



Stephanie Frank's

Intentional Mastery Primer

Your purposeful pathway to *true and total* success.



**Start here to
enjoy more of
*everything:***

time,

money,

laughter ...

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and love.

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From the Desk of Stephanie Frank



Welcome to a “Frank talk” about your success – and what it really takes to get there.

You're a smart, hard working person who wants the most out of life. Of course you do! Who doesn't really want that? Of course, if you're like most people, the effort you've put in has not completely paid off in the way you wish it would. Maybe you've been asking this question:

“Is it really possible to double my income and triple my time off???”

Good question.

And the answer is an unequivocal, 100% proof positive YES!

You can if you follow the right path, and that's only half of what you can accomplish. Sure, achievement is great. Having material success is wonderful ... when you can also *enjoy it*.

And *share it*.

If pure happiness, peace and prosperity in *all* areas of your life is what you are committed to achieving, then you are absolutely in the right place.

Welcome to the world of Intentional Mastery.

Intentional Mastery is what you **MUST** practice if you truly want to create a life that brings you time, money, laughter and love.

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So how do you do that? By learning the secrets to success that have not been taught to you so far. This Primer will begin to do just that. It will outline for you the steps you must take if you wish to transform your life, turn chaos into calm, and shambles into strategy.

Let's get going!

First, you need to know this: There are 8 contexts of success and when or if they are not mastered you will never achieve life balance and happiness. The 8 contexts are:



Now take a minute to consider this: if you had to rate yourself on a scale of 0-10, what score would you give each context? This was the very catalyst that made me an Accidental Millionaire – it only happened when I made a commitment to having that balance in each context.

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And you can have it too.

Through my writing as well as speaking, training, mentoring and consulting, I've helped thousands of success-seekers around the world earn more money, enjoy more free time, and achieve even more than they ever thought possible. I've also developed my own multimillion dollar businesses (my first was when I was only 22), and I've helped other professionals create similar success stories.

But here's what I found out along the way:

It's more than money.

Many of the clients I've coached, consulted and mentored owned their own businesses and even ran multimillion dollar international entities. Money and finances were important to them, of course. But they'll tell you that all the money in the world isn't enough without also having the time to enjoy your life ... the laughter to lubricate it ... and the loving relationships within which to share it.

They and I have tackled head-on the biggest challenge of our lives: Balance. Through Intentional Mastery, we discovered how to leverage time, money and talent so we can enjoy more fun, freedom and significance in our lives.

Now it's your turn.

But first, I'll let you in on a little secret.

In a private letter, the influential bestselling Author of One-Minute Manager, Ken Blanchard, told me that Accidental Millionaire "goes way beyond making money."

It's true. Many of the life-changing principles and practices you'll discover in Intentional Mastery Training and Mentoring were "hidden" in Accidental Millionaire. If you've already read and profited from my first book, you've probably already begun to apply them to your own success and significance.

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That's why I know this for certain:

It's no accident you found your way to this Intentional Mastery Primer.

Maybe you, too, came to here from reading Accidental Millionaire. Perhaps you've dabbled with other resources that brought you to this turning point, and you're ready to go even further.

You're ready now for true and total success – the Ultimate Result.

You're ready for what *works*.

And not just in one or two areas of your life – but in all areas of your life.

All.

Imagine... What would your life be like if you mastered how to achieve:

- **More Time.** Imagine for a moment that tomorrow morning you wake up to a big pile of dollar bills at the foot of your bed. There are 86,400 dollar bills there, to be exact. (That's the exact number of seconds you have each and every day of your life).

You open your eyes, and immediately the top dollar bill flies over to one of two piles: either the Productive Pile or the Unproductive Pile. Every single second another dollar bill flies to one of those piles. At the end of the day, a big bulldozer comes and takes it away. You've spent your time (that's why they say time is money) and you will never get it back again.

Now, which pile was bigger?

Productive?

Or Unproductive?

Until now, if there were 25 hours in a day you'd still feel overwhelmed trying to fit it all in. Worse – you're wasting time dealing with energy-sucking tasks you don't like, don't do well, and don't earn enough money doing. That's going to change, because

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you're going to be working in your strengths, where you're passionate, empowered and profitable. (Don't worry – everything's going to get done; but YOU won't have to do it all.)

- **More money.** What do you think would happen if your bank account were suddenly filled with a LOT more zeroes than you currently have? Would you jump for joy? Would you go on a spending spree? Take your family on a trip around the world?

If you're like most, you'd need financial education – fast. And you need another thing – the mindset that comes with achieving your financial goals. Successful people just think differently about, well, EVERYTHING. And money is no exception. Truly wealthy people have a confidence that if they lost everything tomorrow, they would be just fine because they have the mindset and skillset required to create wealth – even if they are starting over from nothing. (I know, I've been there myself.)

Frankly, even though money isn't everything – you can't enjoy true and total success without it. The trouble is, while you're slaving away for it – it masters you! *You need to be set financially free.* (Yes, you may start your Dream List now ...)

- **More laughter.** False: success is nothing but hard work. True: laughter works hard toward your success. It's good for you. Really good for you. You know that wisdom about enjoying the journey? Laughter lubricates the way. And you deserve to enjoy both work and play.

If you choose to believe it, life can be really funny. Stuff happens. That's the truth. And when you laugh in the face of fear, worry and doubt, you truly live your best life. Sure, there are lots of bad things happening in the world. Maybe some bad things have happened to you. That's not funny. But you truly do get the choice as to how you experience the ups and downs that ARE your life.

My mother used to tell me that there are very few things in life that are truly worth worrying about – because most things you can't do anything about anyway! So just for today, laugh a little. Enjoy your

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life.

- **More love.** You'd be amazed at how many people we consult with – including multimillionaires, supposedly “successful” people – who are lonely, sad and have no one with which to share their great successes.

The greatest success in life is to have the peace in your heart of loving and being loved – of having true relationships that lift you up, bring lightness to your step and a power to your heart. These relationships could be personal or professional ones, friendships, or ties with family: mother, father, daughter, son, etc..... We cannot function in this world without other people and loving relationships form the backbone of our humanness.

Just for today, consider where love is either abundant or missing in your life. Do you love your family? Your spouse? Your work? Your children? Your co-workers? Do you behave lovingly in your communication, patient and kind in your interactions, or do you spend most of your time trying to be “right” ... with little to no result? Love is a great gift – both to give and receive – and you deserve more of it, guaranteed.

**Whatever brought you here was no accident.
And from here on, it's *intentional*.**

You've certainly tried and succeeded to a certain extent to enjoy both time freedom and financial freedom. You may even experience a lot of laughter in your life. (I sure hope you do.) And if you don't also have the love you desire - and deserve - to share it all with, you're more than ready for that, too. Bring it on!

But ...

If you're like many of the thousands of like-minded, like-hearted people I've helped through Accidental Millionaire ... you're chomping at the bit to run wild and free, to win the race, to gallop ahead to a fuller, richer, more rewarding life.

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That's why I'm thrilled to share "the rest of the story" – and show you what I've learned since Accidental Millionaire ... and how you can stop trying to *manage* your life and finally *master* your life instead.

Purposefully.

Prosperously.

Intentionally.

Come along. *You're on the right path.*

INTENTIONAL MASTERY: The core concepts that will transform your life

Intentional Mastery advances, extends and deepens the proven concepts and systems introduced in Accidental Millionaire that helped me build life-giving, multimillion dollar businesses for myself and my clients. Putting these concepts into action will give you the free time you desire and the financial resources you need to travel, play and have fun in your life, plus much, much more.

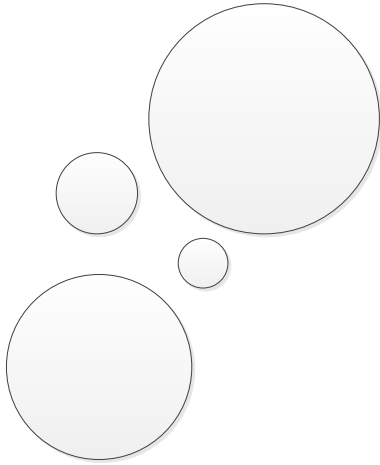
Where do you begin? Right here, right now – with this primer, and your complimentary [Clarity Consult](#). (Your free Clarity Consult helps you move quickly from overwhelm to clarity, and focus on your best first step on the Intentional Mastery path to enjoying more of everything in your life. There's no obligation; you owe this to *yourself*. To schedule your personal consult, visit www.MyClarityConsult.com.)

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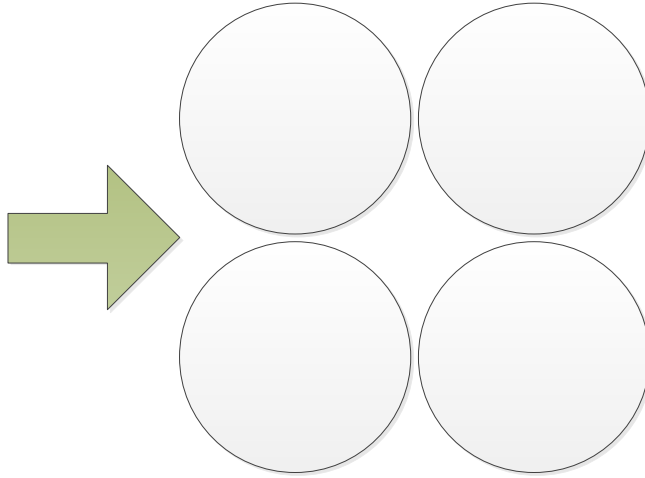
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PARTIAL PROGRAMS



INTENTIONAL MASTERY



Partial programs may help you achieve partial success in one or two areas of your life. Intentional Mastery, a complete offering, helps you achieve true and total success and significance in all areas of your life, with balance and harmony.

Compared with other personal and professional performance resources you may have encountered, Intentional Mastery is devoted to “total and true success” – so it’s more thorough, more balanced, more comprehensive and more “frank.” We know you are after results, and we make sure you have the tools you need to learn how to master your life in bite-sized, easy to implement SYSTEMS, not just useless theory.

How do we do that? Well, if you read *Accidental Millionaire* you know that my entire life was devoted to studying and dissecting computer behavior and systems. I have taken the knowledge of how to create exceptional SYSTEMS and applied it to human behavior. Most programs teach you the concepts, but not the EXACT steps you need to take to master the important things in life. Things like:

- Making time for everything
- Doubling your income
- Having more loving, kinder relationships (at work and at home)
- Getting the respect you want
- Making the right decisions

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- Communicating and persuading effectively
- Finding more joy and happiness in everyday things
- Leveraging EVERYTHING for massive results

Whether you learn from our wonderful self-study courses or live training, you WILL master the systems that bring you the time, money, laughter and love in your life that you truly want.

Intentional Mastery teaches personal mastery ... intentionally.

Total and true success.

True success comes when you enjoy the path and progress toward total success in all areas of your life. Got mega money but no time? Have tons of time but feel financially strapped and trapped? Enough of both but lacking the laughter and love to really feel fulfilled? Sorry, but that's just not true and total success. The Intentional Mastery path teaches you to *enjoy more of everything, in balance and harmony.*

More thorough, more balanced, more comprehensive.

Intentional Mastery promotes *success in all contexts*. Not just financial, but emotional, intellectual, physical, and spiritual. Unlike piecemeal programs that can lead to a myopic life, Intentional Mastery is the path to achieving and sustaining true and total success and leaving a legacy that makes a difference for generations to come.

Let's face it. Finding your own personal blueprint for success and significance can't be learned in school. There is no "Happiness 101" or "Making Good Decisions" class at your local school. No one else tells you how to manage your emotional state, foster great relationships or think systematically for personal mastery. We do. Right here. In easy to understand, step-by-step systems.

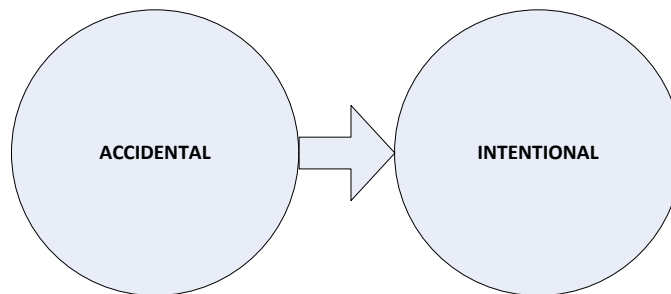
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Shift from Accidental to Intentional.

When you live and work by accident instead of by intent, you may achieve scattershot success. Maybe even great success. But it won't be in all areas of your life, it won't be repeatable, and it won't be sustainable.



People who live accidentally have poor plans, partial plans, or no plans at all. They try to do everything themselves, with no team, or an ineffective team. They spin their wheels, stuck in overdrive and overwhelm, but never arrive at their ultimate destinations.

But when you shift from Accidental to Intentional, your confusion transforms to clarity, and your distraction and diffusion transform to focus. That's why – following the example of Accidental Millionaire – Intentional Mastery gives you proven, step-by-step *success systems* to follow.

ACCIDENTAL	INTENTIONAL
Haphazard	Planned
Occasional	Repeatable
Events control you	You control events
Temporary	Sustainable
Segmented success	Synergistic success
Guesswork, trial and error	Purposeful
Scattershot	Focused
Overwhelming	Empowering

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Intentional is Intent in Action.

While setting intentions is a good thing, it's not enough to intend good things to happen, no matter how good your intentions are. To achieve mastery, you must act with intent, and *act upon your intentions*.

The lack of this insight in why people who attempt to follow teachings of so-called secrets and passive manifestation rarely experience the results they merely wish for. It takes more than wishful thinking; it takes action. Intentional action.

In fact, many ancient teachings from the world's wisdom literature teach us that it's not only our intentions that count, but our actions. For example, you might want to travel the world. But if you sit around and think about it and never book a plane ticket, not much is going to happen. From "right thinking" follows "right action" – or else nothing happens.

Think about it. How many times have you "meant to" call someone or "intended to" help somebody or make an important appointment or complete an important task. Intended to. But never did.

How many people – including yourself – have you let down and left you feeling disappointed?

You see, although I always intended to enjoy time and money freedom and help people all over the world while leading a life of significance, it wasn't until I learned and put into practice intentional, systematic actions that I began to achieve true and total balance. Anybody can work 18 hour days like I used to and call themselves successful. But how many are truly willing to do what it takes to achieve your dreams? Sadly, only a few. I hope you are one of them.

And here's the other part you need to consider. How many times have you taken action without having "thought it through?" How often do are you so busy doing busywork that nothing truly important ever gets accomplished?

It's like feverishly and furiously treading water instead of swimming safely to shore.

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That's why Intentional Mastery starts with strategies ... put into systems ... implemented with tactics, techniques and tools to achieve true and total success. (Beware of quick tricks, sidetracks and shortcuts that are not based on proven strategies that are systematized for success.)

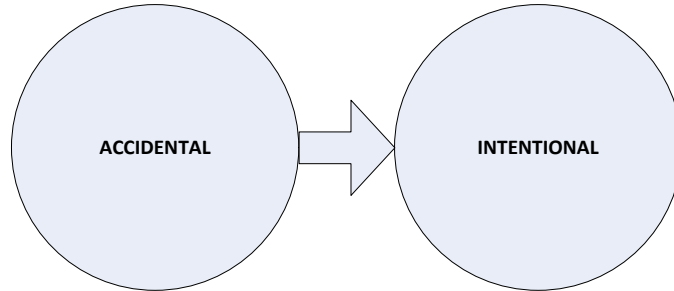
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Mastery trumps Management.

It's easy to find facts, data and information (and, unfortunately, disinformation) about how to manage your money, your time, your environment, your work, your relationships and even your pet goldfish. But information is not intelligence.



One of the greatest benefits of pursuing the path of Mastery is that you own the ever-deepening wisdom that comes from journeying the path itself. You don't just change; you evolve. You transform.

The truth is, you've been trying to manage your life long enough. That's what brought you here. Now, to get where you really want to go, to achieve all you want to achieve, to become all you are destined to become requires more than management.

MANAGEMENT	MASTERY
Low level	High level
Struggle	Strength
Piecemeal	Holistic
Drains energy	Gives energy
Making money	Making meaning
Limited success	Unlimited significance

It requires (unless you're willing to settle and struggle) a commitment to the greater gifts of mastery.

The synergy of mastery.

Intentional Mastery is comprehensive and all-encompassing - bringing together an integrated and overlapping convergence of core competencies and areas of mastery.

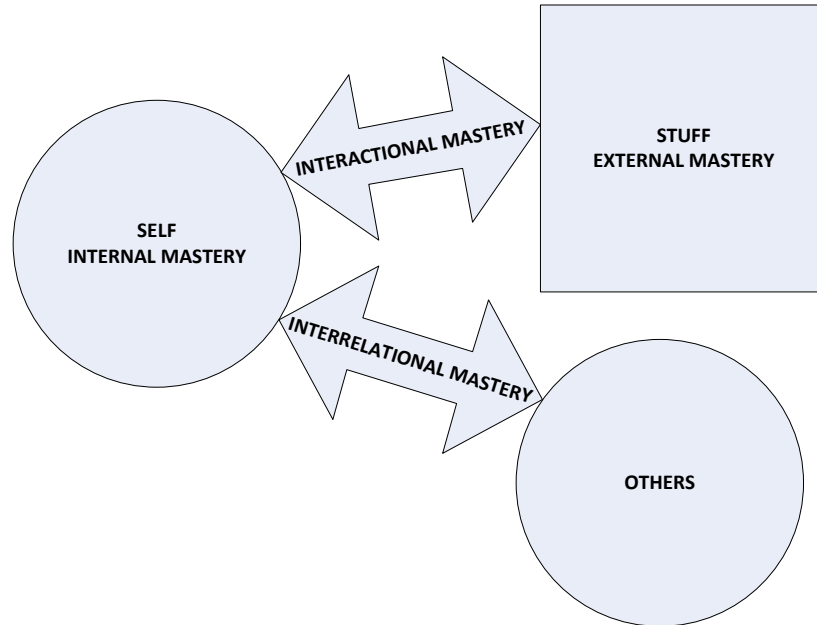
Yet they all fit into four primary categories:

Internal Mastery –our selves.

External Mastery – our “stuff”.

Interactional Mastery – how we deal with our stuff.

Interrelational Mastery – how we relate to other people.





The 3 Pillars of Intentional Mastery

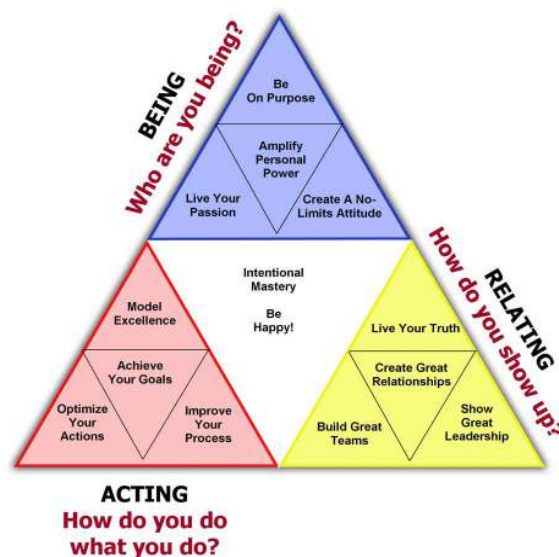
So far we've seen that in order to achieve true and total success (and significance) in all areas of our lives – with balance and harmony – it's vital to:

- Move from accidental to intentional, through action.
- Move from management to mastery, of ourselves, our environments, and our relationships.

Great goals, yes? Yes. But how do we accomplish them? We achieve them through a program of Intentional Mastery that focuses on three primary pillars:

1. How you are BEING in the world.
2. ACTIONS you take every day.
3. How you are RELATING to others.

All Intentional Mastery is neatly organized into a simple to follow model that looks like this:



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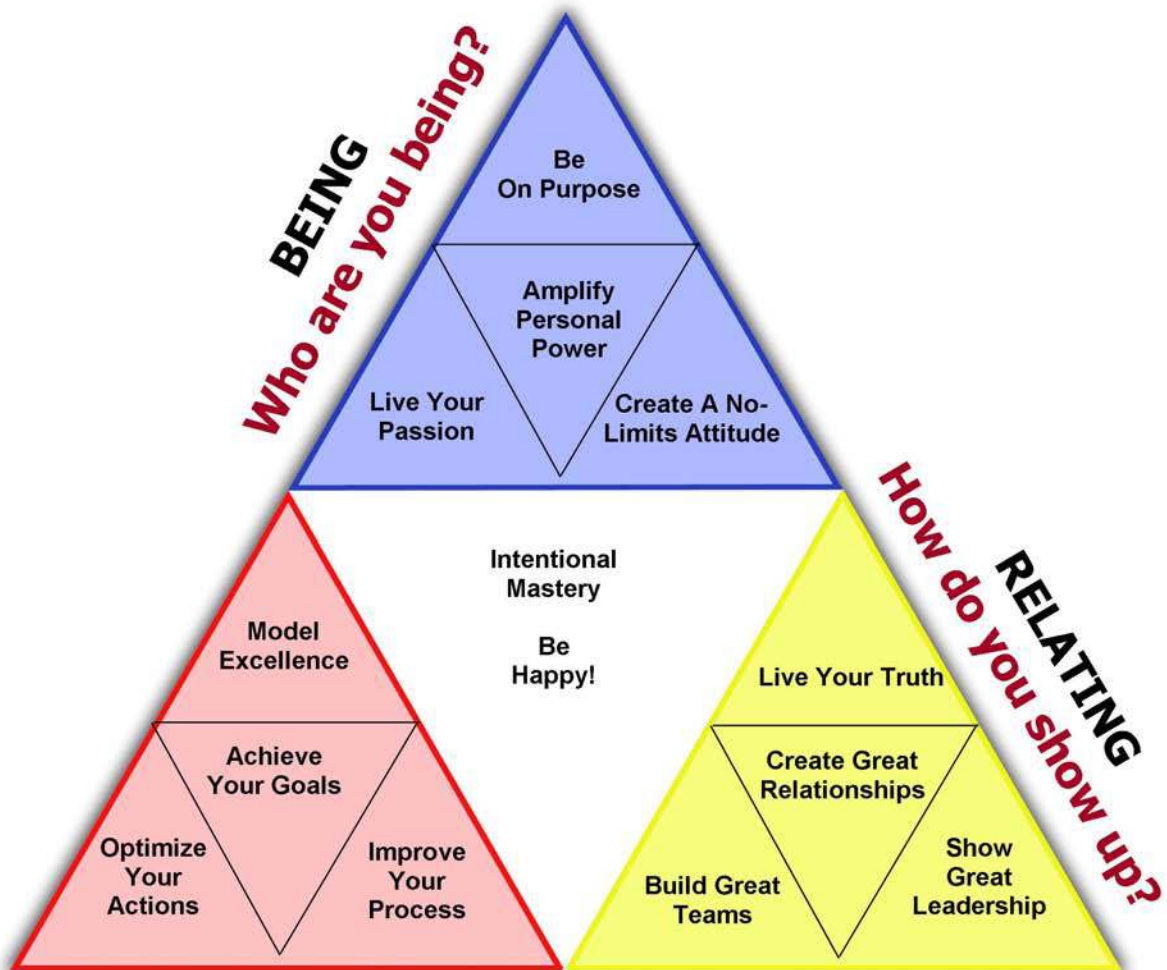
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Who are you Being?

Being is the first part in the Intentional Mastery system. This area helps you to *know your inner self*, which unlocks the door to power, purpose, passion and peace with the world. There are 4 components to Who you are Being:



How are you Taking Action?

Taking Action is the second part of Intentional Mastery. This area helps you to *take purposeful action* to achieve predictable, productive and profitable results. There are 4 components to taking action:



How do you relate to others?

Relationships form the third part of Intentional Mastery. This area helps you to *authentically interact with others* to achieve practical solutions and mutually beneficial outcomes. There are also 4 components to this section.



Intentional Mastery explores these pillars in great depth and detail. (And your free [Clarity Consult](#) is a great way to have your questions answered and find focus.) Before we dig deeper, let's take a quick break to consider where you are today, right now, along your path ...

So where are you in relation to mastering your life? Let's find out with this short quiz. (I show you how to interpret your score after you answer a few questions.)

Where am I now? Intentional Mastery Quiz

Circle one answer for each question.

I have a plan for my life:

- A. Yes, and I refer to it often
- B. It's around here somewhere
- C. Not yet
- D. I don't need a plan – it will all work out

I have a network of relationships that support my life plan:

- A. I keep in regular contact with the core of my network
- B. I have a loose network of good contacts
- C. I am not comfortable networking
- D. I don't need to network – it will all work out

My relationship with my co-workers and family is:

- A. Really good. We work well together and are friendly.
- B. Pretty good. We have a few disagreements from time to time.
- C. Not great. We have a hard time agreeing on anything.

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D. Poor. We barely communicate.

I have a mission statement that reflects my values:

- A. Absolutely and I refer to it often
- B. It's written down but I don't review it very much
- C. It's still in my head but I can remember it
- D. What's a mission statement?

I meditate or have quiet time

- A. Regularly
- B. Often
- C. Once in a while
- D. Never

I enjoy my job/career

- A. Tremendously
- B. Most of the time
- C. About half the time
- D. Never

Things are going well in my career:

- A. Yes! I love what I do and can't wait to get to work every day
- B. Pretty much. There are a few things I would change.
- C. Not really. I am tired at the end of the day and not energized
- D. No way. I have to drag myself out of bed to get to work.

I delegate:

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- A. A lot because it frees me up to do what I need to do
- B. Never, because no one can do the job like I can
- C. Sometimes, but it usually doesn't work out right
- D. I'd like to but I don't know how

Now give a value to each of your answers. For each A, give 4 points, for a B, give 3 points, for a C give 2 points for a D give 1 point.

If your score was:

27-32

Things are probably mostly going very good for you in right now. You have learned how to make time for most things, use leverage and your personal network and are mostly working in your strengths. There may be just a few things that you'd like to change. Define those areas you'd like to make a change and define the change you'd like to make. Start asking questions to discover your next best steps to make that change. Use your personal network.

21-26

Much of the time, your work is fulfilling and things are going well. It might just seem that lately though something feels a little bit off. You sometimes are working harder than you'd like, putting in longer hours and not always seeing the results you used to get. Reconnect to your vision and take a step back. Where are you working harder and not getting the results? Consider an alternative to getting that task done than having to do it personally.

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14-20

One day up, the next day down, that's you. You're riding the roller coaster never really sure where you're going to be at any time. Things go good for a while, then they seem to take a turn to the difficult. It's time to admit that things aren't working and reevaluate your path.

8-13

Most days, you drag yourself out of bed and shuffle off to work, plod through the day and go home. If this is you, you are leading a passionless existence and something's got to change – now. Remember those dreams you used to have? Write them down to reconnect to them even if you don't believe they'll ever come true. You might just be surprised.

(Want help interpreting your score and determining your next steps toward Intentional Mastery? Simply call for your free [Clarity Consult](#).)



The importance of Frank Conversation

There is a lot of good information out there. And a lot of bunk. Among the well-intentioned providers of wisdom are purveyors of weak content and wild ideas that have never been proven in practice. That's why it's vital to turn to a source you can trust, someone who's not only been there and done that once – but who's done it again, and helped others, too. Someone who can show you the ropes because she knows where they are and how to work them. Someone who's willing to take you beyond mere management to mastery, in all areas of your life. That's what I do. My amazing group of consultants and coaches says this:

“Ask anyone who's been counseled by Stephanie and they'll tell you how much they appreciate her tell-it-like-it-is “frank” conversations. Yet as much as she's willing to point out the truth, it's always delivered with kindness and compassion”.

The truth doesn't have to hurt. But sometimes, well, it just does. And it also has to help. That's why we all need cheerleaders. But we also need coaches who won't let us be less than our best. Here, you'll find both. Cheer ... and leaders.

(Your free [Clarity Consult](#) with me or one of my specially trained coaches is your first step on this path. To schedule your personal consult, visit www.MyClarityConsult.com.)

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Finding Your Personal Blueprint – Walking the Path of Intentional Mastery

People who live life intentionally, rather than being blown through life by the winds of random events and other people, are clear about what's important to them and how they impact other people.

And the important first step is knowing what is important to you in life. This can be expressed in terms of your personal values and your purpose in life. It means being able to reflect on and answer the following questions:

- Why was I put on this earth?
- What is my calling?
- Do I have a vision of my lifetime?
- Do I have a personal mission?
- What will be my legacy?

Intentionally reflecting on those questions, discussing them with people who you value, and intentionally taking steps to convert your answers into actions means you are building an intentional way of living.

Who are you anyway? While some may be able to answer that question, the truth is that almost no one lives true to their own internal needs.

Everyone has a personal blueprint, an internal map that can help you to make great decisions about your life, your career or your relationships. When you know your own personal map, it becomes instantly clear why you struggle with certain tasks or activities, and why your work may not seem as rewarding as you'd like.

There are four components to your blueprint:

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Component #1 - Your Values (What's Important to You)

Values are those kinds of beliefs in which you have an emotional investment (either for or against). A value has relative worth in comparison to other things. They act as general guiding principles that govern all activities. Values:

- Determine your personal and professional preferences.
- Confirm that the things you THINK are most important are really true.
- Create a roadmap to help you make decisions.
- Help you make more intentional life choices.
- Reduce conflict and increase harmony.
- Are primarily unconscious (you're not aware of them).

A value system is a set of characteristics, principles and beliefs of right and wrong accepted by an individual or group as having significant worth.

Understand that just because something is desirable, it does mean it is ethical. Using only a personal value system to guide behavior is not sufficient. Being ethical or moral requires that decisions are based on ethical standards in addition to being guided by one's values.

Your values are those things in life to which you have a strong emotional commitment, that you value above other things. They can include ideas or things that are morals or ethics (eg: honesty), or non-moral/ethical things (financial security, recreation). Most people can identify somewhere between 5 and 15 values.

What happens when you don't live based on your values? Or what happens when living your value is in contradiction to an ethical standard?

Have you ever had a situation where you started down a path after making a decision and started feeling or just knowing inside that it was wrong for you? That's a values conflict in action.

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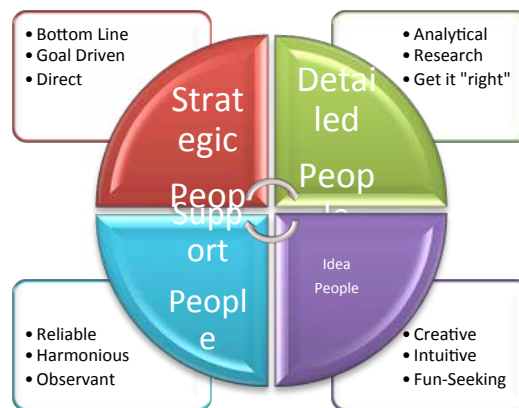
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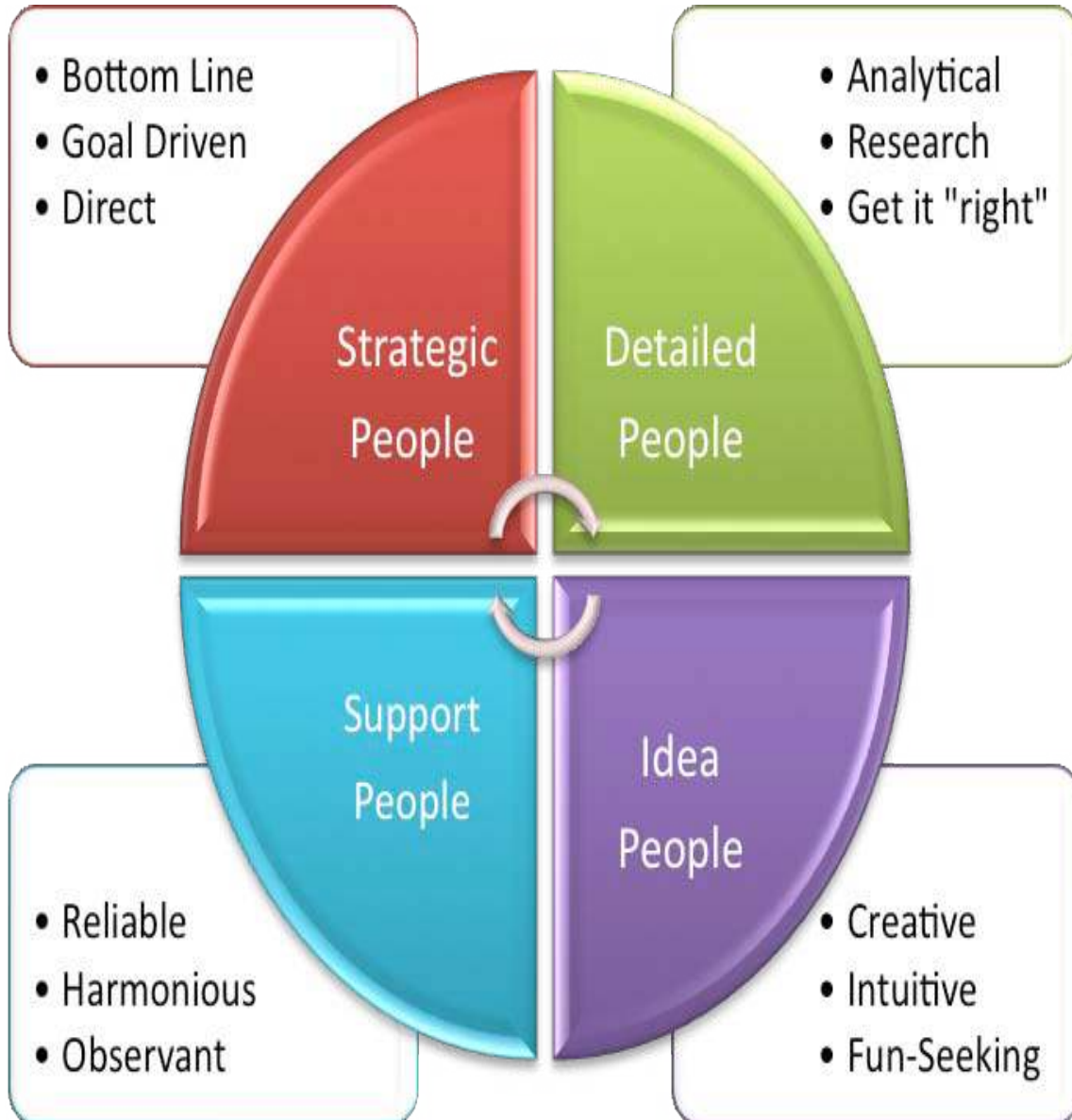
Component #2 -Your Personal Style (How You Experience The World)

Your personal style forms the foundation for your interpersonal, parenting, counseling, decision-making, learning, management, and leadership styles.

Your personal style is created by a set of behaviors and attitudes that strongly affect how you present yourself to others. It is your habitual way of behaving or your predisposition to act a certain way in everyday situations. Your personal style is the basis by which others deem you to be credible or not. This is *extremely* important, because credibility is not decided by you; your credibility is judged by others based on your behavior.

There are four basic types of human behavior:





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Most people have one primary style that they use most and that best represents your standard way of behaving in the world. Again, there is no right or wrong style.

You will come to understand that **each of us is different in our approach** to the environment around us and in our attitudes toward others. There is no right or wrong approach, there are only different approaches.

Your personal style is your natural predisposition to dealing with people, tasks and time. It is how you function in the world, and how you react, process and receive information.

It does not change through time. Personal style has also been referred to as temperament or personality type. It was first identified by Hypocrites in the early Green Empire, and made popular in a different four dimensional form by Galen the famous Green physician in the 5th century B.C. since then many others have created various models based on personal style preferences.

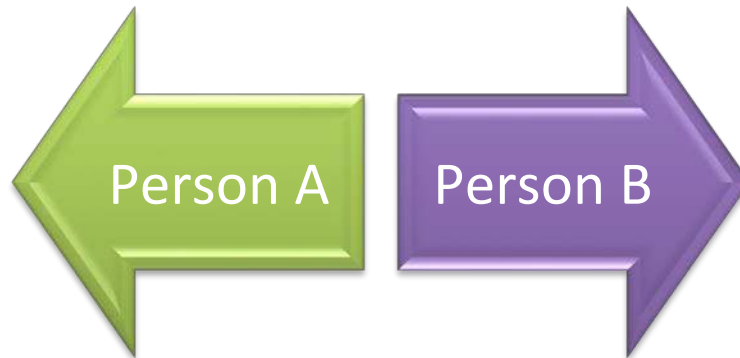
Whatever your personal style is now, it will be the same when you are 80 years old as it was when you were 3 years old. Personal style is observable very early in children and it does not seem to be based on heredity or birth order factors—many parents have children with quite opposite styles.

We do know that, from birth, people tend to process information (think) differently. This means that while they may record the same information, they interpret that information differently. These different interpretations are called **perceptions**. Personal style is our natural or preferred way of perceiving our world. Based on our perceptions we develop approaches to our environment.

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Example: Two people go to the movies together. They sit next to each other and watch the same movie at exactly the same time. One comes out of the movie and says it was a great movie (their perception) and returns the next night with friends and enjoys it again. The second person comes out of the movie and says it was not very good, doesn't go to see it again, and doesn't recommend the movie to anyone. So while these two people experienced the same event, their experiences (perceptions) were very different.

Knowing your own personal style (and knowing that others may have different styles) greatly increases your ability to understand yourself better and begin to become more flexible with others and more compassionate with yourself.



Component #3 – Your Strengths

“You better keep practicing or you’ll never get better!”

“Just keep working on your homework and you’ll get it eventually.”

“You’ll need to focus more if you want to get it right.”

How many times have you heard *that* over the course of your lifetime?

People are bombarded with (and overwhelmed by) getting things done right, fast, efficiently, productively, purposefully, powerfully, etc.

Everyone has strengths, yet not all fit into nice neat little categories.

Instead, many are judged to be “outsiders” by the very thing that makes them unique. Maybe you’ve been there. Maybe you’re the one who:

- Asks a lot of questions
- Sees the really big picture
- Notices when things are out of place
- Finds creative solutions to problems
- Adds up numbers in your head (but can’t share you how did it)
- Finds fault in a process, project or thing (or other people)
- Puts together puzzles with ease
- Draws beautiful pictures
- Translates words into feelings and pictures
- Inspires people at work

The list goes on and on. The traits above are all strengths – useful in many situations and on many kinds of teams. In this step, we will help you discover your personal strengths, and how to align them with your daily activities.

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What is a strength?

First of all, let's define a strength. According to the dictionary, a strength is the **capacity or potential for effective action** and **an attribute or quality of particular worth or utility; an asset.**

For example, if you're the one who has a strength of asking a lot of questions, you don't even think about it in conversation. You just do it. It makes sense to you. It is natural, comfortable and appropriate for you.

If you can add math columns in your head, it's the same way. Easy. Quick. (So easy and quick that you sometimes can't even explain how you do what you do).

If you're going to be productive and passionate, you have to concentrate on your strengths.

If you spend all of your time trying to improve your weakness, your strengths will decrease, and your weaknesses will probably become mediocre. So you'll be all around mediocre.

If everybody was mediocre, there would be no Bill Gates or Martin Luther King or Abraham Lincoln or Mother Theresa. We need people with weaknesses just as much as we need the people with great attributes. Weaknesses mean that no matter how bad we are at one aspect of life, we're equally as good (**if not better**) at something else. *And that we can always find someone who is skilled in our weaknesses.* And vice-versa.

Forget about the weaknesses, develop the strengths.



Weakness is anything that gets in the way of excellent performance.

Most people believe that their greatest improvement will come from overcoming their weaknesses.

Not true!

Focusing on the development of your strengths has a significant impact on how you do your work and how organizations view employees. The Gallup Organization completed a massive survey of 1.7 million employees in 101 companies from 63 countries. When asked the question "At work, do you have the opportunity to do what you do best every day?" just 20% answered positively. In other words, 80% of workers feel miscast in their role. What's more, the longer an employee stays with an organization and the higher she climbs the traditional career ladder, the more negative the response to that question.

One of the most basic assumptions guiding our education system, training and development programs, and the traditional career path are that "everything is learnable." The idea is that a person is basically an empty vessel. Add reading, writing, arithmetic, and later, strategic thinking, people skills, and results orientation, and -- presto! -- one employable adult, one successful person.

Recent research in neuroscience debunks that notion. It turns out that people just don't change that much. From birth to age 15, your brain refines and focuses its network of synaptic connections. The strong connections become stronger still, and the weaker ones wither. Ultimately, we all carve out a unique network of connections -- we end up with some "four-lane highways" and some barren wastelands.



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For example, if you have a four-lane highway for empathy, you will feel every emotion as if it's your own; if you have a wasteland for confrontation, you'll find your brain always shuts you down at the most critical moments. What is ridiculously easy for one person might be excruciatingly difficult for another. That doesn't mean we can't learn new skills and knowledge or even alter values. You can scratch out a thin path from a barren wasteland. But you can never transform a barren wasteland into a four-lane highway.

And why would you want to?

When it comes to great performance, the path of least resistance is the path to excellence. So why do so many of us struggle? Enter the second misguided assumption about learning and growth. The idea that every person's greatest room for improvement is in the area of his greatest weakness, sets us up for a life of "crushing frustration." The Gallup poll asked a cross-section of workers around the world, "Which do you think will help you to improve the most: knowing your strengths or knowing your weaknesses?" In each country polled, fewer than half the respondents believed that their strengths were the key to improvement.

As psychologists Martin Seligman and Daniel Goleman have argued, our entire approach to psychology is "half-baked." The focus is on disease and failure. There are some 40,000 studies on depression on record with the American Psychology Association, and just 14 on joy. That bias translates to the home and workplace as an obsession with correcting weaknesses, filling gaps, and focusing on the laggards.

Your greatest improvement will come from working in your strengths and using them every day to connect with your passion.

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Your next step?

It starts here.

It starts now.

It's up to you.

And it's no accident.

Congratulations! You've read this literally life-changing primer at least once. Perhaps you've made a few notes – and, even better, a few changes in your thinking and actions.

You're on the path to mastering your life, and enjoying more of everything. And you understand the vital importance of community and guidance to achieve and enjoy all that you desire and deserve.

Here's what I want you to do next:

Say yes to your complimentary [Clarity Consult](#) with me or one of my specially trained consultants. We'll help you move quickly from overwhelm to clarity, and focus on your best first step on the Intentional Mastery path to enjoying more of everything in your life. There's no obligation; you owe this to *yourself*. To schedule your personal consult, visit www.MyClarityConsult.com.

If you prefer, schedule your free [Clarity Consult](#) by calling 888-382-6104, extension 103.

I believe in you,

Stephanie

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