

The **FIVE “A”s** of The *Entrepreneur Achievement Cycle*



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A1 **Awareness** – where I’ve BEEN, where I AM and where I’m GOING!

- Moving from unconscious incompetence to conscious competence...
- Start with your higher power for discernment...for me, it’s God.
- Who am I and why am I that way?
- Where do you feel most “purposeful” and/or “impassioned?”
- What are my personal strengths and potential weaknesses?
- What are my business strengths and potential weaknesses?
- What are my business opportunities and threats?
- Who are my ideal clients?
- What do I want my life/legacy to represent?
- How do I want my business to serve my life and purpose?
- What do I want to have, be and do?
- What do I need to know that I’m not aware of?
- Do I have the right people and resources to achieve my vision?

A2	Action Plan – I know how to get to where I want to GO!
	<ul style="list-style-type: none"> • Where do I want to be in 1, 3 and 5+ years out? • What are my core values, my mission and vision? • What needs to be accomplished, by whom and by when? • Is everyone on the “same page” and aligned with the vision & goals? • Do I have a simple “dashboard” to know if we’re “winning” or “losing?” • Do I have a cadence of accountability and communication? • Am I aware of the sacrifices needed and willing to make them? • Do I have the resources needed to get to my destination?
A3	Action – mobilize the troops and let’s get GOING!
	<ul style="list-style-type: none"> • Do I have, and does everyone on the team have, adequate motivation? • Do I or we have limiting beliefs that may hinder our progress? • Do I know how to leverage processes, systems and people to execute? • Are we all focused on the right things to maximized effectiveness? • Am I procrastinating or over-thinking rather than DOING? • Is fear of failure or success sabotaging my success?
A4	Achievement – measuring progress, making adjustments & enjoying the ride!
	<ul style="list-style-type: none"> • Creating consistency and sustainability. • How does my environment support me? • What resources keep me moving in the right direction? • What skills do I need to stay the course? • What belief systems will empower me to persevere? • How do I stay in the “zone?” • What keeps the “fire burning?”
A5	Affirmation – I’m celebrating progress and taking time to celebrate SUCCESS!
	<ul style="list-style-type: none"> • Am I allowing myself to enjoy the fruits of my labor? • Am I acknowledging the team’s contributions and rewarding their success? • Am I and are we fully appreciating how much we’ve accomplished? • Am I and are we leveraging our success to build more momentum? • Is my/our confidence building and are we becoming more congruent?