



SUMMARY UNIT 2 : Chapter 5 : End-Result Thinking

Driving along the Beltway north of Washington, D.C., one sees a beautiful temple. It's the Mormon temple, surrounded with the woods. At night, it's lit up magnificently. In fact, it's probably lit twenty different ways, for different seasons and weather conditions.

Now, most people would have stopped with one best way. But somebody thought of twenty best ways to light the temple. Twenty best ways! It isn't just one way, there might be five ways, seven ways, ten ways, twenty ways—better ways, easier ways, quicker ways. And it's the same for every situation we face in life. But what many people do is lock onto just one way in their lives. One way to make a living. One way to run their business. One way to raise a family. One way to build a relationship. One way. "The" way.



If you're going to succeed, to do the very best you can, it's important to become an "option thinker"—to see all of the possible best options, not just the current way. And then, after you have surveyed all of the best options, to lock on to the one that's most suitable for a given situation.

That's right—lock on to the end result. Become end-result oriented, not process-oriented. Don't start by thinking how to get there. Think about where you want to go. You must see the end result that you're after, the end result of what you want for your children, the end result of what you want for your family, the end result of what you want for your company.

Now that's called a "vision." And what is a vision? A vision is just an aspiration. It's an idea—it's a thought. It isn't in existence yet. It is just something in your mind. Unfortunately, a lot of people won't allow themselves to think past the reality that they're observing. They're stuck too often in the reality in which they are living and that's about as far ahead as they let themselves see.



End-Result Thinking Continued

To get beyond this, you need to use your imagination. The way you get a vision, very simply, is by asking yourself a question: What do I want? What do I want for my company? What do I want for my family? What do I want? And you let your imagination create it.