

HABIT 1

BE PROACTIVE

PRINCIPLES OF PERSONAL VISION

Your ability to do what you just did is uniquely human, animals do not possess this ability . We call it " self –awareness" or the ability to think about your very thought process . This is the reason why man has dominion over all things in the world and why he can make significant advances from generation to generation .

"PROACTIVITY " DEFIND

It means more than merely taking initiative . It means that as human beings , we are responsible for our own lives . Our behavior is a function of our decision , not our conditions . We can subordinate feelings to vales . We have the initiative and the responsibility to make things happen .

Look at the word *responsibility* - "response-ability" – the ability to choose your response . Highly proactive people recognize that responsibility . They do not blame circumstances , conditions , or own conscious choice , based on values , rather than a product of their conditions , based on feeling .

Reactive people are often effected by their physical environment . if the weather is good , they feel good . if it isn't , it affects their attitude and their performance .

Reactive people are also effected by their social environment , by the "social weather . "
When people treat them well , they feel well ; when people don't they become defensive or protective . Reactive people build their emotional lives around the behavior of others , empowering the weaknesses of other people to control them .

**Reactive people are driven by feelings ,
by circumstances , by conditions , by
their environment . Proactive people are
driven by values—carefully thought about
, selected and internalized value .**

As Eleanor Roosevelt observed , " No one can hurt you without your consent " . In the words of Gandhi , " They cannot take away our self respect if we do not give it to them . " It is our willing permission , our consent to what happens to us , that hurts us far more than what happens to us in the first place .

Our Basic nature is to act , and not be acted upon , as well as enabling us to choose our response to particular circumstances , this empowers us to create circumstances .

Taking initiative does not mean being pushy , obnoxious , or aggressive . It does mean recognizing our responsibility to make things happen .

Act or BE ACTED UPON

The difference between people who exercise initiative and those who don't is literally the difference between night and day . I'm not talking about a 25 to 50 percent difference in effectiveness ' I'm talking about a 5000 – plus percent difference , particularly if they are smart , aware , and sensitive to others .

The language of reactive people absolves them of responsibility . " That's me . That's just the way I am " . *I am determined . there's nothing I can do about it .*

"He makes me so mad " *I'm not responsible . my emotional life is governed by something outside my control .*

" I can't do that . I just don't have the time . " *something outside me-limited time-is controlling me .*

"If only my wife were more patient ." *someone else's behavior is limiting my effectiveness .*

"I have to do it . " *circumstances or other people are forcing me to do what I do . I'm not free to choose my own actions .*

HABIT 2

BEGIN WITH THE END IN MIND

PRINCIPLES OF PERSONAL LEADERSHIP

To begin with the end in mind means to start with a clear understanding of our destination . It means to know where you're going so that you better understand where you are now and so that the steps you take are always in the right direction .

It's incredibly easy to get caught up in an activity trap , in the busy-ness of life , to work harder and harder at climbing the ladder of success only to discover it's leaning against the wrong wall . It is possible to be busy – very busy – without being very effective .

People often find themselves achieving victories that are empty, successes that have come at the expense of things they suddenly realize were far more valuable to them .

How different our lives are when we really know what is deeply important to us , and keeping that picture in mind , we manage ourselves each day to be and to do what really matters most . If the ladder is not leaning against the right wall , every step we take just gets us to the wrong place faster . We may be very busy , we may be very *efficient* , but we will also be truly *effective* only when we begin with the end in mind

" Begin with the end in mind " is based on principle that *all things are created twice*. There's a mental or first creation , and a physical or second creation to all things .

HABIT 3

PUT FIRST THINGS FIRST

PRINCIPLES OF PERSONAL MANAGEMENT

Question 1 : What one things could you do (you aren't doing now) that if you did on a regular basis , would make a tremendous positive difference in your personal life ?

Question 2 : What one thing in your business or professional life would bring similar results ?

The two factors that define an activity are urgent and important . Urgent means it requires immediate attention .

THE TIME MANAGEMENT MATRIX

	Urgent	Not Urgent
Important	I ACTIVITES : Crises Pressing Problems Deadline-driven projects	II ACTIVITES : Prevention , PC activities Relationship building Recognizing new opportunities Planning , recreation
Not Important	III ACTIVITES : Interruptions ,some calls Some mail , Some reports Some meetings Proximate , pressing matters Popular activities	IV ACTIVITES : Trivia , busy work Some mail Some phone calls Time wasters Pleasant activities

**Urgent matters are usually visible .
They press on us ; they insist on action .
They're often popular with others .
They're usually right in front of us . And
often they are pleasant , easy , fun to do .
But so often they are unimportant !**

Importance , on the other hand , has to do with results . If some things is important , it contributes to your mission , your values , your high priority goals .

We react to urgent matters . Important matters that are not urgent require more initiative , more proactivity . ***we act*** to seize opportunity , to make things happen . If we don't practice Habit 2 , if we don't have clear idea of what is important , of the results we desire in our lives , we are easily diverted into responding to the urgent .

Quadrant I is both urgent and important . it deals with significant results that require immediate attention . we usually call the activities in Quadrant I " crises " or "problems " .

There are other people who spend a great deal of time in "urgent , but not important" Quadrant III , thinking they're in quadrant I . They spend most of their time reacting to things that are urgent , assuming they are also important . but the reality is that the urgency of these matters is often based on the priorities and expectations of others

People who spend time almost exclusively in Quadrants III and IV basically lead irresponsible lives . Effective people stay out of Quadrants III and IV because , urgent or not , they aren't important . They also shrink Quadrant I down to size by spending more time in Quadrant II .

Quadrant II is the heart of effective personal management . It deals with things that are not urgent , but are important . it deals with things like building relationships , writing a personal mission statement , long-range planning , exercising , preventive maintenance , preparation – all those things we know we need to do , but somehow seldom get around to doing ,because they aren't urgent .

Now look again at the nature of those questions : what one thing could you do in your personal and professional life that , if you did on a regular basis , *would make a tremendous positive difference in your life ?*

HABIT 4

THINK WIN /WIN

PRINCIPLES OF INTERPERSONAL LEADERSHIP

Win /Win is not a technique ; it's a total philosophy of human interaction . In fact , it is one of six paradigms of interaction . The alternative paradigms are Win / Lose , Lose / win , Lose / Lose , Win , and win /win or No Deal .

Win / Win

Win / Win is a frame of mind and heart that constantly seeks mutual benefit in all human interactions . Win/Win means that agreements or solutions are mutually beneficial , mutually satisfying . With a Win /Win solution , all parties feel good about the decision and feel committed to the action plan . Win /Win sees life as a cooperative , not a competitive arena .

Win /Win is based on the paradigm that , there is plenty for everybody , that one person's success is not achieved at the expense or exclusion of the success of others .

HABIT 5

SEEK FIRST TO UNDERSTAND ,
THEN TO BE UNDERSTOOD

PRINCIPLES OF EMPATHIC COMMUNICATION

Reading and writing are both forms of communication . so are speaking and listening . In fact , those are the four basic types of communication . and think of all the hours you spend doing at least one of those four things . The ability to do them well is absolutely critical to your effectiveness

Communication is the most important skill in life . we spend most of our waking hours communicating . But consider this : you've spent years learning how to read and write , years learning how to speak , but what about listening ? What training or education have you had that enables you to listen so that you really , deeply understand another human being from that individual's own frame of reference ?

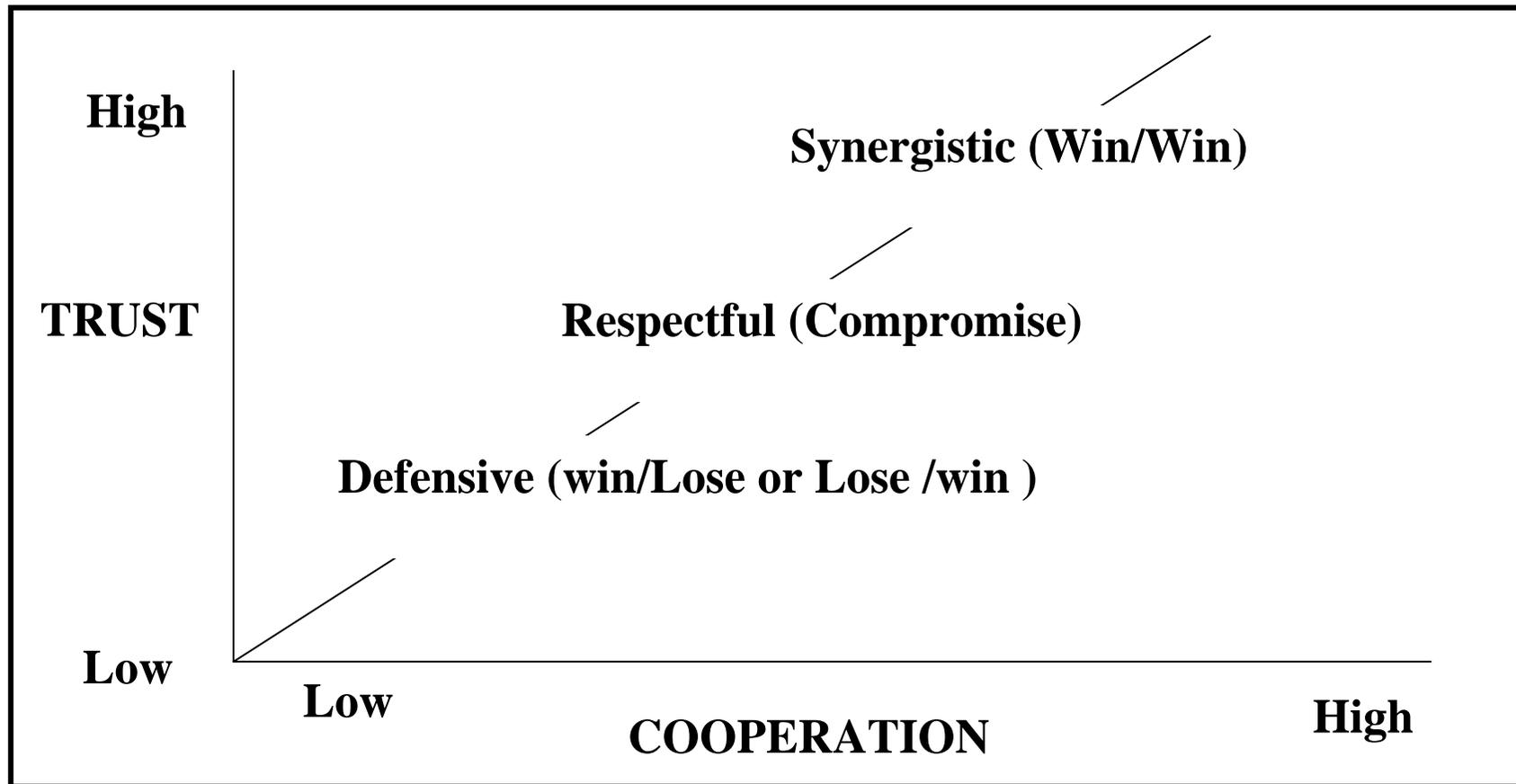
"Seek first to understand " involves a very deep shift in paradigm . We typically seek first to be understood . Most people do not listen with the intent to understand ; They listen with the intent to reply . They're either speaking or preparing to speak . They're filtering everything through their own paradigms , reading their autobiography into other people's lives .

HABIT 6

SYNERGIZE

**PRINCIPLES OF CREATIVE
COOPERATION**

LEVELS OF COMMUNICATION



The lowest level of communication coming out of low-trust situations would be characterized by defensiveness , protectiveness and often legalistic language , which covers all the bases and spells out qualifiers and the escape clauses in the event things go sour . such communication produces only

Win / Lose or Lose /Lose . It isn't effective — there's no P/Pc balance – and it creates further reasons to defend and protect .

The middle position is respectful communication . This is the level where fairly mature people interact . They have respect for each other , but they want to avoid the possibility of ugly confrontations , so they communicate politely but not empathically .

In interdependent situations compromise is the position usually taken . compromise means that $1+1 = 1 \frac{1}{2}$.

Synergy means that $1+1$ may equal 8 , 16 , or even 1,600 . The synergistic position of high trust produces solutions better than any originally proposed , and all parties know it . Furthermore , they genuinely enjoy the creative enterprise .

RENEWAL

HABIT 7

SHARPEN THE SAW

PRINCIPLES OF BALANCED

SELF-RENEWAL

PHYSICAL

*Exercise , Nutrition ,
Strss Management*

MENTAL

*Reading , Visualizing ,
Planning , Writing*

SOCIAL / EMOTIONAL

*Service , Empathy ,
Synergy , Intrinsic Security*

SPIRITUAL

*Value clarification
& Commitment ,study
& Meditation*