



# WHAT NOW: How to focus on what's most important to you now.

WEBCAST with  
KEITH ABRAHAM CSP

Simple strategies to  
leading yourself,  
your business and your  
customers.

NAME

DATE

# The momentum formula.

02

## WHAT'S MOST IMPORTANT TO YOU?

01



**CONNECTING**

02



**CHANGING**

03



**CLARIFYING**

04



**CONQUERING**

## WHAT BUSINESS ARE YOU REALLY IN?

**RESET**

**REVIEW**

**REFOCUS**

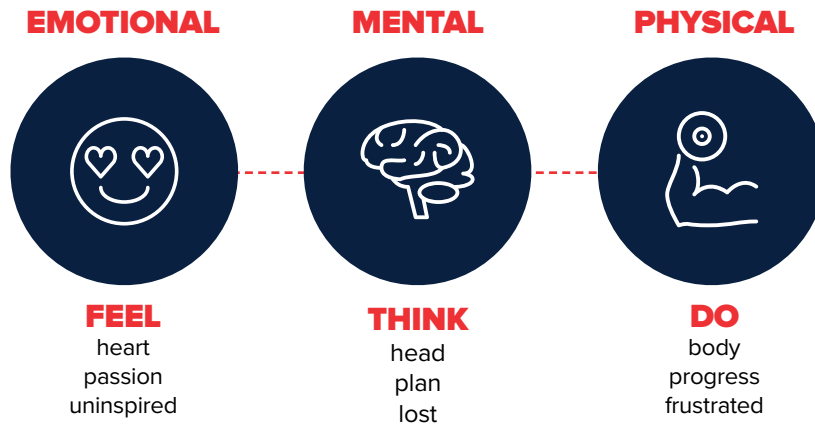
What could you do if every cell in your body believed your  
**IMPOSSIBLE** goal, was **POSSIBLE**?



# Milestones ... gaining clarity.

03

## ALIGNING ALL 3 TO CREATE TRUE PERSONAL CONNECTION



## MOST PEOPLE STRUGGLE TO STAY FOCUSED ON THEIR GOALS

Setting the goal is easy, remaining focused is the hard part. But if you wrote the goal down it must have been important, so why are you not pursuing it at full pace? The key is that we have not truly connected to the goal using the 3 key elements ...



### EMOTIONAL CONNECTION

This is where your passion comes from. How do you want to feel? What is your heart telling you to do? Why do you want to achieve that goal? If you don't have an emotional connection with your goal you will feel uninspired.



### MENTAL CONNECTION

This is where your plan comes from. What do you need to achieve? What is your head telling you to do? What action steps do you need to take? When you don't have a mental connection with your goal you will feel lost that you don't have a plan to move forward.



### PHYSICAL CONNECTION

This is where progress comes from. How are you going to make it happen? What do you have to create using your body/ the physical activity? What do you need to do now? When you don't have a physical connection with your goal you will feel frustrated that you are not taking action.

**Confidence comes with progress.**



# The 8 GoalDrivers.

04

## SUCCESSFUL

Your drive is to be successful, whatever that may mean to you. It could relate to status, position, financial or the type of person you want to be for family and community. You want to play a key part in influencing your results. Overall you want to be the best version of you that you can possibly be. You want to excel and achieve your true potential as you strive to explore the possibilities of what life and business has to offer. You are often described as strong, persistent and decisive as a person who hates to fail and someone who never wants to live with regret.

1

## PURPOSEFUL

Your drive is to have meaning in your life, in the work you do, to do what matters and makes a difference whether it is to a few, to many or to the masses. You want to accomplish greatness in a number of areas of your life and explore what life has to offer. For you, you know there is a bigger picture, reason and why for you to push yourself further. You have determination to achieve what is important to you and you have the resolve to see it through to your preferred result.

2

## INSPIRED

Your drive is to be inspired and to be inspiring. You seek out opportunities, causes, circumstances and situations where you can either inspire other people or be inspired by those around you or the environments you are in at the time. You want to feel empowered, optimistic and energised and seek out goals to achieve, not just for the sense of achieving it, but also for the feeling you gain from it. You are a curious adventurer, so the journey is more important than the destination.

3

## HAPPY

Who doesn't want to be happy, however for you this driver sits on top of your priority list. If it is not going to make you happy, you don't want to know about it. It is your measure for everything you do and you seek out the right circumstances and places that will make you happy or even happier. This emotional driver is made up of many parts, the desire to have joy in your life, to be loved, valued, appreciated are really important to you and influence your mindset, motives and moods.

4

## ORGANISED

Your drive is to get it right or make it right. You love it when a plan comes together and particularly if it was your plan to start with. You like to be in control of what can be controlled. The more organised you are, the more calm you become, and more focused you are, the more consistent you become. You are careful, precise and logical in your approach to projects, roles and life. You like to take your time, to create space for you to implement your ideas and know that when you do this everything will work out for the best.

5

## RESPECTED

Your drive is to be shown respect as a result of what you have achieved, how far you have come, what knowledge you have been given or the recognition that has been bestowed upon you. You appreciate being acknowledged and being held in high regard. You don't seek it, however you do appreciate it. You work towards growing and developing your skills and knowledge as that is your super power when it comes to you achieving your personal and professional goals.

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## CONFIDENT

Your drive is to be confident in your ability, capable in your skills and contented in what you have achieved. You fully understand that if you have confidence you can conquer most challenges and circumstances. Your confidence inspires others to emulate you, it gives hope to those around you and it continues to encourage you to pursue your dreams and goals. You are comfortable in what you do, how you do it and who you have become in the process.

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## RELAXED

For you it is important that whatever you achieve will not upset the lifestyle you have created for yourself and your family. You want your goals to complement your life, not detract from your life. You like to have time and space around you to just be, to connect with people and to create a balance between achievement and awareness. You fully appreciate the people in your world who get you and the pace you like to travel at to achieve your key goals.

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Your GoalDrivers will drive you, motivate you and connect you to your goal.



# My GoalDriver™ Blueprint.

05

## 1 MY KEY GOALDRIVER™



SUCCESSFUL PURPOSEFUL INSPIRED HAPPY ORGANISED RESPECTED CONFIDENT RELAXED

## 2 MY GOAL

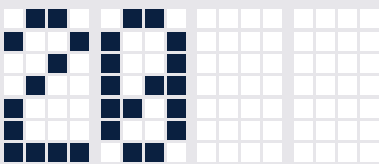
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\_\_\_\_\_  
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## 3 MY TIMEFRAME

DAY

DATE

MONTH



## 4 BUSINESS GROWTH

What do I need to do **DIFFERENTLY?**



START DOING



STOP DOING

## 5 MY WHY

Five reasons **WHY** I want to achieve this goal.

ONE \_\_\_\_\_

TWO \_\_\_\_\_

THREE \_\_\_\_\_

FOUR \_\_\_\_\_

FIVE \_\_\_\_\_

## 6 MY 4 KEY MILESTONES

WEEK 1

WEEK 2

WEEK 3

WEEK 4

Great acts are made up of small deeds. Lao Tzu



# Review and refocus.

What do you need to **REVIEW** in your business and life right now?

<b>COURAGEOUS</b>	<b>TENACIOUS</b>	<b>LIMITLESS</b>
<b>SELF-LOVE</b>	<b>EMPOWERED</b>	<b>GRATEFUL</b>

What do you need to **REFOCUS** on in your business and life right now?

<b>FOCUS AREA</b>	<b>ACTION TO TAKE</b>	<b>WHEN</b>
<b>PRIORITIES</b>		
<b>PEOPLE</b>		
<b>PROJECTS</b>		
<b>PERSONAL</b>		

**Discover your passion. Define your purpose. Design your life.  
Do your very best, but don't delay.**



A portrait of Keith Abraham, a middle-aged man with short, light-colored hair, smiling broadly. He is wearing a bright blue blazer over a light blue and white checkered shirt. His arms are crossed, and he is wearing a watch on his left wrist. The background is a plain, light color.

## Keith Abraham: Multi-Award Winning Keynote Speaker and Best-Selling Author.

With over 24 years as a professional speaker, delivering to over 387 clients in 33 countries, Keith Abraham has been the recipient of multiple awards throughout his career. In 1999, Keith became a Certified Speaking Professional (CSP), which makes him in the **top 7% of all professional speakers in the world**. In 2002 he received the highest award given to a professional speaker—the *Nevin Award*, then in 2012 he was named *Keynote Speaker of the Year* and in 2019 was named *Educator of the Year*. Adding to his already impressive CV, Keith is a best-selling author of five books published in 12 languages covering the areas of passion, goals, customer loyalty and focus.

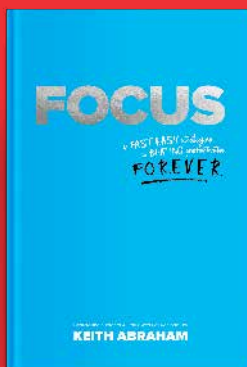
“Keith is a terrific professional speaker. He is passionate, energetic, highly engaging with the audience and most importantly, his message resonates and drives positive behaviour. I wouldn’t hesitate to recommend him for any business or group looking for some great inspiration!

*Phil McNutt—President, Sunglasses Hut Asia Pacific*

# Free resources for you.



If you would like a free copy of Keith's **Focus** book in audio format and other resources, visit [keithabraham.com/heretohelp](https://keithabraham.com/heretohelp)



## **FOCUS: 4 fast easy strategies to beating procrastination forever.**

Is this book right for you? Only if you want to beat procrastination, remove the roadblocks and have a focus to propel you towards everything you want! If it's time for you to focus on what's important, what matters and what makes a difference, head straight to Chapter 1 for two express solutions.



"It will transform how you complete tasks, and you will get so much more done." **FAZ**



"Focus has the best of all worlds, a book, a reflective journal and a planner all in one." **JANE**



**Passionate**  
PERFORMANCE

**T** +61 411 648 080  
**E** [office@keithabraham.com.au](mailto:office@keithabraham.com.au)  
**W** [keithabraham.com](https://keithabraham.com)

