"The secret of our success is discovered in our daily agenda."

- John Maxwell

The Law of Intentionality: No accomplishment of worth is reached by accident. It requires an intentional effort to reach our goals and have a maximum impact on our lives and add value to others.

Not a Genius
I have a confession to make. In high school I wasn’t the smartest person in my class. I had high grades in a very competitive environment. I made Dean’s List and Honor Roll frequently, but I didn’t score high enough to be the top scholastically.

I was, however, one of the most intentional students in a structured, military school. In tenth grade I decided to run for “Funniest Man on Campus” and won by a landslide (anyone surprised?). The next year, I ran for school Vice President to write an article about the race for the school paper from an insider’s view. However, once I figured out how to get students to vote for me, I won again. I graduated as the most decorated ROTC officer in our school.

Very active in church, I participated in choir, drama productions and community activities... all with a goal attached to them: to use my intentional creative skills... and that continues today.

The supervisors and managers who bring me in say their people seem to lack the motivation to develop a productive daily routine. They know what they ought to do but allow other concerns to get in the way. It speaks to priorities and self-discipline, but often goes to a lack of focus. Many people don’t live intentional lives.

Our daily routines are often interrupted by distractions. If you have been working from home during the pandemic, you are realizing what most of us who worked from home knew for years… home offices lend themselves to distractions. It is hard to be intentional when minor disturbances constantly call your attention away from accomplishing major tasks.
If you live an intentional life, you will find yourself ignoring many distractions that will eventually take care of themselves. Intentional people know that if they focus on their purpose for business (or life), it will cause everything else to fall in line behind their priorities.

**Momentum Makers**

Intentional people are self-motivated, and momentum has become their best friend. Motivation often makes large problems smaller. Motivation makes you excited to accomplish each task and see it through to the finish. Motivated people generate their own momentum… and momentum takes care of many distractions.

Are you a “Momentum Maker?” Intentional sales leaders are momentum makers. Intentional service leaders are momentum makers. I compare it to something you have in your house. Look at the thermometer in your work area. What is the temperature? The thermometer is influenced by what the thermostat is set on for that area. Many people are thermometers, allowing the something else to influence their mood or environment.

A thermostat influences the thermometer. It tells the thermometer what to do. I would rather be a thermostat, instead of a thermometer… merely reacting to what happens around me. Are you a thermostat or a thermometer?

“The world is a dangerous place. Not because of those who do evil, but because of those who look on and do nothing.”

*Albert Einstein*

Intentional people have a passion to be significant and contribute to the lives of others. They seek to add value to the world around them with the talents, gifts and skills they have been given in life. They want to make a difference.

1. Intentional people are purpose driven. They know their purpose in life and want to make steps to accomplish that purpose every day. They know who they are and what they can do to add value to others. If they are good at their purpose, then they have found a way to contribute and get people to pay them for it. They don’t wait to get “good” to start accomplishing their purpose.

   What are you good at doing? Don’t wait to start until you get good; start now to become not only good, but better. Know your purpose and start using what you have. Spend your time each day, or each week, getting better at what you are strong at doing. Put aside your weaknesses and focus on getting better at your strengths, just like an artist practices drawing simple objects, or a hockey player practices taking shots they are good at making.

2. Intentional people are never satisfied with the status quo. They work outside of their comfort zones. Stretch yourself to gain new ground every day. Be so uncomfortable with yesterday’s accomplishments that you want to exceed them today. Never rest on your laurels (recognition, awards or successes).
Consider how many championship teams fail to repeat the next season as champions. They sit back, sign autographs and lose the competitive edge. Repeat champions never forget what got them to the top. They stay in shape, keep their daily routines and set repeating as their goal.

3. Intentional people see success as an ongoing journey, not a destination. This speaks to your view of success. If it is a destination, you will almost always fail to reach it, or put off getting there. However, if you see success as a journey, each day holds a new step you can take.

Prioritize the important tasks required to be successful daily. Jim Rohan suggests making an “I Should” list. These are things you should do. It has more impact than a “To do” list. Make an “I Should” list and start on it today. You can look at most people’s daily agenda and tell if they live intentionally or bounce from one circumstance to another like a pin ball in a pachinko game.

4. Intentional people order their daily agendas according to their purpose and never defer from it. Show up each day ready to accomplish something, whether it is your sales goal for the day, your management goal to train others to grow in their abilities, or your service goals to help a specific number of people get better service from you.

Add value to others and you will always find ways to have a sense of accomplishment and gain momentum. I guarantee that if you spend your time helping other people, you will have an improved attitude and success each day you live.

5. Intentional people are self-disciplined. They are strong in setting personal boundaries. Their goals stretch them and are attainable with effort. Where do you want to be in three years, five years... next year? What steps will it take to get there before tomorrow to start that journey?

How can you be an intentional individual in your field or on your team? How can you be so goal-oriented that even the distractions are in awe of your purposeful actions? What sacrifices are needed to focus on what is most necessary to meet your goals?

6. Intentional people are passionate about being the best they can be on a daily basis. Think about how you drive over speed bumps in the road. You slow down, take the bump slowly and move on. Do you ever look back at the impediment? Of course not! Intentional people turn roadblocks into speed bumps and move on… never looking behind.

Remember the last time you made a sale? The last time you achieved an award for outstanding service or recognition? Remember how great you felt with the next task? That was a choice you made, based on your feelings. Intentional people know how to make the same choice every day. They do not allow their feelings to make it for them. That is self-discipline at its best. Your passion for success sets the pace for intentionality.
“No one stumbles upon significance. You have to be intentional.”
John Maxwell

How can you be intentional about closing more sales today? How can you be intentional about being better at leading and equipping others today? How can you be intentional about giving better customer service to the next person you encounter? Most important, how can you be intentional about your attitude toward work, the people you work with, the clients you meet, the circumstances that arise today? What can you do to take control and live intentionally each moment going forward?

As you live intentionally, you will continually find that your passion carries you and life matters more each day.

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