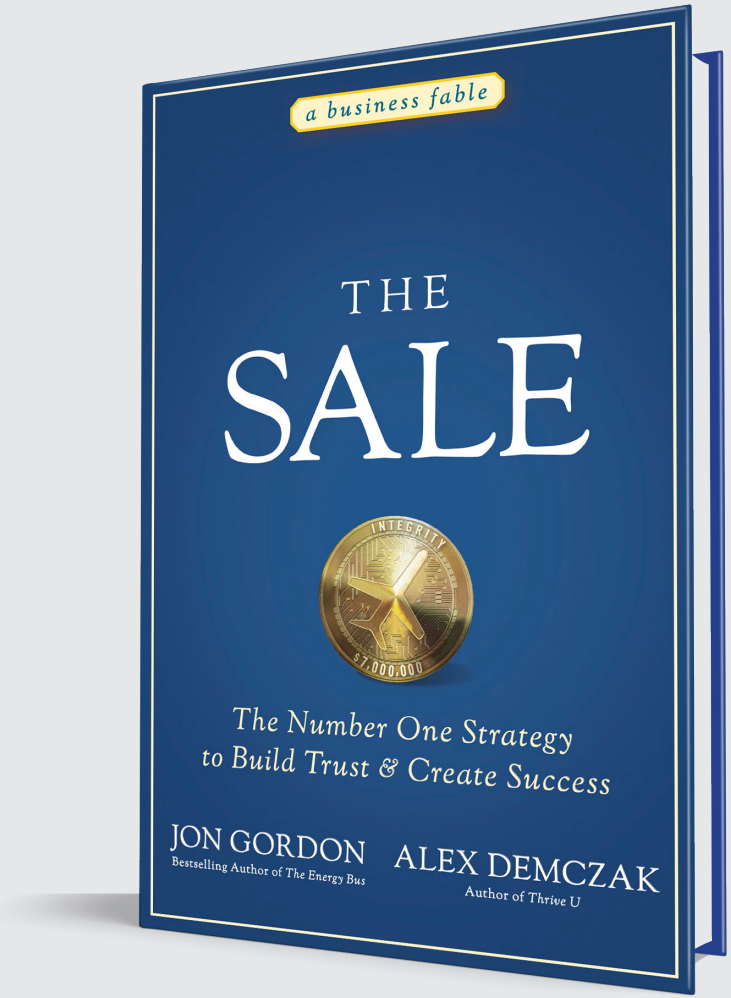


ACTION PLAN

— JON GORDON & ALEX DEMCZAK —

About This Plan

This Action Plan is designed to accompany *The Sale The Number One Strategy to Build Trust and Create Success* by Jon Gordon and Alex Demczak.

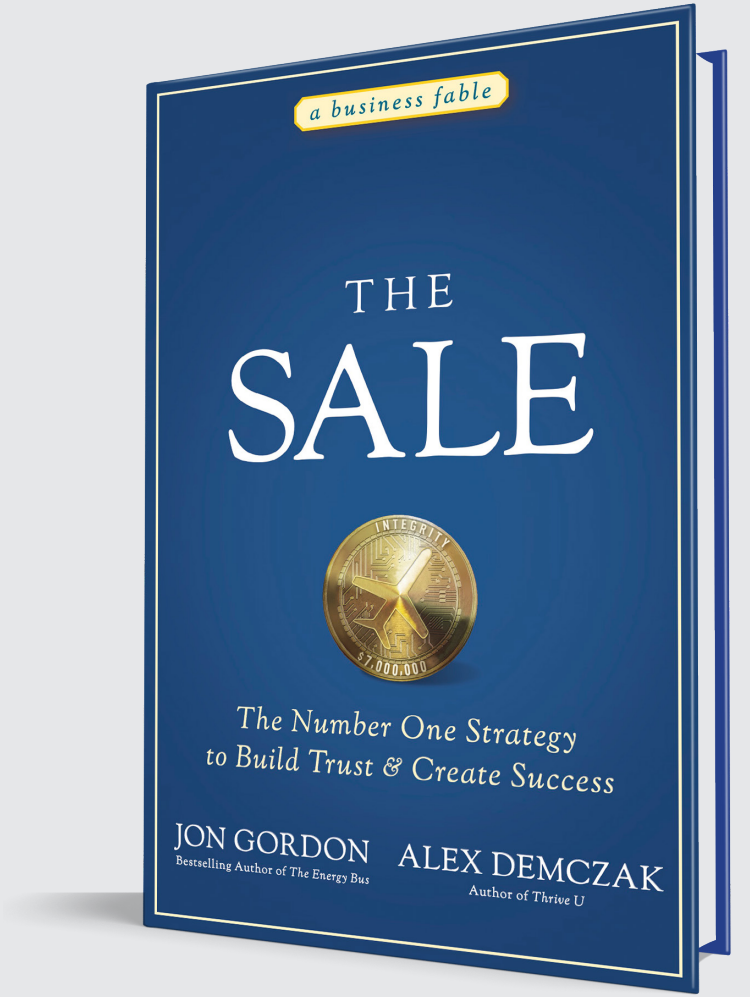
The plan was written by Jon Gordon & Alex Demczak
www.TheSaleBook.com

Design by Dave Whitlock - www.PrincipleDesign.com

All right reserved. © 2022 The Jon Gordon Companies. Inc.

Unauthorized reproduction or distribution of this booklet, of any kind, is strictly prohibited.

To purchase authorized copies or license agreements for volume discounts and duplication of this booklet, visit www.TheSaleBook.com or email Store@JonGordon.com



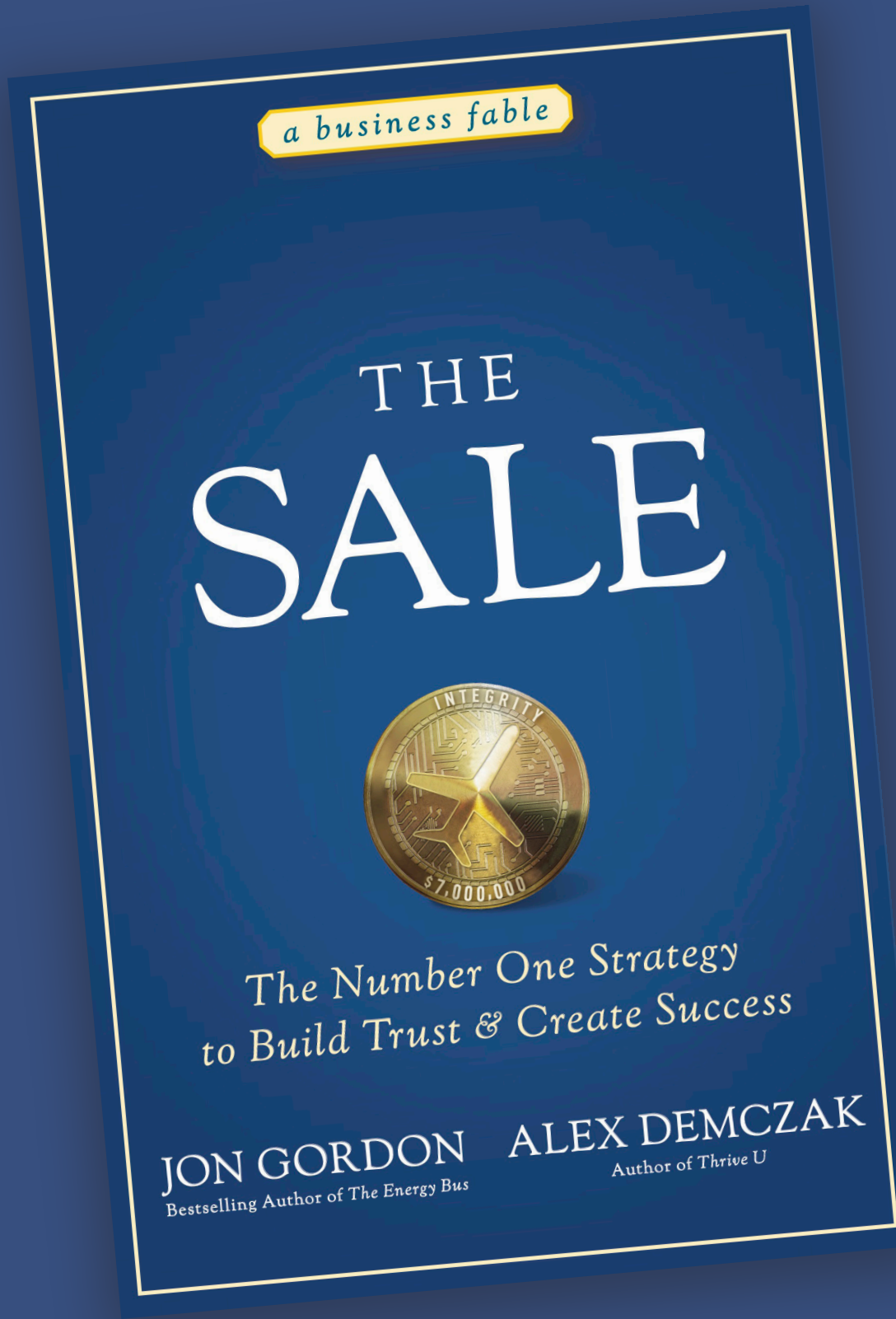
The Sale: The Number One Strategy to Build Trust and Create Success
by Jon Gordon and Alex Demczak

Available where books are sold.

Visit www.TheSaleBook.com for access to training, workshops, virtual book clubs, and other resources.

This plan will guide you through reflective questions and actions to help you better embrace the ideas from the book and discover the number one strategy to build trust and create success.

Let's get started...



Matt's Crazy Life, The Company of The Century

"Matt knew deep down that things were not okay, but he had no idea how to rectify his situation. He was blind to his own actions and was unaware of the ripple effect his lack of integrity was having on his work team and his family. They all knew that something had to change." Pg. 5

Similar to Matt in the description above, at times, we are also blind to our own actions that negatively impact others.

As you think about your own life, when are you most likely to make decisions that negatively impact others?

If you are being honest, what are three of your own behaviors that you can identify as negative or hurtful towards others?

“Matt had the natural talent to be a great leader, but his values and character didn’t fit the company culture that his grandpa had worked so hard to create. Matt dreamed of having a more significant role at Turnbow someday, but everyone, including his grandpa, knew he could not be trusted in a leadership role.” Pg. 11

During some seasons of life, we experience great joy and feel like we are operating at our absolute best. At other times, we feel as though we are not living up to our potential.

When you are operating at your absolute best as a leader, explain what characteristics you exhibit?

What are three specific things that you do (or actions you take) when you are operating at your best as a leader?

"As the company became successful, Jerry stayed true to his core values and beliefs and didn't waver, despite the company's extensive growth." - Pg. 9

Some individuals climb the ladder of success and forget about all the things that helped them have success in the first place. **Reminding yourself of what you stand for provides clarity and confidence in your decision making.**

What are 3 core values to describe what you (personally) stand for?

Your Values:

What are 3 core values that describe what your (team/organization) stands for?

How can you align what you personally stand for with what your team/organization stands for?

"Every day, our goal is to deliver results with integrity and have a great time serving others. When you have that kind of daily focus, exceeding the expectations of those you serve, success will come." - Pg. 10 (Jerry)

Jerry had a very clear vision of where he and his company were headed. Without his visionary leadership and commitment to integrity and excellence, who knows if Turnbow would have the extravagant success it has today.

What do you want to be known for?

What contribution do you want to make to your organization's culture?

What are the values underlying your organization's culture? Are they clear to those outside of your company?

Circle where you believe your culture currently is on a scale of 1-10, 1 being a toxic culture and 10 being a healthy, life-giving culture.

1 - - - - 2 - - - - 3 - - - - 4 - - - - 5 - - - - 6 - - - - 7 - - - - 8 - - - - 9 - - - - 10

The Future of Turnbow Technologies; Stress at Home, Work, and Life

"Jerry was the smiling face of the organization. It was his leadership that had propelled it to local, national, and even worldwide impact, with his insistence on great customer service, impeccable products, attention to detail, and integrity. He always focused on doing little things to make his employees and team members feel valued. He would regularly send handwritten, personal notes to employees to recognize them individually and thank them for their hard work. Jerry walked the aisles of the production plant to make sure that frontline workers were doing well, and he personally called clients to thank them for their business. Jerry seemed like a grandpa to all because of the love and care he showed them." - Pg. 16

We can all think of someone like Jerry, who goes above and beyond in everything he does with integrity. Take a moment to think of someone like this in your life...

Who is someone in your life that you admire because of the way that he/she loves, serves, and cares for others?

What are specific things that this person does that elicits your admiration for his/her leadership?

When someone goes above and beyond to serve you personally, how does it make you feel?

What are a few practical ways that you can “go the extra mile” to serve others in your own life?

"Nowadays, Matt was short-tempered, less affectionate, and found it difficult to keep up with the kids' energy, as his work fatigue got worse. He hadn't taken any real time off in several years. " - Pg. 21

Maybe you can relate to this quote. Most behavioral changes like these don't happen overnight, but begin with many small rationalizations that continue to build until at some point, you realize that you're very off-track and have adopted some unhealthy habits.

What is an activity that you are currently not giving 100% that you previously gave your best effort?

What specifically do you miss about engaging in that positive, life giving activity and other healthy routines?

What attitudes, actions or circumstances trigger the "slippery slope" of you falling away from engaging in this activity?

What is one practical step you can take this week to move toward re-engaging in that life-giving activity? Even if it is a small step.

"Great things are not done by impulse, but by a series of small things brought together."– **VINCENT VAN GOH**

CHAPTER 5

Mandatory Vacation

"When I originally started this company, I worked long hours and expected my employees to work harder because I wanted to see the company succeed. I didn't have healthy boundaries and those actions took a toll on my personal life." - Pg. 29 (Jerry)

Knowing what you stand for is very important. Knowing what you do NOT stand for is even more important.

Without writing this person's name down, think of someone who leads in a way that is toxic or lacks healthy boundaries. What types of emotions come to mind when you think about this type of leader in your own life?

Would you say you have a healthy approach to your work-life balance? What are some changes you can make to move toward a more healthy balance?

"Getting away from the office was exactly what Matt needed. After a few days he could already feel the stress leaving his body and felt calm for the first time in a long while. He knew he should have planned a vacation like this sooner. He always talked about it and hoped it would happen, but he never acted" - Pg. 41

Like Matt in the quote above, many of us have great intentions about our lives at home and at work. But some never move from intention to action.

What is an area of your life that you have great intention, but fail to apply action?

What is a practical action step that you can take?

"A good intention, with a bad approach, often leads to a poor result."– **THOMAS A. EDISON**

CHAPTER 6

A Chance Meeting

"When you truly love what you do, it's not work. It's a calling." Pg. 36 (Randy)

When you view your work only as a 9-5 job, your work reflects that, but when you view your job as a calling, you approach your work differently.

Do you view your job as a 9-5 or a calling?

What is a practical thing that you can do to begin viewing your work as a calling?

"I do my work with purpose because it gives me life." Pg. 36

How often do we fill our schedules with things that actually drain us? The average American worker spends around 90,000 hours at work in their lifetime.

Randy loves his work because it is purposeful. Do you feel like you are making an impact at work? What can you do to be more impactful in your role?

What activities at work or outside of work are life-giving to you?

What do you need to adjust in your schedule to experience more of the life-giving activities above?

The Trip; The Big News

"Matt already knew the implications of this sale. It would bring Turnbow around $72 million in revenue, and Matt alone would get a gross commission of $7 million. This type of sales opportunity generally comes around only once in a lifetime. Matt's mind raced. This would be his big break." - Pg. 48

Often our emotions cloud our decision making. In the moment we will make decisions or do things that we normally would not do when presented with all of the facts.

What is an example of a time that you made an emotional decision or made a compromise that negatively impacted others?

What was the ripple effect of this decision that you made?

At times, emotion is an important component in taking big risks or making hard decisions, but in your opinion, what goes into making a sound and wise decision?

"Jerry is an amazing guy, one of the best around, but at the end of the day, he's a businessman just like you and me. He wouldn't want us to pass up an opportunity as good as this."– **PG. 48 (TONY)**

The Four Laws; Law #1: Integrity Builds Trust

In Chapter 5, we discussed activities that bring you life. Matt's out-of-control work habits and lingering decision about the sale was starting to take a toll on his life.

What are the activities or habits in your life that drain you?

What is a draining activity or habit that you need to cut out of your life?

Law #1 Integrity Builds Trust

"In business and in life, integrity is the cornerstone that creates congruence between what you say and what you do. If you tell your wife that you want to put your relationship with your family before your career but then you miss your daughter's birthday party because you're traveling for work, it's hard for your wife to believe what you're saying because your actions don't match." -Pg. 65 (Randy)

Think of a person that you have witnessed saying one thing and doing another thing.

How was this person's credibility impacted by their incongruent behavior? Did it impact your ability to trust that person?

Growth; Law #2: Integrity Allows for Long-Term Success

"Living with integrity is doing what is right versus what is convenient." **- Tony Dungy**

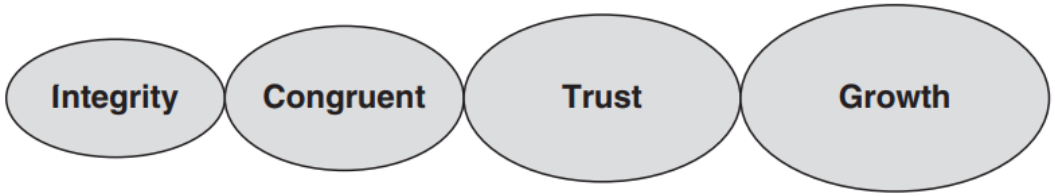
Name a time when you did something that was easier or more convenient for you rather than doing what was right. What were the negative ramifications of this decision?

"A person who leads the orchestra must turn his back to the crowd." - Pg. 69 (Randy)

Name a time when you stood strong in your leadership and did the right thing, even when others didn't agree or thought you were crazy. How did you feel?

Name a person who lives with integrity. What is different about them that makes them so special?

Character may take years to build, but can be damaged in seconds. The continuum below illustrates how living with integrity builds trust and ultimately leads to growth.



I-G Continuum

How can you apply the principles in this diagram to your life or business?

What are a few practical actions that build trust with your teammates?

Randy brings up the importance of identifying potential stumbling blocks before they are encountered.

What are potential obstacles or stumbling blocks that could negatively impact your life or business?

What can you do proactively to avoid these “stumbling blocks” in your way?

Law # 3 Integrity = Your Best Self

"Comparison is the thief of joy. You've been greatly blessed and you owe it to the people in your sphere of influence to be the best version of yourself every day, whether you're wiping down tables or running a company, or both. " - Pg. 94 (Randy)

It is hard to be grateful in life when you constantly compare your life to others.

In what ways do you compare yourself to others? How do these comparisons impact your leadership and decision making?

"For what does it profit a man to gain the whole world and forfeit his soul?" Pg. 94 (Randy)

What are your thoughts on this verse that Randy shares with Matt and how can you relate it to your life?

"When you live with integrity, you experience peace and contentment, which provides freedom. You're able to be who you really are, rather than being hyper-focused on maintaining false narratives or remembering lies, which puts you on a hamster wheel you can never get off. " -Pg. 88 (Randy)

Reflect on a time when you personally lacked integrity and describe how it impacted your physical, emotional, or mental health or the health of someone you know? Examples: sleepless nights, self- medicating, difficulty focusing, irritability, weight loss or weight gain, etc.

"Nearly all men can stand adversity, but if you want to test a man's character, give him power."– **ABRAHAM LINCOLN**

CHAPTER 14

Law #4 Integrity Frees You to Live

"Living without integrity requires maintenance. But when you speak and live the truth, no maintenance is required. When you are congruent in all areas of your life, you can sleep well at night because you know that you are not maintaining a lie-- you are simply living the truth. - Pg. 88 (Randy)

When you lack integrity, at times it feels like you are trying to juggle the truth to maintain the narrative. This kind of "maintenance" is exhausting.

Do you feel as though you are juggling in any areas of your life?

"I once heard a parable about two men who each built a house. One man built his house on sand and the other built his on rock. When storms came, the house built on sand was destroyed very quickly, but the house that was built on solid rock stood through violent storms." - Pg. 101 (Randy)

Do you feel like your life is built on a strong foundation or would you be "swept away" by a violent storm? Why is having a strong foundation so important to you personally?

" In my younger days, I thought rules didn't apply to me and that I had the freedom to do whatever I wanted. As it turned out, I was trapped. When I finally decided to get my life together and started becoming the man I was supposed to be, I had to begin taking ownership of my actions and examine my life choices." - Pg. 102 (Randy)

Are there areas in your life where you feel that the rules don't apply to you? If so, how might this fact be impacting others and their perception of you?

When you truly examine your life, do you feel that you take full ownership for your decisions, thoughts, and behaviors?

“Twenty years from now, when you look back on this situation, what decision will make you most proud?” Pg. 103 (Randy)

When you make decisions, do you tend to think about the short term or the long term?

Thrive Airlines

"On one hand, Matt wanted to make a decision that would keep him from having any moral regrets later in life, but he also knew that $7 million would change his life completely. " - Pg. 108

Can you name a time when money or other personal gain impacted your decision making?

"Matt couldn't believe what had happened. His heart raced. Sweat poured from his forehead. He stared at the blank wall for a few minutes as thoughts raced through his mind. He had waited for a moment like this his entire career. It was all happening so fast."

-Pg. 111

Matt was conflicted at the thought of making so much money in an unethical way as opposed to not moving forward with the sale at all. He referenced how fast everything was happening. What is your process for making decisions? Do you make decisions quickly or do you take time to think of all the possible outcomes and ramifications?

“Kendra stopped Matt quickly and said, “I don’t care about money. I’d rather you be there for the kids. I want you to do the right thing, so you can sleep at night. Please don’t make a decision based only on money. ” - Pg. 111

Sometimes when faced with tough decisions, we need to lean on people that we love and trust to speak truth into our lives.

Name three people in your life that you trust to tell you the truth, even when it is hard. Choose people that love you and have your interest at heart.

The Sale

"Tony clenched his fist in Matt's face. "If you mess this up, no one is going to forgive you. Your grandfather will be disappointed. You will be letting our entire company down." Pg. 117

Sometimes in the moment we listen to lies that distort reality. Instead of making sound judgements and decisions, we allow outside voices to alter our decision-making.

What are three lies that you allow yourself to listen to in certain situations? After you have identified a lie or negative thought, replace the lie with truth.

Lie I listen to:

_____

_____

Truth to replace the lie:

_____

_____

Lie I listen to:

_____

_____

Truth to replace the lie:

Lie I listen to:

Truth to replace the lie:

The Decision

After much back-and-forth about the decision, Matt decides to not proceed with the sale. Let's take a look at a few responses to his decision.

"I'm going to be honest. You did the right thing. You just potentially saved Thrive Airlines millions of dollars in future lawsuits and possible malfunctions in our aircrafts. I'm annoyed that you let it go this far, but I thank you for your honesty." - Pg. 123 (Jade)

"A weight lifted off Matt's shoulders. Matt went back to his hotel room feeling strangely refreshed. He knew he had made the right decision." - Pg. 123

"You did the right thing for the sake of our company and I'm so proud of you." - Pg. 124 (Jerry)

Nothing was more freeing for Matt than to tell the full truth. Can you think of a time when you were completely truthful about a situation, even when it was hard?

Is there any area in your life currently where you need to tell them the full truth? How do you think it would feel to lift the burden of this secret?

For nothing is secret that will not be revealed, nor anything hidden that will not be known and revealed.– **LUKE 8:17**

The Vote

After Matt explained the whole situation to Kendra and told her the entire truth, she was overjoyed and thankful that her husband did the right thing. Look at this exchange between Matt and Kendra.

Matt: "So you're not mad at me for turning down all of that money?" - Pg. 127

Kendra: "Of course not. I have everything I need right here inside this house. Thank you for being a man of integrity " - Pg. 127

Fully telling the truth and living with integrity lifted the weight off Matt's shoulders. He had been stressed, tired, and worn out prior to coming clean. Why do you think the approach Matt took is so important?

The New CEO

The board of advisors at Turnbow Technologies witnessed the changes in Matt's life and the character he displayed. As a result, they unanimously recommended him to be the next CEO of Turnbow after his grandpa, Jerry, retired.

"Listen, I want you to be the next CEO of this company. Not just because you're my grandson, but because I can trust you to run it the right way." Pg. 132

Jerry wants Matt to be the CEO of Turnbow because he TRUSTS him. Do you feel like you are trusted by your team and family members? Why or why not?

How specifically can you foster more trust at work and at home?

The First Speech

Matt was introduced as the new CEO of Turnbow at the company's annual meeting, with thousands of employees in attendance. Matt gave a speech to encourage and gain the trust of his employees. Look at the exchange between Matt and his family after he steps off the stage.

"After he got off the stage, he hugged Kendra and his kids. "You will always come first," he said. "I promise." Kendra smiled. Matt continued, "I want to be the person you married." Kendra kissed him. "Actually, you can be better than that." Kendra said. Matt laughed and agreed." Pg. 137

Matt made this commitment to his family. What is a commitment you need to make to yourself or someone else concerning your character?

After Matt's speech, he talks with his mentor, Randy, and asks if he will open a Dillon's Pizza location at Turnbow Technologies. Matt said, "I want to run this company the right way, but I can't do it alone." Matt was committed to bringing others around him to help foster the culture of integrity and high character. What is something you can do to encourage others to lead with integrity?

Matt's final words in the book were impressive. He echoed the same principles of his grandfather, Jerry, and his mentor, Randy. Read the quote below.

"We are not in the aviation sales industry; we are in the people business. We know that when we operate with integrity, as individuals and as a company, everyone gets better. My grandpa did business that way for over forty years, and we won't stop operating in that fashion anytime soon." -Pg. 141 (Matt)

What are your three biggest takeaways from The Sale? How will you apply these to your life?

Takeaway:

Application:

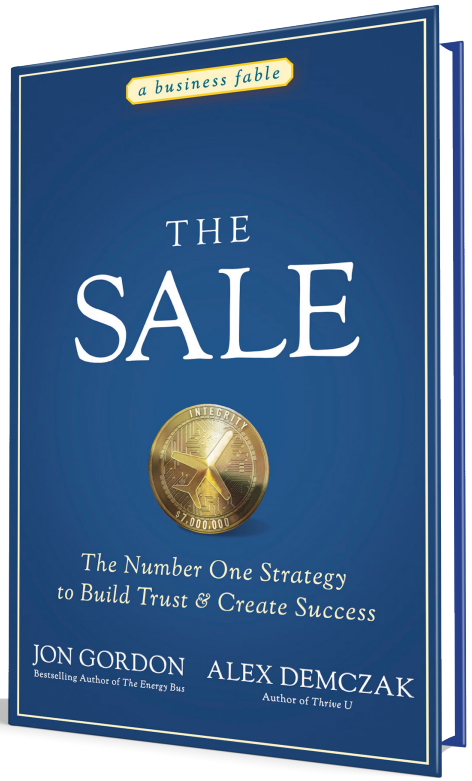
Takeaway:

Application:

Takeaway:

Application:

Order Copies of THE SALE



Amazon | **Barnes & Noble** | **Books-A-Million**
Porchlight Books

Visit **www.TheSaleBook.com** for additional resources, speaking requests, workshops and more.

Visit **www.JonGordon.com** To learn more about Jon Gordon, his speaking, workshops and additional books.