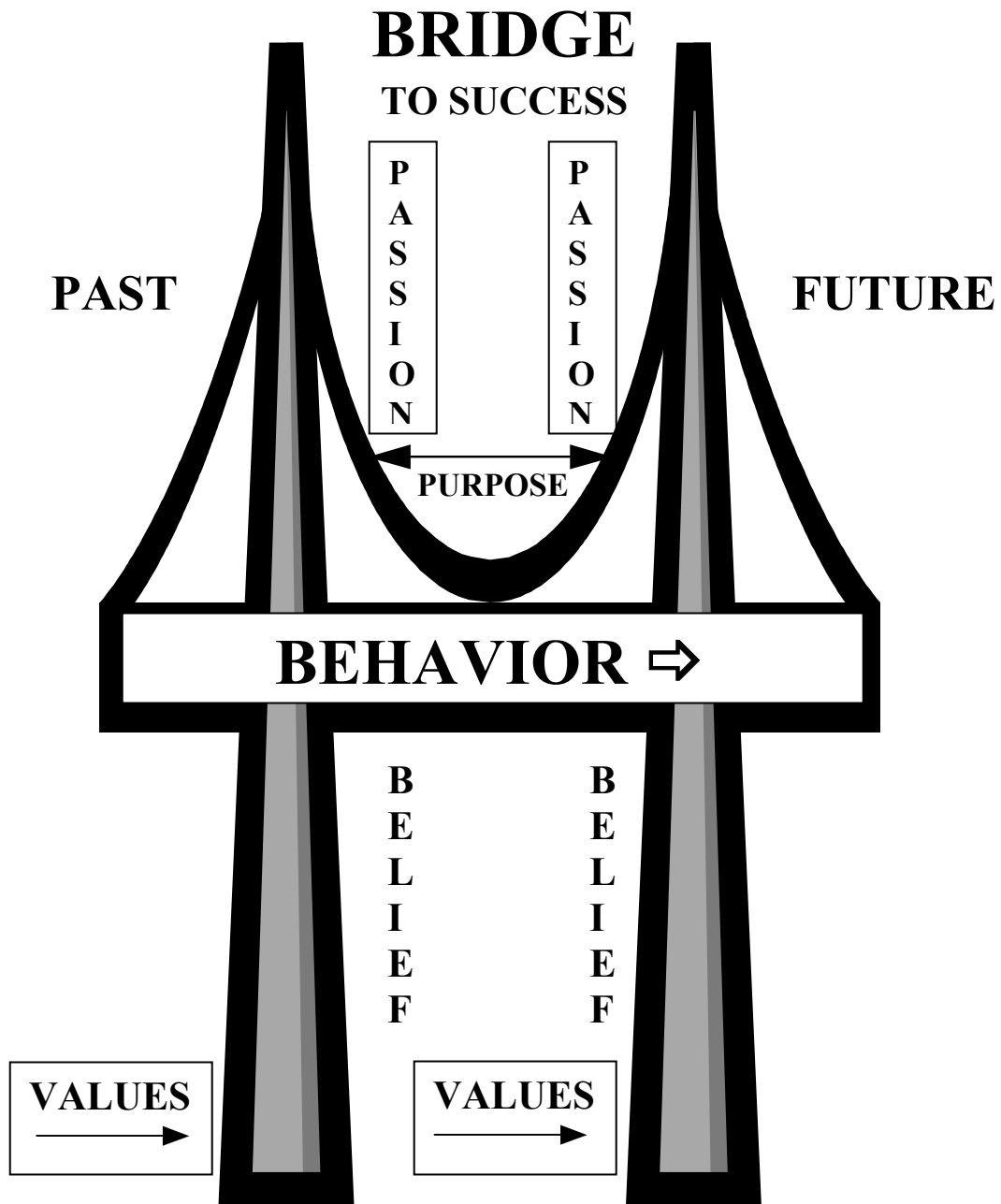
*Vital Assessment Leveraging Unique Expectations Systematically*

Whatever you assess as being vital, you will systematically develop and nurture. If being healthy is a

primary value of yours, you will eat balanced meals and exercise regularly.

## Your Bridge to Success

Values drive expectations. Values shape your passion and purpose. Values are the foundation for your Bridge to Success. Your values are imbedded deeply and indelibly into



the bedrock of your heart and soul, far below the surface of your feelings.

Your deeply-held values form a foundation that cements your beliefs. And your beliefs, anchored deeply in your values, thrust upward giving birth to the twin towers of passion.

From those towers of passion, your cables of purpose are suspended to create your Bridge to Success. These cables of your commitment are so strong they uphold your behavior and enhance your ability to cross the bridge.

With your values well-defined and with your *due to* yearnings well-aligned, you will more purposely, precisely and powerfully earn your way across the Bridge to Success.

Study the Bridge to Success model on the previous page. You will see how your values uphold your behavior so that you can enhance your ability to *get a GRIP on your dream*. After you've studied the model, then you'll be ready to focus on how you can better develop your values.

## **Your Wheel of Personal Fortune**

You can begin developing your values by spinning your Wheel of Personal Fortune. This will help you determine what tangible results you yearn for—more money, a new house, a new car, better health, more education, more vacation time, etc.

With your vision of your personal fortune—something you have an intense need or craving for, something you are *yearning* for—you will be able to set goals more effectively and efficiently. You will be able to create a healthy tension within yourself to not only define, but also to align your goals to achieve the success you're after. That's what professional golfer Byron Nelson did when he spun his Wheel of Personal Fortune.

Like all effective goal-setters, Nelson knew yearning created the necessary tension to spur his performance. He yearned for a

debt-free ranch, and he earned it. In 1945 he won a record 11 professional tournaments in a row, which gave him the necessary funds to attain his goal. Every time he thought of not achieving his goal, it spurred him on even more.

## **Tension Makes Achievement Possible**

Tension strengthens leaders much like it strengthens bridges. The greater the tension, the greater the strength—just like a trampoline that garners opposing forces to stretch and tighten its surface. In fact, the word tension stems from the Latin *tendere*—to stretch.

Yearning goal-setters know that tension can be comforting. In Colonial days, ropes tied to the bed frame suspended mattresses. In order to sleep tight, a person would use a tool to tighten the ropes, strengthen the tension and enhance the comfort of the mattress.

Yearning goal-setters know tension can be nurturing. With tension, the muscles in the human body pull on the bones during exercise, which improves strength. With tension, you relax the muscle fibers that resemble coils of interlocking brushes. Tense the coil and you release the brushes. Tension then spurs greater blood flow, causing more nutrients to go to the cells of the body, and health is improved. Without off-and-on tension in your 625 muscles, they would atrophy.

Yearning goal-setters know tension can spur greater mental prowess. “Mental health is based on a certain degree of tension, the tension between what one has achieved and what one still ought to accomplish, or the gap between what one is and what one can become,” said the late, world renowned Dr. Viktor Frankl, former professor of psychology at the University of Vienna.

Yearning goal-setters know tension sparks action, as Martin Luther King Jr. said—“Just as Socrates felt it was necessary to create a tension in the mind so that individuals

would rise from the bondage of myths and half truths... so must we create the kind of tension in society that will help men rise from the dark depths of prejudice.”

Yearning goal-setters know tension makes achievement possible. As someone wise once said, “No horse does something useful until he is harnessed. No engine ever drives anything until its power is put against a resistance. Niagara Falls cannot turn its falling water into electricity until it encounters the resistance of a generator. No life ever grows great until it is focused, dedicated and disciplined.” And no goal is ever achieved unless you create tension. You can unleash that tension by first spinning your Wheel of Personal Fortune.

## **Spin Your Wheel of Personal Fortune**

If people don't spin their Wheel of Personal Fortune before setting their goals, they could end up just spinning their wheels—burying themselves in a rut or gunning their engine with a meaningless list of things to do. In the end, they wind up with nothing meaningful done toward their goals, just the mundane everyday tasks that perhaps someone else could do, or worse yet, with something done that wasted their time, effort and money. How about you? Is it time to take stock of what you're *really doing* with the time you've been given each day? Are you spinning your wheels?

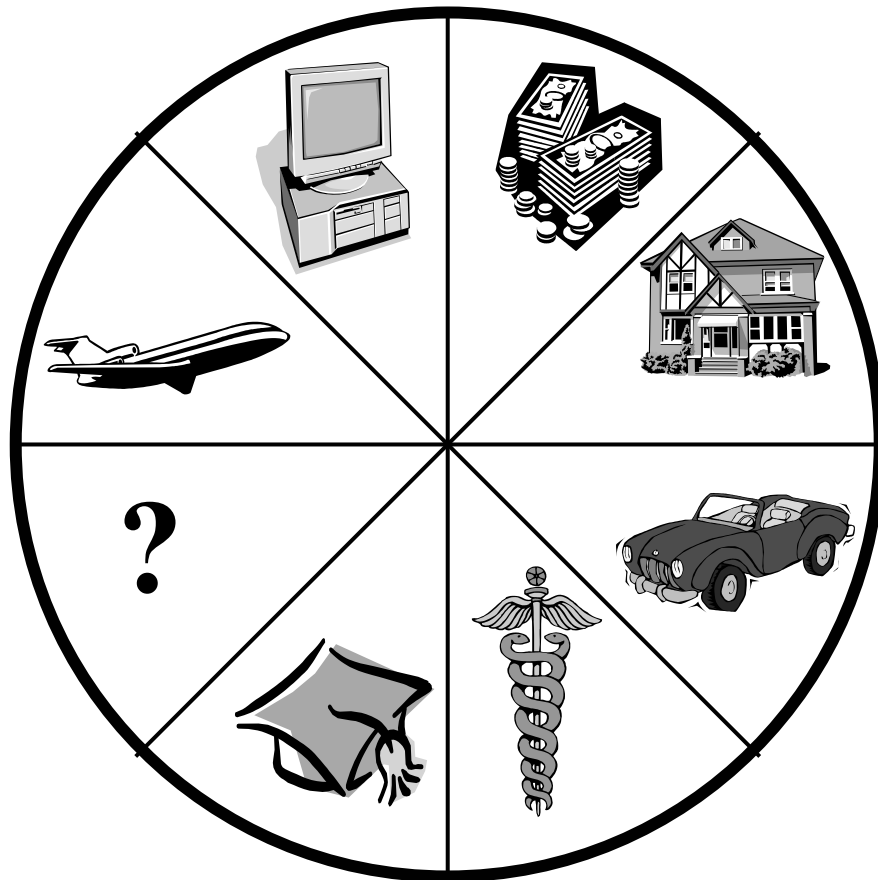
Consider the man who loses 250 pounds in six weeks at a weight loss clinic. He accomplishes his task—his to do list. But eight weeks later he gains back all the weight he lost *plus* 50 pounds, for a total of 300 pounds. Why? “He focused on too narrow a goal,” notes the patient's physician, “Now we are helping him review his entire lifestyle, including his beliefs about himself.”

The patient had a to do list—to lose weight. But he first needed a *due to* link—to be healthy. He needed to yearn for a healthy lifestyle and commit to it by aggressively and

deliberately spinning his Wheel of Personal Fortune. He needed to focus on an important value in his life—the value of his health.

## Remember Yourself

How can you become more effective in spinning your Wheel of Personal Fortune, in creating a personal tension



**Wheel of Personal Fortune**

within yourself that compels you to achieve a goal? Write your own obituary!

Imagine you are 85-years-old, and reading the morning newspaper. There on the obituary page you find your name. How would people remember you? What were the major achievements in your lifetime? Reading your own obituary

while you are still alive might create just the tension you need to make a few goal changes. That's what happened to Alfred Nobel, known today more for the Nobel Peace prize than for being the inventor of dynamite. His obituary was inadvertently published when a relative of his died. Nobel realized he would be known only for inventing dynamite. He then established new goals and subsequently established the Nobel prizes.

Nobel literally rewrote his obituary. In a way he *write-sized* his life. You can write-size your life, too. You can write your own obituary now to create tension between what you have done so far and what you expect to do in the future. Think of OBIT as an acronym that stands for *Optimum Biographical Information Transfer*.

You can transfer the information about your hopes and dreams—your yearnings—into your life. Begin by writing your best-case obituary as if you had already achieved your yearnings, dreams and aspirations. Then your goal-setting will be more on time, more on track, and so well-linked to your Train of Thought that your goals will be *due*, much like a train is due to arrive at planned destinations at specific times. Your goals will be written, much like a railroad itinerary with specific station stops heading to an ultimate destination. Goals will become things that come *due*, not something *to do*.

Writing down your goals—like mapping out your trip—gives you a greater sense of control over your life, a greater sense of creating your future instead of becoming a victim of it, and a greater sense of WISDOM in achieving your goals. WISDOM is an acronym that stands for the characteristics of successful goal-setting: *Written, Incremental, Specific, Deadline-oriented, Opportunity-oriented, and Measurable*.

The two most important points are that goals are incremental and opportunity-oriented. Goals build one upon



the other, extending like a rocket and powered with various stages that propel it higher and higher. You can create your own goal-setting rocket to launch your career or business, and other aspects of your life, well above the constraints of gravity. This will help you break through your own self-imposed limitations.

## Rocketing Your Goals

Like a rocket, your goals are built in stages. You need to ignite your engines with a sense of yearning that stokes fire into a blazing *due to* list, compelling you to break through any barriers. Your booster rockets fill with a sense of hope as your goals launch you towards your full potential. Study the following example of effective goal-setting:

1. Write your *due to* purpose on the first capsule.  
For example: *I want to be healthy so I am not a burden to my children when I am old.*
2. Write your *to do* objective on the second stage.  
For example: *Lose 40 pounds by a specific date.*
3. Write the *to do* task on the third stage.  
For example: *I will exercise 20 minutes every day.*

In this chapter about yearning you learned the power of linking goals to a foundation of values—the power of creating tension to cross your Bridge to Success, the power of more aggressively spinning your Wheel of Personal Fortune, and the power of rocketing your goals with a *due to* thrust that goes beyond a to do list.

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Like a rocket, your goals are built in stages. You need to ignite your engines with a sense of yearning that stokes your fire into a blazing *due to* list.

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In essence, you've learned to stoke your personal fire. In the next chapter you'll learn how to fuel that fire and convert your yearning into a more purpose-filled passion. You'll then be able to generate a greater lift-off to your career and your life. As a result, you'll get a stronger GRIP on your dream.

# ROCKETING YOUR GOALS

## Step: 1

### Value Statement

In Step 1, determine the personal value you feel passionately about.

Mentally inscribe this value statement on the nose of the rocket.

Example:  
Be healthy in my old age so that I am not a burden to my children.

Then think of blasting off in your rocket to reach your goal.

## Step: 2

### Objective & Due Date

In Step 2, add thrust to your goal by deciding the specific deadline. Then determine the specific weight-loss objective.

Example:  
Lose 40 pounds by March 1.

## Step: 3

### Specific Task Next 3 Days

In Step 3, add greater thrust to reaching your goal by determining one specific thing you can do in the next 3 days to reach your goal.

Example:  
Exercise 20 minutes every day.