

DESIGNED AND DELIVERED BY SUCCESS MENTOR

DARREN HARDY

SUPERCHARGE YOUR SUMMER

10-STEP PLAN TO BEAT THE SUMMER SLUMP

SUPERCHARGE YOUR SUMMER

**A PERIOD MARKED BY
“LETHARGY, INACTIVITY OR
INDOLENCE.”**

-DICTIONARY.COM

WHO KILLED 'MO'?

20%

DECLINE IN WORKPLACE
PRODUCTIVITY

19%

DROP IN EMPLOYEE
ATTENDANCE

13%

TIME INCREASE FOR
PROJECT COMPLETION

2.6X

LONGER
LUNCH HOURS

200%

INCREASE IN SHOPPING
DURING WORK HOURS

120%

INCREASE OF EMPLOYEES
SEARCHING FOR ANOTHER JOB

-AMERICAN EXPRESS' OPEN FORUM

FOR THE LOVE OF 'MO'

Understanding the magical force of _____ .
And how tragic it is when it _____ .

ACTION

Pull your KPIs/Vital Metrics for each of the four quarters of last year (3 years is better). Compare each quarter's performance and use as baseline. Use your accompanying 'MY VITAL METRICS' worksheet.

MY VITAL METRICS

VITAL METRICS - BUSINESS

Q1 _____

Q2 _____

Q3 _____

Q4 _____

VITAL METRICS TO CONSIDER:

Number of Transactions
Average Order Value
Total Revenue
Marketing Cost / Customer
Customer Satisfaction Rate (NPS)
Response Time
Accounts Receivables

VITAL METRICS - PERSONAL

Q1 _____

Q2 _____

Q3 _____

Q4 _____

VITAL METRICS TO CONSIDER (PER WEEK):

Step Count
Workout Days
Meals on Diet Plan
10 Glasses of Water
Home For Dinner
Date Nights
Appreciation Gestures
Moments of WOW
Sales Calls

SUPERCHARGE YOUR SUMMER

Homer in The Iliad, referred to Sirius as Orion's dog
rising, and the star as being associated with

"_____."

A.K.A... **The Dog Days of Summer**

Financial commentators coined the phrase:

"_____"

Associating the period with low volume
and performance.

STEP #1

The rest and recovery we need to replenish our energy sources.

LAST YEAR
169
MILLION
DAYS OF VACATION
WENT UNUSED.

More than ____ of
vacationers continue to
work during their
vacation out of
_____.

To operate at
high-performance, you
have to be _____
and _____.

PLAN YOUR PLAY

Schedule Your Summer fun.

ATTENTION LEADERS:

INSIST your team members plan their play! It's the leader who sets the tone, the demands and the expectations.

ACTION

**PLAN YOUR VACATION TODAY.
BUY THE TICKETS.
BLOCK OFF THE CALENDAR.
MAKE A PLAN!**

SUPERCARGE YOUR SUMMER

You have to operate as a switch of either

or

_____.

Not as a variance of gears.

SUPERCHARGE YOUR SUMMER

**"...WHEN YOU ARE AT THE OFFICE,
BE AT THE OFFICE AND DON'T BE
THINKING ABOUT THE BEACH.
THEN WHEN YOU ARE AT THE BEACH,
BE FULLY AT THE BEACH."**

-JIM ROHN

STEP #2 _____ YOUR _____ SUMMER ACTIVITIES

So you can _____ thinking about
them at work.

It will literally release you to be fully focused
during work when it's work time.

ATTENTION LEADERS:

You have to PUSH your team to
schedule their time off so they
can be FULLY ON and at full
capacity when they ARE working.

ACTION:

List 2-3 summer activities you have planned and why you are looking forward to them.

ACTIVITY #1 _____

Why you are looking forward to it: _____

ACTIVITY #2 _____

Why you are looking forward to it: _____

ACTIVITY #3 _____

Why you are looking forward to it: _____

SUPERCHARGE YOUR SUMMER

Use summer to drive _____,
_____, and _____
amongst your team.

STEP #3

We have _____
than at any time in human history.

QUICK TIPS

- Put your phone away. Seriously, leave it in a basket by the door. And get your family on board to do the same.
- Set an email auto responder so people know you aren't available and when to contact you.

ATTENTION LEADERS:

You need to INSIST that your team members post an auto-responder with a request to have their message resent at a certain date.

[illegible]

STEP #4

CREATE A _____

Results of a survey asking respondents what is most important to them during the summer months:

41%

A _____

28%

ARRIVE AND LEAVE
EARLY ON FRIDAYS

11%

HAVING A
COMPANY PICNIC

5%

A RELAXED
DRESS CODE

_____ in the office should
stay _____ to keep focus.

[illegible]

STEP #5

MAKE ARRANGEMENTS FOR

QUICK TIPS

- Find and schedule summer or day camps.
- Work elsewhere (like the library, Starbucks or a co-working rental space).

Negotiate a _____ with the terrorist cell unit inside your house. Then promise to enact Step #3 when you are with them.

ACTION

What are you going to do to make sure the inmates don't start running the prison in your house?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

SUPERCHARGE YOUR SUMMER

One of the BIGGEST MISTAKES would-be achievers make during any time of the year is walking into their day with _____.

Do you suffer from

_____?

STEP #6 **FULLY** _____

**"BEFORE YOU START
YOUR DAY, FINISH IT
ON PAPER."**

-JIM ROHN

SUPERCHARGE YOUR SUMMER

Prioritize _____ over
_____.

It is not the number of hours you
work, but what gets produced
during each hour.

Measure results _____
vs _____.

ATTENTION LEADERS:

According to Gallup the typical person works 50% of their capacity during any time of the year. The rest gets eaten up by chitchat, internet trolling, email, personal business and other distractions.

ACTION

Now decide how many OFFICE HOURS you are going to allow.
And write your plan to keep yourself accountable.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

STEP #7

INSTEAD OF _____

DAYS, DO _____ DAYS

ATTENTION LEADERS:

Remember, for most
positions, you are paying for
results. Not for hours.
Keep your priority where
it matters.

SUPERCHARGE YOUR SUMMER

Here's why this is a productivity superpower... FLOW.

It's more powerful to go _____,
_____, _____ during
compressed hours and compressed days... Than
to _____ and _____
more often spread out over _____.

ACTION

**“IF YOU ARE GOING TO RUN
WITH THE BIG DOGS...
YOU CAN’T PEE LIKE A PUPPY.”**

-JERRY HARDY

ACTION

Commit to working four 10-hour days this summer.
Write your plan of action to make this happen:

A blue rectangular box with a solid color, positioned in the lower right quadrant of the page. It contains two lines of white text: "ATTENTION LEADERS:" in a large, bold, sans-serif font, followed by a paragraph of smaller, regular-weight sans-serif text.

ATTENTION LEADERS:

It's not the volume of trivial tasks completed but the scale of vital priorities achieved.

It's not the volume of trivial tasks completed, but the scale of vital priorities achieved.

ACTION

**PLAN YOUR NEXT MONDAY
JUMPSTART. WRITE IT ON
YOUR CALENDAR NOW.**

SUPERCHARGE YOUR SUMMER

Nothing captivates the human attention and
engagement like a_____.

STEP #9 **CREATE**

Focus the competition on core themes, initiatives and metrics.
But give them a fun twist that your team can enjoy.

A-TEAM EXAMPLE:

**SUMMER BUCKET LIST
CHALLENGE - JUST FOR FUN!**

**DOWNLOAD A COPY OF OUR
TEAM'S BUCKET LIST UNDER
TODAY'S VIDEO.**

ACTION

Come up with your own team challenges. Start brainstorming now:

Challenge Idea #1: _____

Goal: _____

Plan: _____

Challenge Idea #2: _____

Goal: _____

Plan: _____

STEP #10 **CREATE**

ATTENTION LEADERS:

We all suffer from
The Law of Familiarity. You are
no longer an "expert" or
listened to by the people
closest to you.

QUICK TIPS

1. You want to provide the training _____ where they have to apply it.
2. The training can't be a _____ scenario.
3. It's not knowledge training, it is _____ training you need.

SUCCESS IS **10%** LEARNING KNOWLEDGE
AND **90%** ACTIVITY KNOWLEDGE.

SUPERCHARGE YOUR SUMMER

Behavior is only trained by _____
something, sequenced over _____,
with group _____, _____,
and _____.

ACTION

Take the final steps to beat the summer slump and get a jump on your competition.

Join the summer class of **INSANE PRODUCTIVITY!**
Stay focused and engaged all summer long.

Get your exclusive access to the summer class at
InsaneProductivity.com/Summer



"Truly life-changing! Reduced my stress and increased my focus to be able to increase my revenue by \$500,000."

GREG HAMMOND



"INSANE PRODUCTIVITY is the best program I have purchased and has helped me gain massive results!"

WAYLON CHAVEZ



"INSANE PRODUCTIVITY helped me change many former 'time stealers' to 'focused production healers'. It's been a great resource for battling my procrastination!"

AMY NEAD



"Investing in INSANE PRODUCTIVITY was by far the best investment in training I ever made. In 12 months, I've seen a 300% increase in sales from applying what I learned."

NICHOLAS EGGLESTON



"I've just added a brand new \$72,000 contract to my business directly due to staying focused over the last week thanks to INSANE PRODUCTIVITY."

NATHANIEL LINDQUIST



"I have gotten 5x my investment with this program. I can honestly say this was the launch pad that got me where I am today."

BRUCE CORKHILL

DARREN HARDY RESOURCES



BUSINESS MASTER CLASS

This virtual Business Master Class led personally by Darren for unusually driven business builders with an audacious ambition to pursue massive growth. This is for leaders with a passionate drive to be an industry game-changer, market authority, or a community transformer.

DHBusinessMasterClass.com



HERO'S JOURNEY

The marketplace landscape has radically changed over the last several years. To lead in the 21st century requires completely different skills and a new level of emotional intelligence. Designed in collaboration with the world's most admired and influential leaders of the modern age, this comprehensive development program will equip you to become the impact maker you seek to be.

HerosJourney.com



INSANE PRODUCTIVITY

For those who desire to be GREAT. INSANE PRODUCTIVITY is the ultimate self-mastery training that will give you the "unfair" success advantage you seek. 10X your productive results. Outperform your competition. Stress less, gain mental clarity and balance, and finally obtain whole-life success.

InsaneProductivity.com



HARDY CLUB

Inside this private virtual Clubhouse is where you get to meet and exchange key ideas, current insights, and new discoveries of what is powering the extraordinary success of these global high achievers now united together in this special Club.

HardyClub.com



THE ENTREPRENEUR FASTPASS

This is the essential training system needed to thrive as an entrepreneur. You will learn the best strategies Darren has ever collected from the most successful entrepreneurs in the world, focused on the four critical skills for entrepreneurial success: Sales, Recruiting, Leadership, and Productivity. This training course will save you from costly mistakes and significantly accelerate your success.

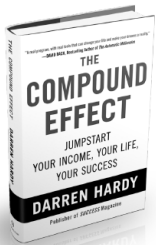
eFastpass.com



JUMPSTART

During this six-week digital training, Darren personally walks you through integrating the Operating System (OS) of the Compound Effect into your life to help you JUMPSTART your success and transform your future. This is the go-to system to easily change the CHOICES, BEHAVIOR, HABITS in accordance with the new goal you have... Or any project you want to accomplish.

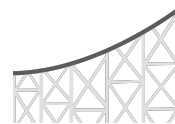
JumpStartMySuccess.com



THE COMPOUND EFFECT BOOK AND AUDIO PROGRAM—JUMPSTART YOUR INCOME, YOUR LIFE, YOUR SUCCESS

This is Darren's internationally renown New York Times best-selling book. It is a distillation of the fundamental principles that have guided the most phenomenal achievements in business, relationships, and beyond.

TheCompoundEffect.com



THE ENTREPRENEUR ROLLER COASTER BOOK AND AUDIO PROGRAM

Sixty-six percent of small business fail. It doesn't have to be that way. The Entrepreneur Roller Coaster is the essential guidebook you need to survive the scariest and most thrilling ride of your life. It will guide you safely past mistakes most make and equip you with the essential skills you need to thrive as an entrepreneur.

RollerCoasterBook.com



LIVING YOUR BEST YEAR EVER—A PROVEN SYSTEM TO ACHIEVE BIG GOALS

This is the system Darren has used for more than 25 years to design, stick to and achieve his own big goals. Included this annual journal is a step by step, week by week Achievement Management System which will act as your GPS guidance system all year long.

DarrenHardy.com/BestYear



DARRENDAILY JOURNAL

The DarrenDaily Journal is designed to help you turn ideas into actions. Included in this journal are 260 pages for the 260 days spent together on DarrenDaily each year. It gives you a place to capture your notes and then plan your action on the key idea for that day.

DarrenDailyJournal.com



DARRENDAILY

Join 350,000+ global high-achievers who kickstart their day with DarrenDaily. Receive a specially created video message, under 5 minutes, 260 days a year with one BIG idea to ignite your mind, compound your success and help you become #BetterEveryDay.

DarrenDaily.com



DARRENDAILY ON-DEMAND

DarrenDaily On-Demand is a podcast designed to act as a companion to the DarrenDaily morning mentoring sessions. A way to re-visit, be reminded and to turn ideas into practice and practice, ultimately, into success mastery.

DarrenDailyOnDemand.com