

ROADMAP
to
SUCCESS



CHAPTER

10

An interview with...

Joseph Price

INTENTIONAL SUCCESS

David Wright (Wright)

Today we're talking with Joseph M. Price. Joe is Founder and President of Intentional Achievements™, LLC and Customized Training Solutions, Inc. He has over twenty-five years of experience in the training and development field with expertise in areas such as organizational development, design and implementation of performance-based training programs, strategic visioning and planning, motivation and coaching at all levels. Prior to founding CTS and Intentional Achievements, Joe was General Manager, Senior Instructor, and Corporate Solutions Director for Dale Carnegie Training of Southeastern Pennsylvania. By demonstrating a rare combination of skills, Joe became one of the few instructors to become certified for all nine Dale Carnegie Training Programs and attained the distinction of being the twelfth highest producer of Dale Carnegie enrollments in the world, a feat he maintained for over five consecutive years.

Joe, welcome to *Roadmap to Success*. We're glad to have you here.

Tell me, what exactly is an "intentional life"?

Joseph M. Price (Price)

Thank you David for giving me this opportunity to share these intentional life principles. To answer that we first have to take a step backward and define what the word "intentional" means. Definitions are important to start with because our actions

are based on our definitions. So if we understand what a word or concept's definition is, we will better understand how it influences our behavior, and therefore be more conscious and in control of our actions. Many times, when we change our definitions, we change our actions and when we change our actions we change our life.

So what does "intentional" mean? Being intentional means that you clearly see an outcome you desire to have happen, design and plan a course of action and then deliberately follow it. So an intentional life is defining, designing, and planning out the kind of life you want to have, working that plan, and doing everything with a purpose and on purpose—including the decisions you make every day in order to live the life you truly desire.

You and I make hundreds of decisions every day. Some of them are small like should I get my car washed today or what am I going to have for lunch? Some are pretty significant like should I take this new job or should I show someone I care about them. We make each decision in one of four ways: by 1) *default*, which means either we don't make it and therefore we make it or someone else makes it for us, by 2) *accident*, 3) *reaction*, or 4) *intention*. So, one part of intentional living is to make each of these decisions with a clear purpose in mind and deliberately on purpose, not by accident, reacting, or by giving control over to somebody else.

On a grander scale, living an intentional life means that you've discovered your overall purpose in life, the reason you're here, and are living it to the fullest every day. Each of the actions you take and choices you make is intentionally designed to help you fulfill that purpose and enjoy an empowered, fulfilled, joyful, and successful life.

Wright

Let's go back to decision-making for a minute. How do we make decisions with a purpose and on purpose?

Price

With a very simple yet very effective tool we call the "Double Triangle." It's a process of asking yourself three questions—twice. Picture an equilateral triangle. The right side of the triangle is labeled with the question "what." The bottom is labeled "why" and the left side "how." Now, picture that triangle in the middle of a larger equilateral triangle with the same three questions labeled in the same way.

Now think of a situation in which you need to make a decision. Not a trivial decision like "which way should I go to work today," but a fairly important decision that you should take some time and employ some thought to make. Now picture the right side of the smaller inside triangle and ask yourself the "what" question like this: "*What* action do I want to take?" or "*What* do I want to do?" Then answer the question.

I recommend that a person write the answers down the first couple of times he or she does this. It's a good way to practice, and when you put something on paper it looks and sounds a lot different from what was just in your head. Then ask yourself the

“why” question like this, “*Why* do I want to do that?” This is the most important question in the whole process and you shouldn’t continue to the next step until this question is fully answered. It is the answer to this question that will make your final decision “with a purpose.”

Now ask yourself, “how?” “*How* am I going to take that action?” or “*How* am I going to do that?” Be very specific with this answer. The more specific the answer here, the easier the second triangle questions are to answer.

So now you know what you want to do, why you want to do it, and how you are going to do it. Now let’s look at the second, outer triangle. Ask yourself and answer these questions: “*What* could happen if I do that?” or “*What* could be the result?” “*Why* would that happen” and “*How* am I going to deal with that if and when it does happen?” Again, be as specific as you can in answering these questions.

You might be saying to yourself, “There could be several ways it might go after I take the original action” and you’d be right. The key to making this decision “on purpose” is to answer the questions of the second triangle for each potential outcome. Now, no matter what happens, you are prepared for it—you are being intentional and you are ensuring as best you can that the outcome of that decision is as much within your control as you can make it. You are no longer making decisions by default, reaction, or accident because you have thought it through, you understand why you are doing it, you have planned for each possible contingency, and you have deliberately acted. That decision was made “with a purpose and on purpose.”

Wright

So, tell us why you think an intentional life is a better life.

Price

Well, an intentional life is a more rewarding, fulfilling, and fun life. Everything you do has more significance and joy. An intentional life is a more peaceful life because you know who you are, where you’re going, and what you’re supposed to do with your life so it’s a less stressful life as well. It’s a more challenging and exciting life because you have more confidence to step outside your comfort zone and do things you never thought you could do. It’s a life in which you know that when you make a decision you are making the right decision, at the right time, and for the right reasons. By living an intentional life you reach higher and attain more, and you do it with more balance and control.

Wright

Is there a process or a road map to follow to live an intentional life?

Price

Absolutely. We have a system of nine keys that when followed systematically will enable you to live your life more intentionally, achieve the goals you've set for yourself, and experience all the benefits of living an intentional life. The nine-key Intentional Living Model™ is broken down into three modules that we call "Know it," "Plan It," and "Be It."

First you have to know something such as where you want to be or what you want to do, then you plan how to accomplish it; then you need to be and do what you've seen and planned. The three modules themselves are then broken down further into three keys each. Let me explain.

Know It

The first module deals with knowing ourselves and what we want. It deals with Purpose, Values, and Vision.

The first key to the system is called "*Constancy to Purpose.*" This means that first, every decision you make is made with a purpose and on purpose, and second, it means that you discover and find what your life's purpose is, live it to the fullest every day, and experience the benefits of living a life in which you not only know where you're going, but most importantly, what it looks like when you get there.

The second key deals with our (Core) *Values*. You and I make decisions every day based on our value system. The problem is that most people haven't taken the time to consciously identify their values, so they don't realize that's what's really happening. With this second key you can discover your own unique value system and, if you have one, your core value.

One of our members was once asked, "Have you ever quit a job because of your values?" After some thought, she said, "yes, two." At that moment she realized what it really meant to make decisions based on values. It helped her further clarify what they were and gave her greater peace and confidence when making future decisions.

Another of our members was struggling in her job. She was being pressured by her supervisors to increase her production, but as much as she tried she wasn't able to do it. She began to doubt herself and question her skills and abilities. Her confidence was waning. She was constantly frustrated and stressed. After identifying her values and being coached to analyze her performance and the expectations of her bosses against those values, she discovered that it wasn't her lack of skill that was causing the problem. The problem was that they were demanding her to take actions that were in violation of her values. Internally she struggled with their requirements but never knew that was the issue. As soon as she realized this, she quit, found another job that was in alignment with her value system and is doing extremely well there.

Identify your values, live in alignment with them, and you will be happier, more peaceful, and you will succeed where others fail.

Once you've found your purpose and are living your life in alignment with your values, your life is much more fulfilled—you are doing what you love and loving what you do.

The third key is to understand accurately what a (Clear) *Vision* is and how to create one for your life. The analogy that I like to use when teaching this concept is that of a jigsaw puzzle. Most of us, at some time in our life, have put jigsaw puzzles together and we have a process that we go through. We take the box top off and put it aside, we dump out all the pieces, turn them over, and then maybe we start putting pieces together by color or borders. Everybody has a different strategy they use, but the question is what do most people do with the box top?

Wright

Well, I've done a few puzzles in my day. I would constantly check the picture on the box top because I wasn't very good at putting it together without that picture there. I'd get lost.

Price

It's true. Most of us put the box top where we can always see the picture because that helps us to know which way to put the puzzle pieces together in order to get the end result. We understand from the very clear picture on the box where we're heading and it motivates and inspires us to put all of those tiny pieces together so that we can actually make and see the picture on the box and feel the accomplishment of completing it.

The same is true of your life's vision. You need to create a very clear vision for your life and (like the picture on the puzzle box) keep it in front of you all the time as you're putting the pieces of your intentional life together. By doing this, you know exactly where you're going. You know exactly what it looks like when you get there, and you are inspired and motivated to do what you need to do in order to attain it, feel the accomplishment, and enjoy the benefits of completing it.

Now, there are many who are teaching about purpose, values, and vision. I believe we do many things differently here to help people get these concepts faster and better, but if we stopped there we would also leave folks still asking the question, "Well what now? How do I live my daily life in order to actually achieve those things?" That's where the second module comes in.

Plan It

The second module in our system is called "Plan It," which has three more keys to help create a firm foundation on which you can build your intentional life.

The first of these keys is called "*A Well-Defined Plan.*" Planning is essential to accomplishing the goals you truly want, and you need clearly defined steps along the

way in order to ensure that you're getting there. Planning is the most efficient and effective way to make sure you get from where you are to where you want to be. Planning helps you avoid wasting time, anticipate the factors that could influence whether the task gets done, done right, and done on time, and helps you prepare for inevitable detours that will surely come along the way. Planning is essential for an intentional life.

The Intentional Planning Process is both simple and comprehensive. It consists of four steps:

1. *Clearly define* where you want to go and where you are right now. Without this step it would be like trying to map out a trip from somewhere on the West Coast to somewhere on the East Coast without knowing exactly where you are or where you want to wind up. Without the two end points, how could you put a good map together?
2. *Analyze the gap*. Ask yourself two questions in this step to help you identify what would either hinder or stop you from getting to the desired outcome or what resources would be crucial to ensure success. These questions are: "What is missing" and "what is needed" to get from here to there.
3. *Establish milestones*. A milestone, or goal, is a measurable checkpoint along the way to indicate you are going in the right direction. Think of milestones as your interim destinations and mile markers on that road trip from the West to the East Coast. Let's say you're heading to New York City from Phoenix, Arizona. Your first milestone might be lunch in Albuquerque. Your second could be a stretch break in Tulsa, and so on. Remember, when you set these milestones make sure you test them using the SMART formula. Unless your checkpoints are Specific, Measurable, Attainable, Realistic, and Time-phased they won't be as effective in helping you get where you want to go.
4. *Back Plan*. Once you have your starting and ending points, you've analyzed the gap and established milestones, now it's time to lay out the steps you will take to get where you want to go or accomplish that task. This step is called *Back Plan* because you plan backwards from where you want to be (the future) to where you are now (the present).

It's easy to understand this process by thinking of something we all have done and do so naturally we don't even think about it—catching a flight at the airport. How do you decide what time to leave your house? Probably like this. The flight leaves at 5:15. It takes me forty-five minutes to drive and park. That means I have to be on the road at 4:30. I have to stop at the bank and get some cash, and of course my Starbuck latte is a must, that takes me about thirty minutes so I have to be out of my house by 4:00. Most of us even keep going backward to determine what time to wake up.

Do you plan your projects this way? Do you plan your life this way? Why is it so natural planning to get to the airport this way and not anything else?

Many people object to planning, thinking they either don't have time to plan or the plan never works out the way they wanted so why bother? These concerns are addressed with the second key in this module, "*Well-Organized Structure.*"

The "Structure" key helps you understand that all of the areas of your life, such as your career, finances, family, etc., are connected to each other and what you do in one affects each of the others in some way. Peter Senge calls this "Systems Thinking."

You also learn that there is no such thing as "time management." You can't manage time—you can only manage yourself in relation to time. So, develop and enhance the management skills of planning, organizing, directing, coordinating, and controlling to restructure your life. Use your time more effectively and stop the vicious cycle of fire-fighting most of us find ourselves in today. One hint here regarding using your time more effectively and efficiently: You can't coach yourself or have others coach you in your use of time unless you know where it is going. A financial advisor couldn't advise you on better allocation of your money until he or she knew exactly where you are spending it right now. The same is true with time. Get to know exactly how you spend (and waste) time in order to know how to make the most of it.

The third key in this second module is "*Right People in the Right Place.*" We say here that "We can't and shouldn't do it alone." Many of us need more people in the different areas of our lives to help us get where we want to be; to motivate us, challenge us, and encourage us. We also have people in our lives who probably shouldn't be there, who are hindering us or holding us back from where we want to go. Take the time to identify the people who should and shouldn't be in your life. Identify your goals in each area of your life and then determine who you might need to help you achieve them.

Be It

The final module, Be It, also has three keys to help you be and do what you've seen and planned for, through the first two modules.

The first key is to develop internal and external *Leadership* through what we call the "Three 'ations'"—inspire-ation, human rel-ations, and communic-ations. You need to take charge of your life and inspire yourself and others to help you stay true to your purpose and vision and carry out the plans you have made. Since you can't and shouldn't take this journey alone, an intentional life requires you to develop and constantly hone your people and communication skills. Whether people are in your life for a reason, season, or a lifetime, your human relations skills will help you develop and maintain the best possible relationships throughout your intentional journey. And,

since communications is the vehicle through which all of this takes place, your dedication toward improving your sender and receiver skills should never end.

An intentional life will be a major lifestyle change for some and a more subtle one for others. No matter the degree, there will be challenges, distractions, setbacks, and emotional hurdles to overcome. The person living an intentional life has the *Emotional Intelligence* to handle it all, which is the second key in this last module. Highly emotionally intelligent individuals have taken the time and energy to discover their true nature with all its strengths and restraints, and have developed a level of personal mastery and the strength to handle what life throws at them.

How well do you know yourself? If you completed an inventory of your skills, talents, and abilities and were asked whether you use your emotions intentionally and intelligently when making decisions and dealing with other people, how well would you rate yourself? Would others rate you the same way? Do you know? Have you ever asked? Emotional Intelligence, and therefore personal mastery, is being aware of your strengths and restraints, accepting what they are, making a commitment to change the ones that need changing, and then taking the action to internalize and execute the changes.

The last key that ties this whole system together is called "*Courage and Fortitude.*" Absorb the following phrase into the depths of your being, "Where there is no fear—there is no courage." Courage is not the absence of fear; it is action in the face of fear." I define courage as "the strength to take the first step" and fortitude as "the strength to continue and finish." Many times the first step is the hardest, so you need the courage to charge into your intentional journey—or whatever that scary situation is. And since many of us start something and don't finish, we need the fortitude to overcome the barriers and challenges we know are going to occur along the way in order to fully enjoy the intentional life we want. You might be asking, "How do I develop or strengthen my courage and fortitude?"

Do you realize and admit you talk to yourself? If you just said to yourself, "I don't talk to myself"—you just did. Do you talk to yourself more positively or negatively? Take this little challenge to find out. Put a three-inch by five-inch card in your pocket or purse on which you wrote the word *positive* on one side and *negative* on the other. Throughout your day when you catch yourself saying something positive to yourself, put a checkmark on that side of the card. Do the same with the negative. At the end of the day, tally up the checkmarks on each side. Mark down even the slightest little positive or negative thought to get a real picture of your self-talk habits. I believe you will be surprised at what you find. To develop and strengthen your courage and fortitude you have to gain control over those voices in your head, which are really you, telling you to be scared or quit. Change your self-talk, change your life.

So that, in a nutshell is the entire system which, of course, we explore much more in depth in our programs and coaching sessions. The great thing is we know it works, so we are able to guarantee that if you start at the beginning of the system and go

around to the end, you will live a more intentional life and achieve any goal you set for yourself.

Wright

Can anyone learn to live an intentional life?

Price

The answer is very simple—yes. Anyone can learn the system and principles to live a more intentional life. It's a systematic process, and since a predictable process produces predictable results, if you start at the beginning and complete it, you intentionally will get where you want to go, get what you want to get, and do what you want to do.

Wright

So what does it take for a person like me to learn to live a more intentional life?

Price

The first step is to: 1) *decide* what you want to do. A lot of people are walking around today almost robotic—sleepwalking through life, not realizing they can take control. You need to decide what you want and have the confidence to know you can get it. So, the first thing is to make a decision to say, "Yes, I want to change my life, I want to live it more intentionally, and now I want to find out how to do that."

The next step is: 2) *gain the knowledge* necessary to make the changes you want. You can do this by reading books, listening to tapes and CDs, and going to motivational and educational seminars or a good training program. However, that is not enough.

The next steps are: 3) *practice the principles* and actually 4) *apply the knowledge* you're learning. Since we know that "knowledge doesn't change performance," it takes a systematic process to break old habits and create new ones. That doesn't happen overnight. It takes time, commitment, dedication, and a willingness to be coached along the way.

I don't know of any winning athlete who doesn't have a coach helping him or her practice the right things right. And then it takes lots of: 5) *repetition*. Keep doing it. Keep relearning and reapplying the intentional principles until they become second nature.

Wright

So what would the obstacles or challenges be along the way? I mean, what would hinder a person from being able to live an intentional life?

Price

There are three major obstacles or challenges you will face on your intentional journey. These obstacles are tied together and affect each other. The first are *old habits*. The second are *reactions caused by triggers*. The third is your *comfort zone*. What would hinder you from living your intentional life is allowing your old habits, reactions, and comfort zone to keep you from following the foundational formula necessary to overcome these obstacles and live the kind of life you truly want. Here's what I mean. The formula I'm talking about is $A+A+C+A=C$. Awareness + Acceptance + Commitment + Action = Change.

Abraham Maslow said, "What is necessary to change a person is to change his awareness of himself." We can't change what we don't see or know is wrong. You must be open and alert enough to become *aware* of what you need to change in order to live more intentionally.

Second, if you are aware that there might be a problem but don't *accept* you really have a problem and need to fix it, nothing will happen and your life won't change. You could become aware and accept that you need to do something differently but not make the *commitment* to do it. You will then stay the same and so does your life. How many of us make commitments but don't follow them up with *action*? So, without following the formula of Awareness + Acceptance + Commitment + Action, you will continue to live your life of insanity—continuing to do the same thing over and over and expecting things to change.

The change formula, if diligently adhered to, will help you overcome your old habits and create new ones. How do you handle your reactions? Typically, something happens to you—some sort of trigger—and instead of stepping back, being intentional, and thinking through what you want to do or say, you react. Without even being aware until sometime later, you have reverted back to old habits of how you deal with certain situations. Had you thought first, you probably wouldn't have reacted the way you did and would not have to kick yourself later for the way you handled it.

So, instead, start to identify "triggers"—those things that someone says or does that get inside you and cause you to react. As you sensitize yourself to those triggers, the time it takes you to realize what happened shortens. You start to gain more control in those situations and eventually learn how to respond instead of react. Once that happens, you become more intentional and avoid the situation all together.

The third obstacle is tied together with the other two. Everyone has a comfort zone with things that are inside, on the edge, and outside it. Let's say you want to do something but it is outside your comfort zone. You react to your fear, follow old habits, and revert back into your existing comfort zone. Because you didn't have a positive experience outside your comfort zone, it will be more difficult and frightening for you to take steps outside it the next time.

Your comfort zone (CZ) is very powerful. It has more control and hold over you than you think. "How do I overcome the stronghold my comfort zone has on me?" The

answer is to enlarge it by doing something every day to step outside it. It doesn't even have to be in the area of your concern or fear. When you enlarge your CZ in one area, it automatically grows in others. Go to work taking a different route. Meet a new person and say hi. Eat something you have never eaten before. There are hundreds of things you can do. When you do, your confidence grows with your CZ and you begin to realize you can do more than you ever thought possible.

Wright

Is intentional living just for certain areas of one's life?

Price

You can't live an intentional life without being intentional in every area. It's that concept of systems thinking again. If you try to live intentionally in one without anticipating the affect on the others, you will inevitably cause conflicts and problems in all areas of your life. Then, to reduce the conflict and tension, you revert back to old habits of how you typically deal with problems, tension, and the "insanity" life continues—and you're stuck.

Wright

Sounds like a lot of discipline to me. How disciplined do you need to be to live an intentional life?

Price

I really like this question. A lot of people think that going through this system and learning to implement all the tools and processes means they need to be really disciplined to do it. That's really not the case. However, there's a hard way of living the intentional life and there's an easy way. If you're going to pick the hard way you do need a lot of discipline. Here's what I mean. If you take the hard way, you do it like this: You think of an area you want to change. You think of what you need to do differently and then you try to force yourself to do it in order to get the change you want—like exercising or dieting.

Now, because you're *forcing* yourself to do it, you need a whole lot of discipline. Discipline actually means "to bring yourself under control of a system or to create a habit of obedience to the things that you want to do." So if you're going to do it the hard way, you will need a lot of discipline to force yourself to follow the routine and not revert back to your old ways. This is why most people can't stick to it.

So, what's different about the easy way that doesn't require much discipline? The easy way is 1) to discover and internalize your *purpose* for the change and 2) to see a very clear and well defined *picture* of what that future looks like when you attain it. Then you 3) incorporate a *passion*, 4) attach a very deep internal *meaning* for making the change, and 5) use the clarity of that purpose, vision, passion, and meaning to help

inspire and pull you to do it. There's very little, if any, discipline needed when you have the power of those ingredients working for you.

Wright

You know, there are hundreds, if not thousands of programs out there teaching us how to succeed, how to be better, how to be more productive, and so on. Why is the Intentional Achievements Program different from all those other programs?

Price

You are right. Over nine billion dollars a year is spent on motivation, education, and training for personal and professional development. That's a lot of money and a lot of books, DVDs, CDs, seminars, and training programs. Can one more program be that different and make any significant difference in a person's life more than the others? The answer is Yes and the difference is found in a definition—the definition of "training."

What I have found over my twenty-five years in this industry is that there's a lack of understanding of what I call "true training." I separate what is done in our industry into three categories: Motivation, Education, and Training. How many times have you and I attended a motivational seminar or event where great motivational speakers inspire us and pump us up to go out and take charge of our lives. Inspiring movies give us the encouragement that we can accomplish anything we set our minds to. But what happens when we leave the event or finish watching the movie and real life starts smacking us in the face again? We face a challenge or problem, and without the knowledge or skill to handle the situation we have difficulty overcoming it, we become discouraged, and we lose our motivation. We get frustrated with ourselves and our circumstances so we look for another event to go to, another movie to watch, another CD to listen to, or another book to read hoping that this one will work for us this time. This creates the "yo-yo" effect that so many of us experience in our lives. Motivation affects the way we "feel" and feelings don't change behavior. They are an important first ingredient, but without the other two, no lasting change takes place.

The next category is Education. If motivation affects what we "feel," education affects what we "know" and *knowledge doesn't change performance*. Just because you know something different doesn't mean you're going to do something different. I like to kill axioms that we have grown up with and are so attached to. One of them is "knowledge is power." Let me give you an analogy to demonstrate why I don't believe that's true.

Let's say you and I both want to learn how to fly a plane. We each spend three months getting ready for our first solo flight. I spend all of my time in the library. I read everything there is on flying and aerodynamics. I gain so much knowledge that I ace every test I take. By comparison, I know twice or three times as much as you do about the subject. On the other hand, you spend your three months up in the plane

flying with an instructor. You are actually doing it all and learning as you go. Now it's time for our first solo flight. Let's assume that we are allowed to take someone up with us. Who do you think the person would rather go with—you or me?

Wright

Me.

Price

Why?

Wright

Because I have the experience of doing it.

Price

Right! But the axiom so many believe is that "knowledge is power." I certainly have much more knowledge than you do so why would people go up with you instead of me? Because knowledge isn't power. The *"application of knowledge is power."* What good is knowledge to us if we don't know how to use it or don't do something with it?

Now, motivation affects "how you feel," education affects "what you know," and training affects "what you do." You need the motivation and education to change your behavior, but alone they won't do it. This is where "true training" comes in. True training incorporates and utilizes motivation and education as the foundation on which to build skills, but adds three more ingredients you need to break the old habits that have taken ten, fifteen, twenty, or twenty-five years to develop.

Substitution of new skills for the old habits is the only solution. New skills and habits are only built through training and coaching, utilizing a concept called time-spaced repetition. Over a period of time, you follow a systematic process to develop new habits and skills, which involves working in an instructor-led program as well as practicing and applying what you have learned out in the real world in real-life situations. It can be supplemented with more education from other sources such as books, videos, multimedia, or online applications. Remember, though, these are only supplements to help you further learn how to practice and apply.

However, an integral part of true training and time-spaced repetition is the coaching you receive when you come back into class and tell us how you are practicing what you have learned. It's not just the practice by itself that works.

Here is another axiom I like to kill: "Practice makes perfect." Let's say I want to learn how to play golf. I buy some clubs and go out to the first tee. I set up, swing, and slice the ball. If I believe the axiom, all I have to do is keep on practicing and someday I will be a perfect golfer. If you play golf at all you probably know that isn't the case. *"Practice makes Permanent."* If I keep swinging and slicing the ball, all that is going to

happen is that I get really good at slicing the ball. Only “Perfect Practice makes Perfect.”

And the only way to get close to perfect practice is to have a coach. A coach teaches and shows you how to practice the right things right so you are developing the right skills and habits from the very beginning. So, a true training program incorporates motivation, education, time-spaced repetition, and coaching to ensure the development of your new skills and habits. This process also gives you the confidence in yourself and your abilities to step outside your comfort zone and reach higher and further than you ever have before.

That’s a long answer to your question about why the Intentional Achievements programs are different, but I hope it helps you understand the depth of the issues involved. We want people to go through the process and walk out the other end, not just hoping that they’re going to lead an intentional life, but knowing that when they follow the processes, they will be seeing and living that life of purpose and intention they have really wanted.

And, since I believe so strongly and confidently about our system, we’re the only company and the only program in the industry that gives a special promise and 100 percent guarantee. If you go through the Intentional Achievements Intentional Living System™, you follow the processes, you show us that you’ve been applying and trying to demonstrate the principles in your life, and you don’t get the intentional life that you were looking for or don’t achieve the goals that you’ve set for yourself, we will either give you your full investment back or we’ll continue your training and coaching at no cost to you until you do. We are that dedicated to each individual’s growth and success, and are not simply selling another product.

Wright

Joe, thank you; what a great conversation. I’ve actually learned a great deal here and you’ve given me a lot to think about.

Price

Thanks. We sincerely want the concepts and principles of intentional living out there. We’d like to see as many people as possible come to understand what the necessary ingredients are to creating the life they envision so they can get that picture on the box—their very own intentional life.

Wright

Today we’ve been talking with Joseph M. Price, an industry leader who has taken over twenty-five years of experience, research, and training, and fused them into the development of a complete and comprehensive system of life-changing personal and business improvement processes. Each one is designed to help people be able to cultivate the necessary attitudes, knowledge, and habits to take control of all aspects of

their life and achieve more than they ever thought possible. By employing both time-tested and innovative training methodologies, Intentional Achievements utilizes all aspects of an individual's learning style, making the training and coaching not only appealing but motivating, enlightening, enriching, and enduring, as I think we've seen a glimpse of today in this conversation.

Joe, thank you so much for being with us today on *Roadmap to Success*.

Price

Thank you so much for having me here and allowing me share our Intentional principles with your audience.

ABOUT THE AUTHOR

JOSEPH PRICE is the founder of Intentional Achievements, LLC, which provides professional and personal training and coaching to help individuals achieve greater success and happiness through a comprehensive system of Nine Key Principles for Intentional Living™.

Joe's practical, proven, and powerful processes train and coach participants to live and work "With and On Purpose"™ in order to gain control of their professional and personal lives. Whether it is business success, quality relationships, improved communication skills, financial independence, balance of priorities, or personal fulfillment and peace, Intentional Achievements™ (IA™) is dedicated to helping individuals intentionally achieve it.

IA also provides proven solutions for small, medium, and large businesses to help train executives, managers, sales professionals, and all employees to better attain company goals through Intentional Decision-Making.

Watch for Joe's new book, *9 Keys to an Intentional Life*, due out in December 2009.



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