Start the Project That’s Stuck

The Get Momentum online leadership academy provides you with specific tactics and clear strategies to engage in your work AND life in a transformative way. It’s a highly-personalized online coaching program crafted to fit the lifestyle of today’s most driven leaders.

Move out of feeling overwhelmed, and toward feeling in control.

The 5 Stages of Momentum

Learn how to:

• Activate the “Momentum Mindset” to be more productive;
• Acknowledge the process of “Iterative Progress” more often; and
• Accomplish the goals you’ve always dreamed of experiencing.


Jason and Jodi Womack are the coauthors of Get Momentum: How to Start, When You’re Stuck and the co-founders of www.GetMomentum.com, an online skills-based leadership academy you can join today.

Jodi and Jason have been partners in work and life since 1993.
What is Momentum?

In April 2013, the Get Momentum Leadership Academy - www.GetMomentum.com - was launched and life-long learners like you responded. Members joined from all over the world: America, England, Italy, Australia, Singapore, Kenya, Argentina and more! Daily, you remind us of what Get Momentum means.

Executive coaching for those who didn’t know they need it

Every month, we teach leaders one skill that they will need to be better at within a year. Skills like: “Time Management,” “Building Meaningful Relationships,” “How to be a Better Presenter,” “The Impact of Innovation to the Bottom Line,” and more.

By reading the book "Get Momentum: How to Start, When You’re Stuck" (Wiley, 2016), you’ll learn the 5 Stages of Momentum and how to get better and better and better, year after year.
Making Time for This

Each of the 6 Stages of Momentum you’re about to read will take about 15 minutes to review and think about. Do the activities we provide and watch your productivity soar. You have time for this.

Why 15 minutes is so important:

- **15 minutes…**it’s “about” your attention span. Think about how many things that grab your attention every day. Imagine if you focus on just one for a quarter of an hour.

- **15 minutes…**it’s actually a long time. It’s about 1% of your day. Consider improving 1% at a time to notice the change in your daily habits.

- **15 minutes…you get more of them than you think.** Every day, something comes up that gets you one more block of 15 minutes. It’s like a magic return on the investment called “life.”

- **Review the rest of your day today.** How many 15-minute blocks do you have left where you could focus-to-finish 1 thing? Or delegate 1 project? Or follow up with 1 client? Or review your meetings notes?

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**Jodi Womack, MA**

Founder of the Women's Business Social - [www.NoMoreNylons.com](http://www.NoMoreNylons.com) - Jodi describes herself as a “Proponent of Business.” She know that the more successful you are at work, the more powerful you can be in your life.

**Jason W. Womack, MEd, MA**

A career educator, Jason taught high school in the 90’s and then worked with David Allen teaching “Getting Things Done” from 2000-2006. Today, he coaches leaders to make their best even better. See his first book at [www.YourBestJustGotBetter.com](http://www.YourBestJustGotBetter.com).

**Our Story**

We started our first consulting firm together in January of 2007. On a wing and a prayer, and after sending out more than 100 handwritten “introduction” letters to Training Managers at some of the biggest AND smallest companies in the United States, we started facilitating in-house workshops on Productive Leadership skills for busy professionals at work.

Soon, people started using these techniques in their personal lives as well. And THAT is when Get Momentum was born. It’s a new innovative way of improving your career AND personal life by studying leadership skills each month.
Momentum Happens...

Momentum happens one stage at a time. Sure, sometimes you might blast through one stage after another. Other times, however, you need to slow down or even [gasp!] back up in order to get the momentum, motivation and movement that you need.

Study each stage to understand the whole picture.

The best way to understand each stage is to answer the questions we provide at each one. This kind of empirical knowledge can trump theory; doing can be more important than knowing.

Sit down in a comfortable chair with a clean piece of paper and your favorite pen or pencil. Plan on using an entire page per question as you go through your own process of understanding where you are and how you think about each stage. See next page.

—at her best when…

“22 years of training, competing, making good choices, and working hard was culminating in one swim meet, a handful of one-minute races. If everything went according to plan, I knew my team and I could break the world record and come home with a gold medal that day.”

BJ Bedford Miller
US Olympic Gold Medalist
Write. Review. Do.

Every day, you make the choice to “be at your best.” At work, at home, in the office, or on the road, you are in charge of creating the conditions for optimal performance.

As you think about when YOU are at your best, remember:

• Each condition must be in your control.
  \( \text{... when I make a plan for the day, before I start my day.} \)

• Each condition must be believable. It must be possible for that condition to occur.
  \( \text{... when I acknowledge progress on a project.} \)

• Each condition is - by default - a little bit extra than what you have time for.
  \( \text{... when I exercise at an elevated heart rate for at least 20 minutes.} \)

Think about tomorrow.

What have you planned to do?
What could surprise you? Who do you need to be your best for?

Now, write your own “I am at my best when...” statements.

Questions to ask at each Stage of Momentum:

1. **What do you want to be known for?** Identify with the legacy you want to leave behind.

2. **Who do you know who is doing something like that?** Make a list of people you admire and can learn from.

3. **What are 3 mini-goals, each about 30 days apart?** Commit to smaller deliverables that lead you to significant progress over the next 90 days.

4. **How can you pause to acknowledge your wins?** Once a week, acknowledge the progress you're making.

5. **What changes should you make to your goals?** As you move through the milestones, upgrade your goals based on what you’ve learned along the way.

(If you’re looking for a formal coaching program, visit [www.GetMomentum.com](http://www.GetMomentum.com) for ideas...)
List 5 factors at work (and in life) that indicate that NOW is the time to Get Momentum.

Expectation...

Expectation, anticipation and resilience are all significant factors in getting (and keeping) momentum. Before you start learning about the practices we coach people in, you need to commit to the process.

You have to want to start the project that’s stuck

We only work with people who are clear about their intention AND who recognize that without some change in the way they do things, they just won’t change. At home, at work, as an employee, leader or entrepreneur, in the short term or in the long term…it’s up to YOU to decide that THIS is the most important thing you can do.

You have to want to Get Momentum.

“Stop the Madness”

“The average American worker has fifty interruptions a day, of which seventy percent have nothing to do with work.”

W. Edwards Deming
Engineer, Professor, Author, and Management Consultant
A time for everything.

You already know you DON’T have enough time for everything.

As you think of something to ask, tell or share someone, make sure you prioritize the timing.

- **Now.** What you have to give to them or ask them is MISSION CRITICAL to the success of what you’re working on RIGHT NOW. Please, interrupt them.

- **Next.** What you have can wait until your scheduled meeting later today/this week. Add the item to the agenda you have for them, and bring it up the next time you are voice-to-voice/face-to-face.

- **Later.** Actually, as you think about it, this thing you’re thinking about “might” blow over. It “might” not be that important at all. In that case, make a note of it in your journal or on a post it. Review it in a couple of hours/days, and see if you really need to talk about it at all.

If you can interrupt each person on your team 2 fewer times per day, you’re winning.

Write the OUTCOME of the project you want to start:

________________________________________________________
________________________________________________________
________________________________________________________

How LONG has this project been on your mind?

________________________________________________________
________________________________________________________
________________________________________________________

If you NEVER get around to finishing it, how bad will life be?

________________________________________________________
________________________________________________________
________________________________________________________

What’s the WORST thing about NOT starting this project?

________________________________________________________
________________________________________________________
________________________________________________________

What is the “financial” benefit to getting this project started?

________________________________________________________
________________________________________________________
________________________________________________________
STAGE 1: MOTIVATE

List projects you've enjoyed working on over the past year.

Start with a clear(er) vision.

This is not your high school, pep rally motivation. We’re talking about something deeper here. Your Motive For Action is the answer to the question: 

What do you want to be known for?

Think about the projects you have that are on your “bucket list.” Whether it’s that career promotion you’re working for or a life accomplishment you dream of, there is something you have to give beyond what you’re doing now.

Spend 15 minutes next week thinking deeply (writing, journaling, brainstorming, white-boarding) about the answer to that question: What do you want to be known for? Think about what you’re currently known for and build from there...

“Get Momentum”

“Amateurs sit and wait for inspiration, the rest of us just get up and go to work.”

Stephen King
Author

“If you spend too much time thinking about a thing, you’ll never get it done.”

Bruce Lee
Teacher and Actor
Think it; DON’T do it

Slow down.

We mean it. Often, people will answer that question, “What do I want to be known for?” and think that they need to immediately take action. Sometimes, it’s best to clarify the answer over time. To sit with it. To deepen your relationship to your “Why?” so you can (later) clarify the “What?”

- **Bunch it for later.** While working, write down thoughts about whatever you’re NOT working on now. Random to-dos list, things to tell a coworker, what you want to bring to the meeting after lunch, or a story to add to your next newsletter. Resist the urge to get up to do those things in “just a couple of minutes,” or hope you remember them.

- **Ask for help.** There are many ways to do this: Email a friend, invite a coworker to coffee, sit down with an executive coach. Share the challenge you’re working with (“What you want to be known for”) and listen to any ideas or counsel they have.
60 months from today...
5 years, 60 months, 260 weeks, 1,825 days from today you will

• Do what you do
• Work where you work
• Love who you love
• Dream what you dream

based on the people you surround yourself with today!

Add a new mentor to your life, and you change the questions you get. Find someone who’s willing to meet with you 5 times a year (that’s about it) and you just might realize even bigger accomplishments, even greater contributions.

When you make progress and change your goals over the course of a year or so, take the effort to find a new mentor.

“More...Or Less”

“The more that you read, the more things you will know. The more that you learn, the more places you’ll go.”

Dr. Seuss
I Can Read With My Eyes Shut

“The more I learn, the more I realize how much I don’t know.”

Albert Einstein
one of his notebooks
Start Where You Are

The comparison-game... when you look around and think you’re not doing enough, not making enough, not giving enough because you’re comparing yourself to something outside yourself. It’s a game you can’t win.

Instead, compare yourself to yourself. There are 3 things to measure - and track - to realize your gains over time.

• Gratitude.
  Each day, reflect on being thankful for something you have a lot of in your life. Spend 60-seconds in that reflection.

• Significance.
  Every day, identify something you did that was significant to someone in your life. Recognize that abundance.

• Pride.
  Daily, pause long enough to reflect on the job well done that you completed. Notice something you weren’t able to do a year ago, that you’re doing with excellence today.

Look back on the 12-year-old or the 22-year-old or the 32-year-old you. How are you doing today based on who you were then?

I want more ______________________ * so that:

________________________________________________________________________

________________________________________________________________________

If I had more of that, I’d be able to*:

________________________________________________________________________

________________________________________________________________________

List THREE mentors you’ve learned from over the years:

________________________________________________________________________

________________________________________________________________________

Who is someone you KNOW who would be willing to meet with you 5 times over the course of the next year?

________________________________________________________________________

Who is someone you don’t know yet but would be willing to ask to meet with you 5 times over the course of the next year?:

________________________________________________________________________

* Be as SPECIFIC as possible... and then MORE specific.
List a few project milestones you’ve achieved this year:

____________________________

____________________________

____________________________

____________________________

____________________________

____________________________

“Use tools, better”

“Write your goals down in detail and read your list of goals every day. Some goals may entail a list of shorter goals. Losing a lot of weight, for example, should include mini-goals, such as 10-pound milestones. This will keep your subconscious mind focused on what you want step by step.”

Jack Canfield
Author

Step by step, you’ll get there

Sometimes people get stuck because the vision they’ve cast is too grand, too long-term or too vague. Steven Covey said, “Begin with the end in mind.” That’s great advice. Next comes defining clearly defined deliverables along the way.

Make your project management a game you can win!

Think about a project that is 90-days out. Then write out 3 independent milestones that will need to be completed along the way. These are tactical steps to move closer to the end goal.
Defining your milestones is all about focusing on getting the right things done. Pick 3 items that will be due as part of your bigger project in the next 90 days.

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2 kinds of Milestones

1. Process Oriented Milestones.

These are your routines, habits, behaviors. Building your consistency is a big part of reaching your goal. List 3 habits that would support your goals:

- 
- 
- 

2. Outcome Specific Milestones.

These are products, deliverables, final outcomes that stand alone and that you can check off as complete.

These milestones show you that you’re making iterative progress toward the completion of your project.

List 3 stand alone milestones that need to be completed in service to your bigger goal.

- 
- 
- 

30-Minute 30-Day Rule.

You will find it is easy to understand, but extremely difficult to implement. It is life-changing when you do it, so here is how to get started.

Every day, work for **30 undistracted, uninterrupted, completely intentional minutes** on one specific aspect of your project that is not due for 30 or more days from today. When you sit down to write that copy for your website, draft that sketch for your next piece, or brainstorm the workflow for that app you want to publish, turn off everything and everyone else. Set a countdown timer you can see and work on that one thing. (We use: [www.e.ggtimer.com](http://www.e.ggtimer.com))

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Choose what you look for

In an interview with leaders at Credit Suisse - the investment bank based in Zurich, Switzerland - tennis pro Roger Federer said, “When you’re winning ... that’s the best time to question yourself. I think that for me was instrumental in my career.”

When you want to see it, you will.

The Reticular System is the part of the brain that plays a crucial role in maintaining behavioral arousal and consciousness. To the productive leader - the project manager - it is important that you “tell” the RS what to look for so that you can fine-tune your brain to search for it.

Choose what you want to acknowledge to make it easier to notice when you’re on target...and, when you need to course-correct.

“Purpose Matters”

“Always go into meetings or negotiations with a positive attitude. Tell yourself you’re going to make this the best deal for all parties.”

Natalie Massenet
Executive Chairman of the Net-a-porter group
**3 Different Kinds of Conversations**

When you talk with someone about what’s working/going well, remember there are three kinds of conversations you’ll initiate.

- **Transactions.**
  At this level, you’re discussing the to-dos, status of delegated projects, and any upcoming issues that may impact individual performance and organizational productivity.

- **Relationship Building.**
  Here, you’re “catching up” with one another. The point is to continue the overall trust among the team.

- **Opportunity Development.**
  At least weekly, review the calendar 45-60 days out. When you’re talking with one of your team members, ask if there’s something that you could be working on NOW to make it easier THEN.

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Two things I want to watch for/notice that I’m doing well.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

One thing I want to watch for/notice that they’re doing well.

________________________________________________________________________

Write three “nouns” [person, place, or thing] you need to notice LESS in order to focus on what you want MORE.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Schedule a certain time of the day, the same every day for just one week, to do your monitoring. Write the time of day below:

________________________________________________________________________

Write the names of three (3) people you could enlist in helping you “stay aware” of how you’re monitoring your progress.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Change the approach. Or, change the goal. What proof do you have that it’s time to make a change?

“It takes a village.”

“What you want in a mentor is someone who truly cares for you and who will look after your interests and not just their own. When you do come across the right person to mentor you, start by showing them that the time they spend with you is worthwhile.”

Vivek Wadhwa
Tech Entrepreneur, Researcher

STAGE 5: MODIFY

After 90 days make a change

We make changes 4 times a year. We enhance our process and up-level our goals. Every 90 days you must plan an “off-site” where you and your team (your spouse, your friends, your co-workers... whoever the appropriate group is) plan for new levels of success.

Long enough to... Short enough, too!

90 days is long enough to do higher-level planning. But, as you’ll notice, 90 days is close enough to be “right around the corner. In fact, if you open your calendar and look 90 days out, you may be surprised by how many things you’ve already got in motion.

Change is natural; change is hard. Commit to making specific changes at specific intervals to send the message that improvement is key...and expected.
Mind Map Your Team

Life is a journey, and along the way people have shown up to help you. They’ve given you ideas, opportunities and (sometimes critical) feedback. All of that has gotten you here.

Draw a “Mind Map” of the people who will help you achieve more. Who will you have to meet? Who do you need on “Team You” to succeed.

Here are 3 types people you want on your team:

• **The Visionary.** The question they ask, “And… Have you thought about?”

• **The Realist.** The question they ask, “And… do you think you can really do that?”

• **The Accountability Buddy.** The question they ask, “And… what are you going to do next about that?”

Each Team You member has a special role to play as you move from where you are to where you’ll be over the next 5 years. Start now, and you’ll achieve big goals easier - and faster.

Intuitively, you know it’s time to change your MORNING routine. What 1 thing do you want to try for the next 31 days?

Intuitively, you know it’s time to change your EVENING routine. What 1 thing do you want to try for the next 31 days?

Looking out over the LAST 90-180 days, what is the goal you’ve achieved that looking back COULD have been bigger?

Now, review your calendar for the next 90-180 days. Identify a goal you know is a “stretch” but worth it to go for:

Review the 3 kinds of people (see left sidebar) and identify 1-2 NEW people to meet with this quarter:
We been working together since we were 22 years old.

We’ve grown up together, from editing each other’s college papers to getting our first jobs to launching our own company.

We launched Get Momentum for people like us. We’re hard workers, love learning and knew there was more for us than punching a clock building someone else’s empire.

When we thought about starting our own company, we came up with 4 criteria for our business success:

1. **Lifestyle**: live, work & travel together joyfully
2. **Revenue**: make enough to afford #1 Lifestyle
3. **Client Focused**: choose the people we work with
4. **Product Lines**: create information that helps people grow
Love notes:

“The most valuable component of Get Momentum are my monthly calls with Jodi. She helps me stay accountable and provides tangible encouragement. She also provides resources and information that is personalized and relevant to me. She is awesome!”

Ariana Friedlander
Founder, Rosabella Consulting
Get Momentum Member since October 2014

“Get Momentum will change your life. Do yourself a favor and get in here!"

Ryan Speed
Get Momentum member since February 2015

“Jason is lighting incarnated in a human form!”

Will Robinson
Naval Command Master Chief (retired)

What are the 4 criteria for building your future?

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________
This video is for you, if you've ever said to yourself, "I didn't have enough time to get it done."

Complimentary Workplace Performance Training Videos
Courtesy of The Jason Womack Company
Video 1: The Four Limited Resources To Productivity

➤ Watch it FREE online at:
www.WomackCompany.com/video1

Do you ever have those days where you just can’t seem to get to your higher-priority projects and to-dos? When you do, it’s tempting to look back on the day and conclude that you just didn’t have enough time to get everything done...

However, time is just one of four "limited resources" that you have at your disposal every day. The three other factors are equally important, and in this video I tell you what they are and how to make better use of them each day – so you and your team can get more done, with more focused attention, in less time.

I'm Jason Womack, President of The Jason Womack Company, and I really think you'll like this 5-minute video called The Four Limited Resources to Productivity.

Other corporations pay to access this video series (there are eight videos in total) but I'm making this video available, for free, for a handful of senior leaders.

Sharing what we know about improving workplace performance is our way of supporting the local corporate community – so I hope you enjoy this first video.

You and your team can access it online for free for a limited time. To watch the video now, just visit this link: www.WomackCompany.com/video1.

Feel free to share that link with your colleagues, and if you have any questions about the content, by all means email me at Jason@WomackCompany.com. Enjoy!

Sincerely,

Jason W. Womack, MEd, MA
President, The Jason Womack Company

P.S. Because other companies pay to access this video series, we do have to put a time limit on the free access, so Video 1 is free to watch for a limited time.
Almost every corporate leader I've worked with has struggled with delegation from time to time.

If you've ever looked at some work that needs to get done and thought, "Oh, this will be easier if I just do it myself...” then you know what I'm talking about.

It's Jason Womack here again, letting you know that your second video in the Workplace Performance Training series is ready for you online. It's called How to Enhance Delegation So More Gets Done. **If you manage a team, this video is a must watch because it shows you:**

- How to minimize surprises on every task or project you delegate
- How to ensure your team will ask for help **before** things stall or go wrong
- What to do to help your team feel more in control of assigned work

We help leaders enhance their delegation skills by teaching them an air-tight delegation **system**. Not a complicated system, but a very simple one, with a fail-safe 4-step process at the core. In this video, I explain these 4-steps clearly for you. Follow the steps, and the projects you delegate from hereon in will get done faster, more efficiently and always in a closed-loop manner.

You and your team can access Video 2 online for free **for a limited time**. To watch the video, just visit: [www.WomackCompany.com/Video2](http://www.WomackCompany.com/Video2).

Pass that link along to any of your colleagues, and if you have any questions about the content, email me at Jason@WomackCompany.com. Enjoy Video 2!

Sincerely,

Jason W. Womack, MEd, MA  
President, The Jason Womack Company

P.S. Other companies pay to access this video series, so we put a time limit on the free access, so Video 2 is **free to watch for a limited time**.