

Your Bold Declaration Statement Outline - Name _____

It has been said that a picture is worth a **1,000 words**. Likewise, 1,000 words thoughtfully arranged can draw a picture of our potential futures. Oftentimes we despair about the way things are or about our future, yet very few people make “bold declarations about their future, especially in writing. There are many, many reasons why we don’t do this. Meanwhile, much evidence exists that those who do almost always outperform those who don’t and also exceed any past attempts at an objective that was never written down previously.

Before going further it must be stated that this is not meant to take the place of actual work. Just because you write something down does not mean it will happen or even happen as you outline it below. It simply means that you have chosen a specific lane to run during this season of your life, why you have chosen it and what you are going to do to prepare yourself to run it with strength, endurance and confidence.

In a moment we will get more specific as to why you would want to do this and how it can benefit you and those you work with. Still, a Bold Declaration Statement (BDS) is meant to be a living document that you come back to now and then to alter, edit, completely rewrite or simply reinforce and bolster up. The idea is to get moving now. It is easier to turn a car that is moving versus one that is parked. Once you do get moving it is probable that you will either pick a new lane or switch lanes as you advance on the path of your life. Too many people it seems have never really picked or found their lane in life. Rather they are wandering from one day, week, month, year and decade to the next.

Completing your Bold Declaration Statement means you are taking a greater degree of creative responsibility and initiative to stake your claim and leave your mark in order to better serve all and live and work more fully, more freely and more boldly.

Just a few powerful reasons **WHY** a person should consider writing their own BDS:

- 1) **Builds Your Five High Performance Pillars**- Your professional, people, psychological, physical and purpose pillars all benefit when you boldly declare where you intend to go, do, be and have.
- 2) **Gives your work/life more direction** - This is especially important if you are responsible for leading others! You cannot grow what you do not know!
- 3) **Protects your health** – Research shows that those who have a “Positive Activating Challenge(s)” such as a BDS established in their lives are less prone to disease, illness and injury and thus live longer.
- 4) **Helps overcome fear** – A good BDS helps you to focus on your “cause” which gives you courage and less on your “flaws”. Focusing on your flaws discourages you and increases your unhealthy fear.
- 5) **Earn more money** – Those who know where they want to go earn more dough
- 6) **Gives you a degree of control** – If you don’t think and plan for yourself, someone else will think and plan for you.
- 7) **Get better overall results** – Those who have faith enough to declare their intentions in writing seem to get rewarded for that faith.
- 8) **Gain greater satisfaction** – There is something quite satisfying with no longer conforming to “normalcy” and being involved in creating something extraordinary!
- 9) **Grows your identity, self-worth and security**. These are the “Big Three” issues most human beings wrestle with. Your BDS will help strengthen these.
- 10) **Reinforces the 8 essential disciplines**. Our success will require a degree of confidence, passion, discipline, teamwork, time management, character, communication and giving. Your BDS will make it necessary for you to consider these areas of your work and life.

Bold Declaration Statement Sample:

Step I

I, _____, do Hereby Boldly Declare that over the next three years I will: (You will need to use your computer at this point to write this) Write down as specific, exciting and daring as you can the outcome you would like to see in a professional or personal area of your life. No more than 1,000 words and include strong emotion and humor. It takes logic and emotion to get and keep things in motion. Do not worry about grammar and punctuation at first as it is tough to write with passion and edit at the same time. Write down everything that comes to mind, no matter how stupid it seems. This is not written in cement and can be edited and modified as much as you like. Identify specific, identifiable and measureable things you can do so you will know you are making progress. Now, start writing!

Tips to help with your **1,000 words**.

1. Consider what you want to do, why you want to do it, how you intend to do it, who you will work with, where and when you will do it.
2. Be specific in regards to measurable, observable outcomes.
3. Be exciting. Use emotional language that moves your heart.
4. Be daring. This should cause a little fear and trepidation while also growing you.
5. Write this as if you could not fail. Do not consider limitations at this point. Too many of us limit ourselves due to limiting beliefs. “The number one thing limiting us is the belief that there are limits. If you could wave a magic wand and make anything happen what would it look like? Well, that would be impossible you say? What if it wasn’t? What would it look like? The fact is that if what you want to do is being done by human beings anywhere else on planet earth it is possible for you to do it too!
6. Grow where you are planted. If you are considering a career change read, “Acres of Diamonds” first. It is a great short book to help you think through your options.

Step II. Identify 1-6 action items you can get done over the next three years that will move your declaration forward. Include accomplishment deadline target dates.

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

Step III. Identify 1-3 “five minute fortifiers” you will work on for at least five minutes everyday (Take Sundays off if you wish) to keep making small amounts of progress daily. Commit to doing these “five minute fortifiers”, whether you feel like it or not, whether you want to or not – come heck or high water!

- 1.
- 2.
- 3.

Step IIII. Write out in **100 words** or less what your super great average high performance day will look like. For example, what time you will wake up, what you will do, when you will do it, etc. Be sure to include in the 100 words the five minute fortifiers you are committed to! (On your computer)

Step V. In **10 words** or less write down your cause or “Strength Slogan”. This might include who you are and what you do and what you want to commit the remainder of your working life to. For example, mine is, “To Strengthen People to Strike Back at Mediocrity and Move Them to Mastery”.

Signature _____ Date _____

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