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# BE WHAT YOU SEEK:

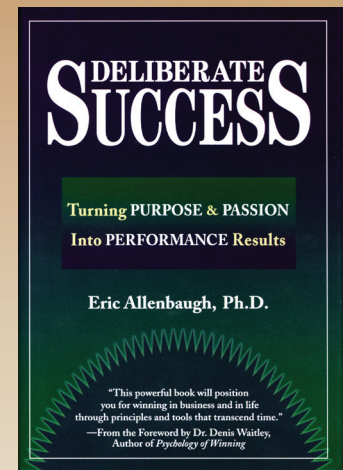
## *The “4D’s” of Deliberate Success®*

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Written by G. Eric Allenbaugh, Ph.D.

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ADAPTED FROM  
DELIBERATE SUCCESS:  
Turning PURPOSE and PASSION  
Into PERFORMANCE Results®



Your deliberate success is our business!

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# BE WHAT YOU SEEK:

## *The “4D’s” of Deliberate Success®*

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*“A musician must make music,  
an artist must paint,  
a poet must write if he is to be  
ultimately at peace with himself.  
What one can be, one must be.”*  
- Abraham Maslow

Deliberate Success, in business and in life, starts with a Dream. You cannot experience the reality of a dream without having first dreamed the dream! Nothing is more powerful than a compelling vision that ignites your spirit, touches your soul, and sharpens your competitive edge. Dr. Martin Luther King engaged the spirit of millions with his “I have a dream” speech. Notice that he did not say “I have a strategic plan!”

*“I am my message.”*  
Gandhi

Being “on purpose” requires a conscious commitment to living your dream, your principles, and your values on a daily basis. You have three ways of converting your dream into reality: 1) making a series of small, incremental changes that inch you toward your dream, 2) taking

quantum-leap action steps that propel you quickly toward your dream, or 3) coming from what you are seeking. While all strategies work, you can produce exponential results by coming from – or being what you seek. Seeking keeps your dream “out there.” Being what you seek internalizes your dream – and it therefore comes from within. Instead of seeking – simply “be” your goal. You then get to experience both the passion and the performance results!

*We know what we need to do,  
but we don’t always do what we know.*

Because the answers are within (most of the time), coming from what you seek to create in your life is faster and more fulfilling than working toward that goal. You already know what you need to know, but, chances are, you do not doing what you know. In other words, be what you seek! At the choice points in your life, pause and ask yourself these questions:

1. Are my thoughts and actions in alignment with my purpose, passion, and principles?

2. Is what I am doing right now bringing me closer to or further from realization of my dream?
3. Am I coming from that place of being “on purpose?”

Whether by default or by design, you are shaping your future. Rather than seeking success, bring success to whatever you are being and doing through conscious, deliberate actions. You are the architect of your future. Are you “on purpose?” Are you prepared to do whatever it takes to get from where you are now to where you want to be?

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you are shaping your future.*

## THE “4D’s” OF DELIBERATE SUCCESS

Deliberate Success starts with a Dream. You cannot experience the reality of a dream without having first dreamed the dream! Nothing is more powerful than a compelling dream that ignites your spirit and touches your soul.

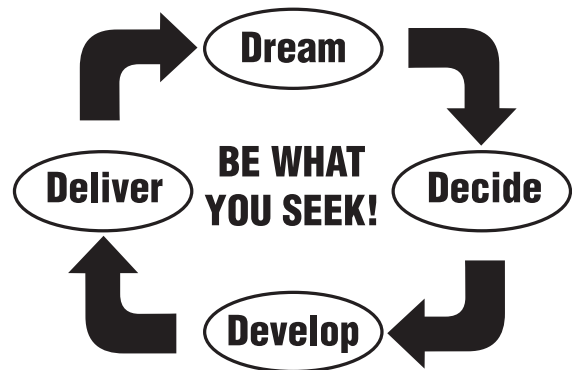
*“You can show up in life any way you want to.  
You just have to decide how you want to show up.  
That’s the hardest part.”*

Karen Sheridan

Next, you need to Decide that this dream is important enough to pursue. Most of what you want in life is just a decision away. You need to say “Yes!” to your dream – or it will never happen. At the same time, you need to say “No!” to those other activities that detract from your dream.

Pay attention to what you say “Yes” to and what you say “No” to in life. The answers reveal your values and your priorities – and determine your outcomes.

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After deciding to move ahead with your dream, your next step is to Develop the action plans that will get you from where you are now to where you want to be. In this part, imagine that you are already where you want to be: What does that desired state look like, sound like, and feel like? Allowing yourself to fully experience the desired state provides greater clarity in what steps and actions will be required to achieve that result. You will benefit from first identifying major themes or strategies to get from your current to desired state. Each strategy can then be broken down into specific action steps which clearly identify who is going to do what by when.

*“Genius is one per cent inspiration  
and ninety-nine per cent perspiration.”*

Thomas Alva Edison

The final step, Deliver, requires that you have the courage to act on your plan. Those who achieve Deliberate Success forge through barrier after barrier. Less than successful people, on the other hand, either focus on obstacles or seek the security of that which is most familiar to them. They ultimately repeat the same patterns of behavior that keep them in a perpetual “Stuck State Cycle.” You, however, recognize that commitment to a dream, coupled with the courage to act, results in Deliberate Success. You become a “Personal Delivery System” for manifestation of your dream. The Nike motto says it all: “Just Do It!”

*“The more you seek security, the less of it you have.  
But the more you seek opportunity,  
the more likely it is that you will achieve  
the security that you desire.”*  
Brian Tracy

### Application of the “4D” Approach to Creating Deliberate Success

I applied this “4D” approach to a personal career change more than three decades ago. While I enjoyed my then career in hospital administration, I had a dream to start my own consulting business. As the dream continued to grow, it eventually captured my spirit. My compelling dream included achieving and sustaining financial independence and professional fulfillment by exceeding expectations of my clients. At one point, I made a decision to act on the dream. That decision set into motion what ultimately became a new and even more fulfilling career.

*“The future does not get better by hope —  
it gets better by plan.”*  
Jim Rohn

To achieve the results I sought, I needed to develop a plan to get me from my current career to my dream career. Among other things, the plan included:

### Strategy 1. Obtain a premier education in organization development

- Action 1. Earn a Ph.D. in organization development and take classes from the best teachers available
- Action 2. Attend specialized seminars taught by the best consultants in the field
- Action 3. Read the best consulting and peak performance books available
- Action 4. Retain professional coaches to accelerate my growth and development in the consulting field
- Action 5. Meet with top executives in many fields who have achieved high levels of success and learn from their experiences

*“No problem can stand the assault  
of sustained thinking.”*  
Voltaire

### Strategy 2. Position myself for short and long-term financial success

- Action 1: Cash in my existing retirement plan to finance my career change
- Action 2. Develop a long-term retirement plan to replace the now defunct retirement plan

- Action 3. Retain a financial planner to guide me through achieving financial independence
- Action 4. Retain a CPA to assist in setting up my business practices

### **Strategy 3. Position myself in the organization development field**

- Action 1. Associate with several highly successful organization development consultants to learn from their experiences while contributing to their interests
- Action 2. Join select professional associations and actively participate in their educational and organizational functions
- Action 3. Publish articles in national journals to establish my developing expertise and while gaining name recognition in the field
- Action 4. Volunteer my consulting services to both gain experience and exposure in the field
- Action 5. Function as a keynote speaker on peak performance at regional and national conferences to gain experience and exposure in the field
- Action 6. With every consulting experience, whether volunteer or paid, provide value that exceeds the clients’ expectations.

***“The path to success is to take massive, determined action.”***  
Anthony Robbins

These strategies and action items, among others, catapulted me on a new career journey more than thirty years ago that accomplished my dream and continues to contribute to my own personal and professional fulfillment. It started with a Dream — which resulted in a Decision — which served as a catalyst to Develop a plan — which provided me with the tools to Deliver. The result? My Dream became a reality. And so can yours.

***“If you want to be successful,  
it’s just this simple:  
Know what you are doing,  
love what you are doing, and  
believe in what you are doing.  
It’s just that simple.”***  
Will Rogers

Benjamin Franklin promoted a philosophy similar to the “4D” approach that resulted in significant achievements. He advocated for: “Prepare, Prioritize, Proceed, and Prosper.” The message of dreaming, focusing, acting, and experiencing your desired outcomes has its roots with some of the world’s great masters. This lesson from a master teacher continues to have a powerful impact on those of us today who are making similar commitments to Deliberate Success.

To fuel your spirit, inspire others, and create team synergy for continuing progress, look for opportunities to achieve short-term “home runs” that advance your dream. Celebrate these successes, even the small ones, that bring you closer toward the progressive realization of your dream or vision. Acknowledgement of small

successes builds momentum for accomplishment of even larger successes. Do not underestimate the power of celebrating progress. Honoring minor contributions and small successes go a long way toward manifesting your dream and delivering impressive results.

*"The best way to predict your  
future is to create it."*

Stephen Covey

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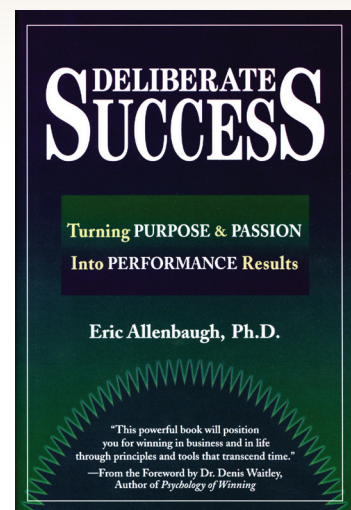
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