**Start with WHY to Drive SUCCESS!**

***"The key to success is to focus our conscious mind on things we desire not things we fear."***

**~ Brian Tracy**

***"Whenever you see a successful business, someone once made a courageous decision."***

**~ Peter Drucker**

What’s your WHY?

(Purpose, lifestyle, passion, dreams, heart, story, values, beliefs, inspiration, motivation, drive, strengths)

What does success mean to you and your organization?

***YOU* (Personally/Professionally) *BUSINESS* (Organizationally)**

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What are your Personal/Professional Goals?

What are your Business/Organizational Goals?

**Purpose > Priority > Productivity**

**Work Smart . . . Achieve Results . . . Celebrate Often!**

**Optimizing Your SUCCESS!**