

BRUCE KIRKBY

ASK WHO? NOT HOW?

TRANSFORMATIONAL GROWTH BLUEPRINT

CARING FIERCELY

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…

What matters?

- 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?

Reflections:

What matters to me now: _____

ASK WHO, NOT HOW

Try 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*

Who gets there?

- 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?

Reflections:

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

BE IT UNTIL YOU SEE IT

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

What would they do today?

- 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?

My daily/weekly behaviours:

1. _____
2. _____
3. _____

When I slip, I will: _____

And the most important question when you find yourself at the crossroads… WHY NOT NOW?