

Power of an Hour



BUSINESS AND LIFE MASTERY
IN ONE HOUR A WEEK

DAVE LAKHANI



John Wiley & Sons, Inc.

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This book is dedicated with love to Stephanie and Austria, who make my life the wonder and joy it is today.

It is also dedicated to my family: Suleman Lakhani, Pavreen Lakhani, Jehan Lakhani, and Imran Lakhani.

Finally, to my very good friends, MSG Dennis Stockwell, Al Murray, and Mark Ernst.



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Foreword

When you carefully study the most successful businesses in the world or the most successful people, as I have, you'll see that they have one thing in common . . . a drive to incrementally improve every day, every month, every year. And when you look at people who would be successful or who have businesses that could be successful but aren't, you see them struggle because they are unclear or unsure about what to focus on. They know that they should be taking some action, but they don't know where to start. They continue to do the same things every day. They are paralyzed, and inaction kills.

This book solves that problem in a very actionable way.

Focus, consistency, and action.

Those are the keys to growing your business or yourself.

But let me ask you one powerful question, and I want you to answer it honestly. Do you know exactly what you could focus on for one hour that would dramatically change your life or your business?

The Power of an Hour reveals the most important things that you must do to develop focus, it compels you to action, and it gives you the master plan for consistent movement forward in your business or your life.

Anyone who reads this book and applies the ideas inside will hold the master keys to creating incremental improvements in business and personal success every day in every crucial area of life and business. *The Power of an Hour* does an amazing job of breaking down critical personal and business issues (which are nearly always tied closely together) into very clear focus

points that allow you to choose what is most important for you to focus on and to have the tools you need to create tremendous momentum.

As you read *The Power of an Hour* and begin focusing for an hour at a time, you'll experience amazing results. As you continue to practice, you'll do something else: You'll condition your mind and you'll learn how to focus, create momentum, and improve fast.

Take this book with you right now and read it.

Then, spend one hour in Fearsome Focus (which you'll learn more about in the book) and focus on the most important chapter in the book for you. Stay focused on momentum and achievement. Incremental improvement will be yours, and that very improvement will allow you to dominate your market and yourself.

So, I want to ask you again: Do you know exactly what you could focus on for one hour that would dramatically change your life or your business?

I strongly suggest that you start by reading this book.

Then, pick the most important hour of focus from the book and get started.

You'll be glad you did, and your business will be glad you did.

And you'll finally understand what it means to work *on* your business or your life, not just *in* it.

Take action now.

—T. Harv Eker

Author of the *New York Times* bestseller

Secrets of the Millionaire Mind



Preface

This book is like no other business book or personal development book you've ever read and I'm proud of that. The last thing you need is another formulaic book you could have written yourself. This book is holistic; it addresses both personal and business issues because there is no separation between the two. If one side suffers, by necessity so does the other.

This book is different because it's designed to work with a busy executive's or business owner's schedule. Each chapter is meant to stand alone and offers a complete how-to process from start to finish. Use it an hour at a time or a project at a time but, most important, use it.

In my work with corporate executives, whether of Fortune 500 companies or small businesses, I've found that they all have one thing in common—they want to create change. Often the change they have in mind is inside their own organization. What they repeatedly discover is that in order to create change in their organization or team, they must first create it in themselves.

In both cases, organizational and personal, there are common areas that impact all business owners. If your business isn't growing and performing the way you want, you suffer. If you are suffering, your business can't grow and perform optimally.

I've developed a plan for change that I've taught and used for more than 10 years. In developing the program, I knew the only way it would work was if it didn't take a lot of time and if the results were quickly obvious. The

program works if you simply take the steps and apply them one at a time, an hour at a time.

The Power of an Hour is designed to be broken down into the most manageable blocks of time, a single hour. While this isn't a time management book, it covers time management issues so you can make the most of your Power Hours.

The Power of an Hour provides the structure necessary to create powerful change in one single hour. It stimulates thinking about what is needed in specific areas of your business or career. I've covered the areas of marketing, sales, management, and others that most impact our lives. I've also explored the areas of personal life that cause the most stress to work, health, and relationships. And, while I don't profess to be an expert on relationships or health, I am an expert on demonstrating the best questions to ask in order to create a powerful solution for those areas of your life. In addition, I've introduced industry experts who share their particular views on what you can do in an hour to improve your personal and professional lives. They have included some of the most effective questions to ask and answer for yourself for creating positive change. I've even got an expert who'll improve your golf game (he was one of Phil Mickelson's college golf coaches; he knows a thing or two about creating winners).

This book is a guidebook. Open the book to the issue you want to focus on and you'll find detailed information about the key areas you should explore. The first part of the book teaches the Power of an Hour process that leads you to the state I refer to as Fearsome Focus.

Fearsome Focus came about as a result of my previous experience as a professional kickboxer and as a former law enforcement officer who worked in undercover narcotics and on SWAT (special weapons and tactics) teams. I learned that in violent encounters you have to be intensely focused for short periods of time in order not just to succeed, but to survive. I later discovered that when I applied the same level of focus to my work or my personal life, I was able to accomplish what many others around me could not. I began sharing the concept of Fearsome Focus

with other business owners and they found that, by truly focusing, they accomplished things that had been hanging over them for months or even years. They were able to get results they hadn't in the past because they finally understood the effects of being single-minded in their effort to create and succeed.

Throughout the chapters in this book, I hope both to change your thinking about what is possible in a single hour and also to persuade you to truly evaluate what *you* can accomplish in that hour.

I hope to inspire you to make the next hour your most powerful and meaningful, whether you use it to change yourself or your business. Everyone gets the same number of minutes in an hour. What you do with them and how you invest them will ultimately determine what you'll get out of all the hours in your life.



Acknowledgments

There are many people who helped with this book and who have supported me through the process, none more important than Matt Holt at Wiley. Matt kept me on track and focused while I promoted another book that was released while I was writing this one. Matt is simply the best editor a writer could hope for.

I am grateful to Joe Vitale for all he has done to make my books come to life and be successful once they are in print. Everyone should have a Joe Vitale in his life.

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This book was more challenging to write than my first one, since I took on speaking engagements and promotional efforts to support the first book, plus other tasks associated with having a new book and one in the works. At times I was absent, irritable, abnormally funny, and often simply unavailable. I deeply appreciate my wife, Stephanie, for keeping things going and my daughter, Austria, for always being ready with a kiss for dad.

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And of course I thank all of my family, including my Grandmother, Edith Ramsey Johnson, and my brothers, Bill Willard, Jr. and Micah Willard. You have made my life an exceptional adventure.

Finally, I send appreciation to all my clients past, present, and future. It is the experiences I have with you that make these books possible.



About the Author

Dave Lakhani is the world's first Business Acceleration Strategist and President of Bold Approach, Inc., a Business Acceleration Strategy firm that helps companies worldwide to immediately increase their revenue through effective sales, marketing, and public relations.

Considered one of the world's top experts on the application of persuasion, Dave gives lectures that are in high demand by corporations and trade organizations of all sizes. His advice is regularly seen in *Selling Power* magazine, *Sales and Marketing Management*, the *Wall Street Journal*, *Investor's Business Daily, Inc.*, *Entrepreneur*, the *Today* show, and many other media outlets. Dave is also the host of Making Marketing Work, a radio talk show focused on marketing strategy for growing businesses. Dave has written *Persuasion: The Art of Getting What You Want* (Wiley, 2005); *A Fighting Chance* (Prince Publishing, 1991); a section of the anthology *Ready, Aim, Hire* (Persysco, 1992); and the audio book, *Making Marketing Work* (BA Books, 2004).

Dave has owned more than 10 successful businesses in the last 20 years and considers himself a serial entrepreneur and committed business builder. An avid student and lifelong learner, Dave has studied every major sales, marketing, or influence professional in the past 20 years. He's a Master Practitioner of Neuro-Linguistic Programming (NLP) who has studied with NLP's founder, Richard Bandler, and he is

also a graduate and former adjunct faculty member of the Wizard of Ads Academy.

Dave lives in Boise, Idaho, with his wife, Stephanie, and his daughter, Austria. When not on the road with clients or making speeches, Dave enjoys scuba diving, skiing, martial arts, reading, and great wine.

Visit Dave online at www.powerofanhour.com.

CHAPTER



The Power of an Hour

Change

Whether you own a business or just want to be the best person you can, you must subject yourself to change. Every day in my business I talk to business owners and corporate leaders who are working diligently to find time to create the change needed in their own businesses. Many also feel they'd be more effective if they were able to create personal change as well. But ultimately, what holds everyone back is time.

While time may seem like the thing you need the most of, it turns out that isn't true. What you need is focus—a very specific kind of focus. I'm going to help you find that focus in your personal life and in your business as you read the coming chapters. You'll get practical step-by-step advice, and you'll get expert instruction from highly qualified specialists, who will show you exactly what to do and when to do it. Most important, they'll show you how to structure your activity so you are always able to achieve exactly the results you want.

How the Power of an Hour Works

Saying in the previous paragraph that time isn't the real issue will leave many of you scratching your head, when you consider the name of the book, so let me elaborate.

We all get the same number of minutes and hours in a day to work, create, live, and prosper. It's how we use those hours that makes the real difference in terms of the quality of our lives and the value of our businesses.

In order to create the kind of change that achieves truly meaningful goals, the focus must be on what I call the Critical Power Hour™. I focus on a single hour because virtually anyone can extract himself from the rigors of daily life and invest one hour a day to create change. An hour is also the easiest quantity of time for us to schedule. Finally, I chose an hour because, after 15 years of helping people realize their business and personal goals, I've come to realize it only takes an hour to initiate change. Any more than an hour of real focus without a break results in a rapid breakdown in productivity. After an hour of intense focus, the mind begins to wander, excuses come to the surface, and restarting is harder than ever because of the amount of effort you've expended beyond an hour. I've also chosen an hour because it works. In virtually every business I've worked with, when I get people to use this process they achieve exponential results. Also, by limiting your focus to an hour, you will be able to immediately see and feel the gratification that comes from completion once that hour is past.

I'm not saying there won't be times when it is necessary to focus for longer than an hour; however, those times should be limited. True focus is a marathon effort packed into a sprint. There is tremendous accomplishment at the end; there is also tremendous insight that occurs. I will cover more about that later in the book.

The Power of an Hour works because it limits the amount of time

used and is focused in a specific way. Here are the steps of the Power of an Hour program that should be applied each time a new area of desired change is identified.

Seven Steps to Activating the Power of an Hour

1. Clearly identify what you need to change.
2. Apply critical thinking to identify the structure of the change.
3. Apply creative thinking to identify other solutions.
4. Identify next steps.
5. Schedule your change and take the first action.
6. Evaluate your activity and measure your success.
7. Reward your successful completion.

Let's take a closer look at each step in order to better understand it and how it applies. You must understand the steps because they will be the basis of your Power of an Hour system for success.

Clearly Identify What You Need to Change

Solving the wrong problem is one of the most significant reasons that real change does not occur. In order to create fast and lasting change, you must first take time to clearly identify the problems you want solved. Here are a few questions that need to be answered before a project is started.

- What is the specific factor initiating this change? In other words, what one thing contributed to this decision?
- Is that one thing important enough to focus your efforts and finances to achieve this change?