

HERO HANDBOOK

A SUPERHERO'S GUIDE TO
LEADERSHIP,
BUSINESS,
AND
LIFE

BY FORD SAEKS

(This is a companion guide to the popular book, SUPERPOWER! Available on Amazon or volume discounts directly from the publisher, Prime Concepts Group Press. 316-942-1111)

For Media and Speaking Inquiries: Contact us through ProfitRichResults.com

Rethink Reframe **Refocus**

How to Use This Handbook

- ⚡ The Hero Handbook will help you on take personal accountability for your success. That's where all the power and responsibility is — within you.
- ⚡ Read each chapter of Superpower!, then leverage the exercises found in this handbook to further rethink, reframe, refocus, and reignite your leadership, your business, your life. The actions you take here are the first steps in your journey.
- ⚡ The strategies and tactics offered here are like tools. Not every tool is right for every job. Choose the ones that are right for you and your situation. I've included a variety of scenarios. The idea is to help you develop a variety of tools so you can arm yourself with an arsenal of superpowers that can help you bridge the gap between where you are today and where you want to be.



CHAPTER 1 CONCEPTS

| **WHAT IS YOUR ORIGIN STORY?**

| **WHO IS IN YOUR INNER CIRCLE?**

| **ARE YOU MAXIMIZING YOUR
TALENTS, TIME, AND EXPERTISE?**

| **WHERE ARE YOU IN YOUR LIFE
RIGHT NOW?**

Action Steps

Write answers to the following questions:

Health & Fitness

How much do you weigh?

How much do you think you should weigh?

During a typical week, how many days do you engage in vigorous physical activity for at least 20 minutes?

During a typical week, how many days do you engage in mild physical activity for at least 30 minutes at a time?

What is your favorite cardio activity?

What is your favorite strength-training activity?

Do you know your resting heart rate? If so, what is it?

On a typical day, how many hours do you spend on screen time? (circle)

< 1 hr

1-4 hrs

5-7 hrs

8-10 hrs

12+ hrs

Categorize it by your phone, digital pad, television, playing video games, or using a computer? How much of it is business vs personal? How much is productive vs distraction?

On a typical day, how many alcoholic drinks, including beer and wine, do you drink?

On a typical day, how many soft drinks do you consume?

On a scale of 1 to 10, how often do you feel stressed, with 1 being not very much and 10 being daily?

1 2 3 4 5 6 7 8 9 10

Are you taking any medications?

Do you take vitamins?

On a typical night, how many hours do you sleep?

On a scale of 1 to 10, how would you rate your health and fitness, with 1 being poor and 10 being excellent?

1 2 3 4 5 6 7 8 9 10

What are your favorite genres of music?

How much time, if any, during the past month did you feel depressed?

During a typical week, do you take time to destress?

What is your favorite way to relax and destress?

How much time during the past four weeks have you felt calm and peaceful?

On a scale of 1 to 10, how would you rate your energy level, with 1 being low and 10 being lots of energy?

1 2 3 4 5 6 7 8 9 10

Do you consider yourself a good listener?

Would others rate you as a good listener?

Career

Do you work for someone else, or are you self-employed?

What is your position title?

What are the top three skill sets required for success in your position?

How would you rate yourself on the performance of those skill sets (1 to 10, with 1 being poor and 10 being excellent)?

1 2 3 4 5 6 7 8 9 10

How do you describe what you do to your friends and family?

Are you an executive, manager, or staff person?

Do you manage other people?

How many different companies have you worked for?

Is your career mentally stimulating or boring?

What are three reasons you're you love your current career/business?

1.

2.

3.

What are three elements you wish you could change about your career/business?

1.

2.

3.

Are you getting paid what you're worth?

What are you doing to keep your skill sets current each year?

Describe your ideal dream job?

Wealth and Financial Security

Do you use a program like Quicken® to track and your finances?

How much money do you earn each year?

How much money do you save each year?

How much money do you invest each year?

How much debt do you have?

Amount of short-term debt (credit cards, loans, etc.)?

Amount of long-term debt (mortgage, business loans, etc.)?

Your total assets?

Your total liabilities?

Do you have a retirement plan, a 401(k) or IRA?

Do you have health and life insurance?

Do you live on a budget, or do you make your financial decisions without any budget?

Relationships

Who are your top five friends that you spend the most time with and why?

1. _____

2. _____

3. _____

4. _____

5. _____

Who is your best friend? Why?

Are you in an intimate relationship?

Write down those relationships on scale of 1 to 10. 1 being poor and 10 being outstanding.

| | | | | | | | | | | |
|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
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Are you single, married, or divorced?

Are you a parent?

How social do you consider yourself to be (on a scale of 1 to 10)?

1 2 3 4 5 6 7 8 9 10

Spirituality

Do you believe in a higher power? **yes / no**

Do you consider yourself spiritual or religious? **yes / no**

Do you follow any spiritual path or practice (e.g., meditation, yoga, chanting)? **yes / no**

What have been your most important experiences, if any, concerning your relationship with God (fill in the blank for what you identify as God) or your higher power?

What do you believe in that gives meaning to your life?

Identify Your Strengths, Understand Yourself and Others

For additional insights into your personality and way of thinking, you may want to explore the professional assessments from www.ProfitRichResults.com. I suggest these top three to start:

⚡ Self-Assessment - Create productive relationships in personal and professional life with the DISC® Self-Assessment

<https://profitrichresults.com/product/self-assessment/>

- *Learn to productive relationships in your personal & professional life*
- *Understand what drives others around you*
- *Get your personalized, comprehensive report emailed directly to you*



⚡ Sales Assessment - Improve your sales by improving yourself with an individual DISC® Sales Assessment

<https://profitrichresults.com/product/sales-assessment/>

- *Improve your sales approach by learning to apply your strengths*
- *Learn to adapt to different buying styles and maximize your sales*
- *Get your personalized, comprehensive report emailed directly to you*



⚡ Leadership Assessment - Lead your team to success with DISC® Leadership Assessment

<https://profitrichresults.com/product/leadership-assesment/>

- *Improve your own method of communication with your employees*
- *Learn to hire effectively for your company and management style*
- *Get your personalized, comprehensive report emailed directly to you*



These tools can help you identify your strengths and weaknesses while outlining a road map for improvement.



CHAPTER 2 CONCEPTS

**WHAT IS HOLDING YOU BACK FROM
TAKING MASSIVE ACTION?**

WHO'S IN YOUR CORNER?

WHO IS YOUR EXPERT?

**WHAT CHOICES CAN YOU MAKE
NOW TO REBOOT YOUR MINDSET?**

Action Steps:

Here are five action steps you can take right now to shift your mindset for Superpower Success.



- ⚡ Write in this Hero Handbook or journal at least a few times each week, if not daily, to record your feelings and monitor your progress and success
- ⚡ Put yourself first on your list of priorities. If you don't take care of yourself, you won't have the energy to take care of anyone else.
- ⚡ Recognize that your thoughts determine your beliefs, beliefs determine your behaviors, your behaviors determine your habits and actions, and your habits and actions lead to your results. If you want better results, then you need to make sure that your beliefs, behaviors, habits, and actions are in alignment with your goals.
- ⚡ Shift from saying, "I have to..." to "I get to..." This is a choice, and how you frame it subconsciously and verbally has a big impact on your actions and results.
- ⚡ Take personal accountability for your life. You can't change the past, but you can change your perspective. More about that in future chapters. For now, focus on today and celebrate small victories each night as you put your head on your pillow.



CHAPTER 3 CONCEPTS

| **WHAT DO YOU WANT OUT OF LIFE?**

| **WHAT ARE YOU DOING TO ATTRACT OPPORTUNITIES TO YOU?**

| **DO YOU HAVE A CAN-DO ATTITUDE?**

Action Steps:

Developing Your Prosperity Consciousness Superpower

⚡ Make a list of all the people in your life that you spend time with on a regular basis. These might be family members, coworkers, associates, or friends. Give them a prosperity consciousness rating on a scale of 1 to 10, with 1 being lack-consciousness or generally negative and 10 being generally positive and highly supportive of positive activities, thoughts, and behaviors. Make a conscious effort to eliminate spending time with the negative people in your life and invest your time with people of prosperity consciousness. This exercise can be a real eye-opener.

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| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |



CHAPTER 4 CONCEPTS

| **IDENTIFY OPPORTUNITIES**

| **CAPTURE YOUR IDEAS**

| **ACT ON THOSE
OPPORTUNITIES AND IDEAS**

Action Steps:

Develop the Superpower Mindset

Use your Hero Handbook to record at least one opportunity that you identify each day. At the end of the week, look over this list. You should have a minimum of seven opportunities identified for potential action.

1.
2.
3.
4.
5.
6.
7.

What were you doing at the time you identified the opportunity?

What did you do (or could you have done) to act on that opportunity when you identified it? If you didn't act, what held you back? If you did act, what was the outcome?



CHAPTER 5 CONCEPTS

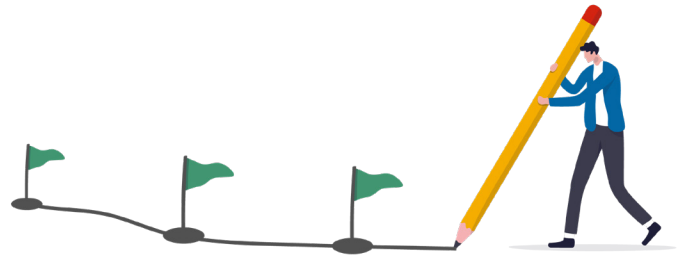
WHAT DOES SUCCESS LOOK LIKE FOR YOU?

CAN YOU NAME THE 'WHAT' AND THE 'WHY' OF YOUR GOALS?

HOW WILL YOU KNOW YOU'RE ON TRACK TO REACHING YOUR GOALS?

Action Steps:

Goal Setting



List all the goals you want to achieve, both short-term (this month or year) and long-term (three to five years & beyond).

Short Term: _____

Long Term: _____

Put them into specific categories or roles. For example, personal, professional, relationships, spiritual, wealth, health, and so on...

Connect your goal to your big "WHY." Write out what you have to gain and lose by not attaining each goal to ensure that you have the proper leverage and motivation to reach the specific goal.



CHAPTER 6 CONCEPTS

| **ADD VALUE TO INCREASE SUCCESS**

| **CREATE YOUR SUCCESS LIBRARY**

If this is a personal goal, what is the value that you will receive personally by completing this goal? What is the value that others will receive when you achieve your goal?

If this is a business growth goal, what is the value to your customers (benefits they will receive) from utilizing your services or purchasing your product? And in return for offering your customers this great value, what is the resulting value offered to the growth of your organization.

Now compare the two lists you just created for value. If the value list is longer for the benefits, you will receive than the list for your customers, do not expect to be successful or enjoy profitable sales. You need to increase the value, or perceived value, to your customers for them to buy from your business.





CHAPTER 7 CONCEPTS

| **INNOVATE AND CREATE**

| **USE THE SCAMPER
CREATIVITY TECHNIQUE**

| **CREATE YOUR MIND MAP
FOR SUCCESS**

Action Steps:

Steps For Mind Mapping Success:

- ⚡ Start with a blank piece of paper and make a circle in the center of the page and write the main topic or area of focus in the center.
- ⚡ Create branches off the center circle and write an idea or category with simple stick figures or simple sketches to help illustrate the concepts. For example, when I'm idea mapping a marketing campaign, I have branches for the goals (target), ideal market (happy face), benefits & features (dollar signs), and methods (stars).
- ⚡ Use associations — Use lines, arrows, colors, and sketches to indicate relationships and connections between ideas.
- ⚡ Use emphasis — Use images, colors, dimensions, and size to reflect relative importance.
- ⚡ Leave space — Allow yourself room to add new branches and subtopics.
- ⚡ Practice — As you read the rest of this book, create a mind map to capture your ideas and action steps.



Steps for Developing Your Innovation and Creativity Superpowers:

- ⚡ Select your favorite method for capturing your ideas and start today.
- ⚡ Integrate idea mapping in your personal and professional lives.
- ⚡ Cross-train yourself by getting out of your comfort zone and experiencing new processes, places, and people.





CHAPTER 8 CONCEPTS

| **DEVELOP YOUR CRITICAL THINKING**

| **BE LIKE BEN
(AND WRITE YOUR PROS AND CONS)**

| **ANALYZE YOUR OPTIONS**

Action Steps:

8 Tips to Improve Your Critical Thinking Skills

- ⚡ Approach new problems with an open mind. Do your thinking on paper or leverage the superpower of mind mapping you learned.
- ⚡ Define your desired outcome.
- ⚡ Get a clear understanding of the problem you're trying to solve. Aim to see the situation as it is, not making it better or worse than it really is.
- ⚡ Consider the situation from all angles and perspectives.
- ⚡ Do your research. Who else has struggled with a similar situation and solved it? What can you learn or model from those other situations?
- ⚡ Challenge your assumptions. Are they based on fact, emotions, or rational thought?
- ⚡ Define at least three options. If you feel you have no choice, then you create more stress, and your brain will not help you find a solution. If you think you have only two choices, then you'll have a dilemma. If you can expand your viewpoint and come up with three or more choices, then you will be empowered to make a better decision.
- ⚡ Make your decision and move forward.





CHAPTER 9 CONCEPTS

| TRUST YOUR GUT

| HONE YOUR BUSINESS INTUITION

Action Steps:

Let's Explore Tuning in to Your Inner Guidance

- ⚡ Be a continual learner. The fact that you're reading this book and exploring new ways to improve your performance and results validates that you're interested in learning.
- ⚡ Look back over your life and consider how well you listened to your instincts and intuition.
- ⚡ Quiet your mind. Take moments each day to clear your mind of distractions. I like to practice meditation. Find solitude where you can be in a quiet place without any interruptions. Put down your phone, turn off the computer, radio, and TV, and find solitude with yourself.
- ⚡ Practice being the observer. Stepping back from the situation will give you new perspectives and allow your intuition to assist you.
- ⚡ Follow your hunches. You will be amazed at the results you get.
- ⚡ Exercise your intuition. Your instincts are like muscles. The more you exercise them, the stronger they become and the more you can do with them.



CHAPTER 10 CONCEPTS

| KEEP IT SIMPLE

| ENJOY THE RIDE

Action Steps:

Making Your Life Easier

List three things in your life that you feel are too complicated.

1.

2.

3.

Write a few sentences describing your thoughts and observations related to each topic that you think is too complicated (from above).

1.

2.

3.

Ask yourself what steps could be eliminated that would allow you to reach the same result.



Practice making your life easier by cleaning out the clutter in your life, getting enough sleep, exercising, eating nourishing foods, taking care of yourself first, and not trying to please everybody else.



Be curious about life, and don't be scared to gain new knowledge or to let go of old ideas.



Don't take yourself too seriously, have the capacity to laugh at yourself, and turn failure into fascination.



Focus on being productive, not just being busy. Don't mistake movement for productivity.



Learn to accept change as an integral part of life, as change is inevitable.



Don't wait for the situation to be perfect. Work with what you have, where you are now in your life, and take action toward achieving your goals.



CHAPTER 11 CONCEPTS

| ONE TASK AT A TIME

| MANAGE YOUR INTERRUPTIONS

| STAY FOCUSED

Action Steps:

Ask yourself:

How much of the time and energy available to me am I wasting each day by jumping between tasks?

How many years have I been conditioning myself, after years of using computers, to have multiple windows open at the same time and to jump between windows?

How well is that way of working serving me? Does it play to my strengths? What would happen if I tried working in a different way for one straight day and compared the results?



CHAPTER 12 CONCEPTS

| MAP YOUR GOALS

**| GET REALLY CLEAR ON WHAT YOU
WANT TO DO, HAVE, OR BECOME**

| CREATE YOUR VISION BOARD

Action Steps:

Are you ready to create, visualize, and take action on your plan? Good. Get started!

Have you created your Vision/Dream Board yet? **yes / no**

Have you made your brain dump capture list? **yes / no**

Have you sorted and categorized items based on your roles, goals, and dreams? **yes / no**

Have you created your massive momentum action plan? **yes / no**





CHAPTER 13 CONCEPTS

| UNDERSTAND YOUR STRENGTHS

| TAKE ACTION

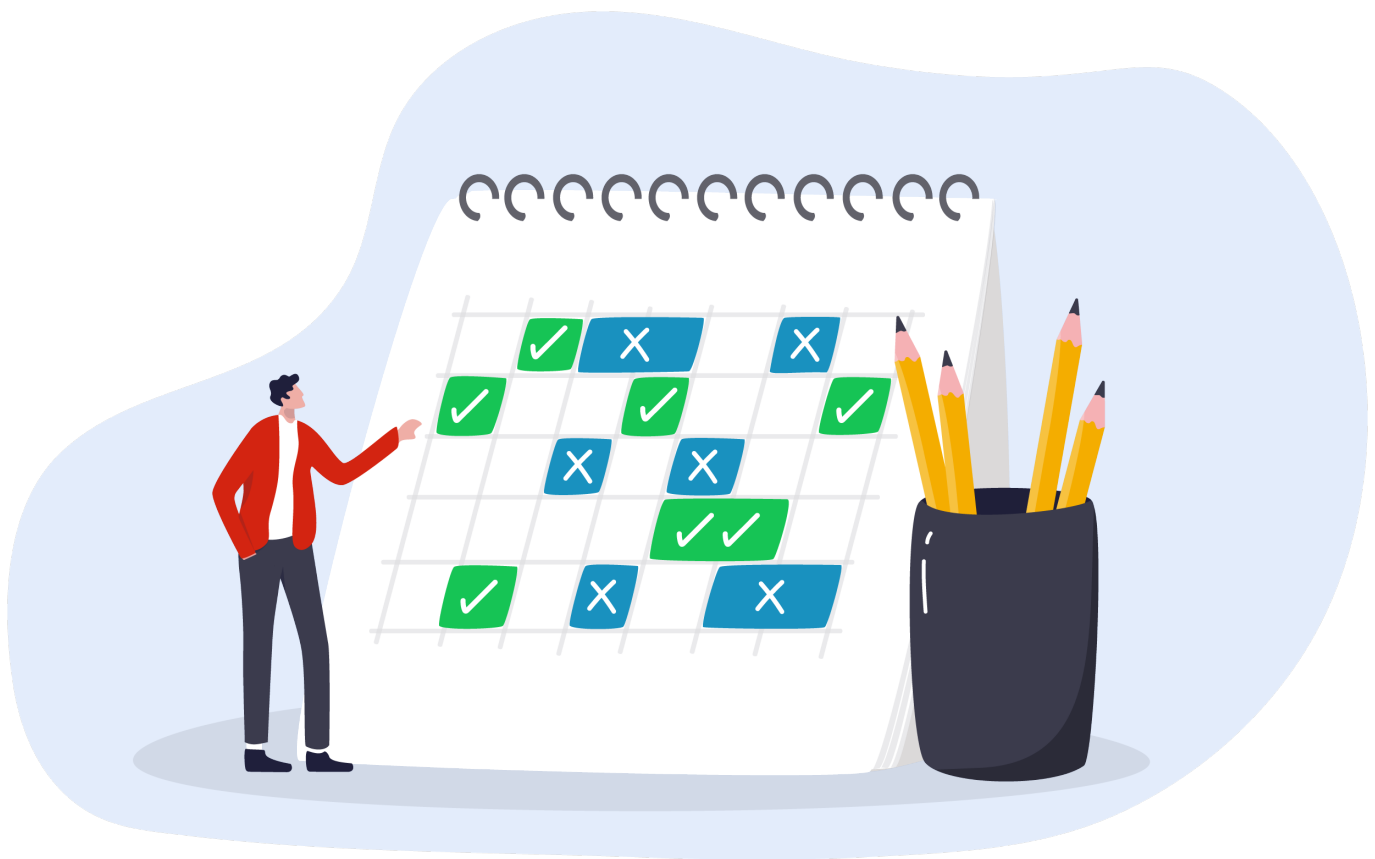
| DELEGATE

Action Steps:

Over the past week, how many times did you ...

... say “no” to nonessential tasks? _____

... break down larger tasks into smaller categories and more manageable to-do items? _____





CHAPTER 14 CONCEPTS

| FIND A COACH

| CREATE YOUR MASTERMIND GROUP

| MODEL YOUR MENTORS

Action Steps:

Creating a Mastermind Group

If you're on the search for a mentoring relationship, in your perfect world, who would you like to spend time with who could help you move farther, faster along your path? (Consider including "legacy" mentors like Steve Jobs or Napoleon Hill on this list.)

1.
2.
3.
4.
5.

Who would you like to mastermind with?

1.
2.
3.
4.
5.



CHAPTER 15 CONCEPTS

| BE BRAVE AND BOLD

| BE GRATEFUL FOR THE LESSON

| SHOW YOUR APPRECIATION

Action Steps:

Gratitude and appreciation are two more superpowers in your arsenal of tools to efficiently and effectively get things accomplished.

Whom in your life are you most grateful for?

1.

2.

3.

4.

5.

What experiences in your life are you grateful for?

Who needs to be on your weekly list of people that you want to show appreciation to for being in your life? List the names here and describe how you are going to show them appreciation.

1.

2.

3.

4.

5.



CHAPTER 16 CONCEPTS

**| USE METRICS TO MEASURING
SUCCESS**

| PRACTICE A SUCCESSFUL MINDSET

**| STUDY YOUR KEY PERFORMANCE
INDICATORS**

Action Steps:

What are you measuring?

What are the key performance indicators you're going to keep track of?

What is your most important Key Performance Indicator?

What adjustments do you want to make to improve your performance?

What activity can you count and record over time that correlates strongly with the attainment of your goal?



CHAPTER 17 CONCEPTS

| TAKE RESPONSIBILITY FOR THE RESULTS IN YOUR LIFE

| SUCCESS FORMULA:

- 1. TEST**
- 2. TRACK**
- 3. MODIFY**
- 4. REPEAT**

Action Steps:

What process are you testing right now?

How are you tracking your results?

What modifications will you make?

When will you repeat the process to see whether it works better than what you were doing before?



CHAPTER 18 CONCEPTS

| **SOMETIMES THE PROBLEM
ISN'T THE PROBLEM**

| **ACCOUNTABILITY**

| **MANAGE YOUR METRICS**

Action Steps:

What are you and your team accountable for on a daily basis?

On a weekly basis?

On a monthly basis?

On a quarterly basis?

On an annual basis?



CHAPTER 19 CONCEPTS

**ACKNOWLEDGE YOUR SUCCESS
IN ALL AREAS OF FOCUS**

Action Steps:

List Five Ways You Can Celebrate Your Successes

1.

2.

3.

4.

5.

What are the smaller benchmarks along the way that you will be able to celebrate, knowing that you're heading in the right direction to achieve your goals?

What will you do to celebrate the (significant!) benchmark of completing this book & workbook?

Whatever it is, I hope you follow Joseph Pilates' example — and find a way to toast your success.

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