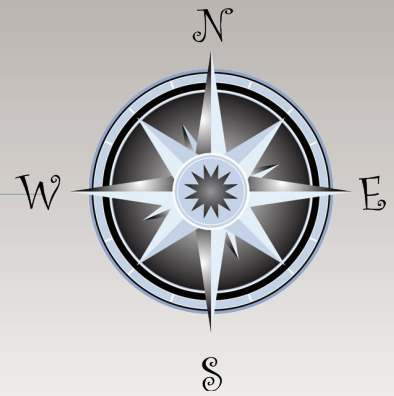


The Vision Principle of FACTS



“Any enterprise profits wonderfully by keeping abreast of the facts.”

PRINCIPLE OF THE WEEK

I have the facts. What a powerful statement. Generally, a fact is defined as something that is true, something that actually exists or something having objective reality that can be verified according to an established standard of evaluation (Wikipedia) Facts should not be ignored. Facts can reflect what is really happening. In the world of business, data (facts) can show us how well our investments are doing. We take risks to obtain benefits based on the facts presented when a deal is closed. Facts help us to make decisions with co-workers, customers, our families and our finances.

It is imperative to collect as many of the facts as possible in any endeavor. If your fact finding is incomplete, you may make an ill informed decision that carries with it negative consequences. As Thomas Fuller once said, “Get the facts or the facts will get you. And when you get'em, get'em right or they will get you wrong.” For example, you may find a great investment opportunity. You may research it and come to the conclusion that there is a good chance it could pay off in the next five years – a near sure thing. But if you don't also research out the facts on your personal finances to see if you can afford it until it pays off in five years, it could be a huge burden or even lead to financial disaster.

It is also important to remember that, though facts are important, general data does not always completely describe the reality. Truth is the accumulations of all the facts from different perspectives, not just research

and data. If you judge a situation solely on facts, you may be missing big pieces of the picture – especially when it comes to situations involving people. Understanding a person's motive or reasoning behind the facts may change your view entirely.

Benefits

If you are a person who seeks out the facts, you will experience the following benefits:

- You will be able to project certain behaviors and consequences based on the facts you collect. This will help you keep surprises to a minimum and bring more peace to your life.
- You will recognize when you need to search out more facts.
- You will be respected because you are well informed and make good decisions.
- You will experience success because you will have the facts to choose the right project and to make wise choices.

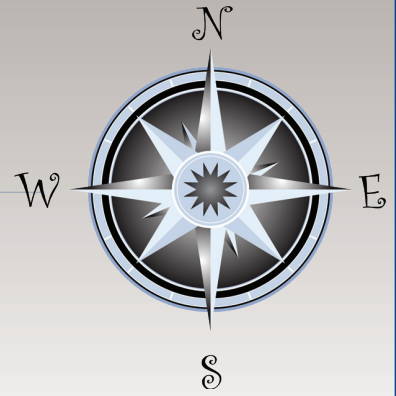
Characteristics

If you a person who seeks out the facts, you possess the following characteristics:

1. You have a good grasp on reality and, as a result, are able to make sound decisions.
2. You never ignore the truth found in facts and data. You understand that ignoring facts and delaying adjustments could lead to trouble.

Action Plan for

FACTS



3. You value the information contained in the facts and recognize their importance in making decisions now and in the future.
4. You are able to discern when it is ok to estimate based on fact and when it is necessary to gather additional information.

Habits become our destiny.

Reflect and respond

1. What is the difference between truth and the facts?
2. What is your tendency regarding facts? Do you find yourself gathering and using the facts, jumping to conclusions or ignoring the facts?
3. Can you give an example of when you gathered the facts and paid attention to the truth you found? What was the outcome?
4. Which of the “Steps to Follow” will you commit to do?

Steps to Follow

- Search out the facts. Research similar situations, gather figures and consider advice from other successful people.
- Collect and record data daily, weekly, monthly and yearly. Keep an eye on trends and be willing to make adjustments as changes occur.
- Use graphs and tables to make the data visual so you can easily detect patterns and opportunities. “Knowledge is a process of piling up facts; wisdom lies in their simplification.” (Martin H. Fischer)
- Use the facts to help you solve your problems. Do not ignore your problems. They will not solve themselves and if you ignore them, it will lead you to bigger problems.
- Do not jump to conclusions. Gather all the facts and pertinent information so you can make a decision based on truth.

Evaluate yourself from 1 to 10	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating										
What benefits will you obtain by raising your rating?										
What specific action can you put into practice to test the benefits of this principle?										
Check list for the daily reading of this principle	M	T	W	T	F	S	S			

Remember... Thoughts become actions. Actions become habits.

Completed

Not completed