MORTGAGE PROFESSIONALS CANADA

NATIONAL MORTGAGE CONFERENCE

BRUCE KIRKBY



DON'T ASK *HOW?* ASK *WHO?*

TRANSFORMATIONAL GROWTH

WHAT MATTERS?

FUEL

- What work would you keep doing even if no one noticed or thanked you?
- What would make the coming year at Career Sales Force feel meaningful, not just productive?
- What will you one day regret not pursuing?
- Who do you envy — and what does that tell you about what you want?

The purpose here is not "find purpose." It is to identify one area of life or work where growth matters enough to fuel transformation. Something to start the snowballing…

Reflections:

What matters to me now: _____

WHO GETS THERE?

REDIRECT

- What kind of person consistently produces this result?
- What standards would they refuse to compromise?
- What would they say no to?
- How would this person describe themselves — in one or two words?

The trick here is to write a way of being, and not an achievement.
For example *Runner* instead of *Finish a marathon*
Or *Trusted leader* instead of *Get promoted*

Reflections:

My "To Be" List:
I am becoming a _____

WHAT WOULD THEY DO, TODAY?

GLUE

- What would that person do on any ordinary day?
- How would they respond after missing a day?
- What is something measurable they might track?
- What is one thing you might have to stop doing?

What simple, repeatable behaviours and habits will help you become the person you need to be?

My daily/weekly behaviours:

1. _____
2. _____
3. _____

When I slip, I will: _____

And the most important question… *WHY NOT NOW?*