

11 NON-NEGOTIABLE PRINCIPLES

THAT WILL TURN YOUR 2011 NEW YEARS RESOLUTIONS INTO A REALITY!



If you are like most people, you make New Year's Resolutions in an effort to make your life even better than it was yesterday.

By February however, those well-intentioned resolutions are all too often completely destroyed by the weight of your day-to-day life crashing in on them.

It's not your fault!

Like many of us, your life is busy and complicated enough before we add a resolution or two into the mix!

It doesn't matter how steadfast we are in our intention to change - our determination is not enough to carry us through the change.

Change is not easy, especially without a system to guide us.

So how do we make 2011 different and get the results that we truly want this year?

Answer: a simple but comprehensive approach guided by a set of NON-NEGOTIABLE PRINCIPLES that will lead you to success!

Just to be clear, these principles are NON-NEGOTIABLE, which means that there is no wiggle room to slip out of them. Second, these are PRINCIPLES, which incorporate guiding universal rules, like gravity.

Sure, you can choose not to believe in gravity or not be guided by its underlying principles, but is fighting gravity going to get you better results than surrendering to it?

So if you're ready to set off January 1 on a path to achieving everything you've ever wanted in 2011 and make those New Year's Resolutions stick, read on to learn the 11 NON-NEGOTIABLE PRINCIPLES that will GUARANTEE* you are successful this time.

** Guarantee only valid if you complete the exercises - takes more than reading ;-)*

NON-NEGOTIABLE PRINCIPLE #1
End Before You Start

When looking out through the windshield of your life onto the fresh pavement of 2011, it's understandable that nobody wants to look into the rearview mirror of 2010 – especially if last year felt like it's nothing to be proud of.

But it is critical to understand that a quick glance back at 2010 could be the key to unlocking your 2011.

Reflecting on the highs and lows of 2010 will allow you to both celebrate and grieve what happened. Just because you survived the party and overcame the obstacles last year doesn't mean that your subconscious is done with 2010.

Consciously reviewing your 2010 is like a spa treatment for your subconscious and there's no question that you and your subconscious earned a cleansing.

During your subconscious cleanse you will be the one to guide how deep you want to go into the events of last year.

If you go all the way you will find simple but profound moments that are so beautiful and pregnant with meaning for you that you might find tears of joy rolling down your face – and there will also be those sad moments that were so overwhelming that in the moment you could handle it all and just went all numb, now is the time to feel it.

Again, the primary principle here is to look deep into the rearview mirror of your 2010 to reveal any big “white elephants” that are still hanging onto your trailer hitch significantly slowing your speed into 2011.

Elephants aside, you will also find moments of gratitude and celebration that proves to you, just how fantastic your life is.

As heavy as elephants may be, nothing boosts speed, success and satisfaction in your life as knowing (at a subconscious level) that you are a gifted mysterious miracle that makes a significant impact in the lives of others and that you deserve all the love that you've got!

End Before You Start – Exercise:

Give your subconscious a Spa Treatment and Reflect upon 2010 and answer the following questions on a separate piece of paper:

What accomplishments am I the most proud of?

What did I want and get?

What did I want and not get?

What did I do in 2010 that I have never done before?

What did I get really, really, really excited about?

What is the most valuable life lesson I learned in 2010?

What were the low points of 2010 for me?

What made my year deeply satisfying at a soul level?

NON-NEGOTIABLE PRINCIPLE #2
Environments Matter

If you are a parent you know how important it is that your kids hangout with a good group of friends.

With all the shifting hormones and challenges of being a kid, it can be hard for kids to hang onto the values you instilled in them, especially when these values are inconsistent with the people that they are spending the majority of their time with - their friends.

I know many parents that are obsessed with creating positive productive and passion driven environments for their kids - while everything can be taken to an unreasonable extreme - a kid trying to fight his environment when its inconsistent with who he is - is like a fish trying to fight the polluted water he's swimming in - instead of finding cleaner waters.

I trust you know where this is going...

When was the last time that you evaluated the environment that you are swimming in?

Your kids have hormones and challenges that might compromise their judgment - you have incredible life stresses and grown-up challenges - bottom-line is that you are not much different than a kid when it comes to the impact of your environment.

Get obsessed about your environment if you want change!

You might be fooling yourself about the fact that most people's results are plus or minus 5-10% of the people that they spend the majority of their time with.

If you hang with fit people - you're more likely to be fit.

If you hang with rich people - you're more likely to be rich.

If you hang with happy people - you're more likely to be happy.

And of course the opposite of each of these dynamics is just as true.

You become the results of your current tribe - like it or not!

So if you want different results you need to change your environment.

Does this mean you've gotta dump your friends and family and resign from your current career in search of new people and new business?

Maybe?

Depends on what you really really want!

But the best approach would be to become THE positive change agent of your tribe. Change the place where you are instead of looking to make grass greener somewhere else and start watering your lawn and the lawn of those you are currently with.

Lead the change in your tribe when and where possible and if that doesn't fly then you will need to be honest about packing your bags for a new environment or packing your goals away and being happy with what you've got.

Environments Matter - Exercise:

Identify three People (or groups) that were a positive environment for you in 2010:

Person/Group 1. _____

What made this person/group so great for you?

Person/Group 2. _____

What made this person/group so great for you?

Person/Group 3. _____

What made this person/group so great for you?

Identify three People (or groups) that were a negative environment for you in 2010:

Person/Group 1. _____

What made this person/group so negative for you?

Person/Group 2. _____

What made this person/group so negative for you?

Person/Group 3. _____

What made this person/group so negative for you?

Based on your responses above, what can you do to improve your environment in 2011? (Explore how you can lead and be the role model in negative environments?)

NON-NEGOTIABLE PRINCIPLE #3

Patterns Repeat

Winter in Canada is fantastic for almost everything with the exception of fender-benders on our roads. The cold brings icy roads that are responsible for a ton-o-accidents – the crazy thing is that most fender-benders can be avoided.

There are two roads out of my neighborhood, one is steep and icy and the other is not.

Guess which one has all the fender benders?

There are people that live in my neighborhood that end up in minor accidents on this steep and icy street all the time. They know there are two roads out, one is dangerous and the other is so safe you'd have to work real hard to crash on it... yet it's like they want to conquer the icy street?

This pattern of taking the steep and icy street verses the easy street is something that's not limited to driving.

Know that there are patterns in your life that result in a fender-bender every time that you do it.

Maybe it's trying to be right about your perspective in a relationship even when you know that it's going to slide right down that same slippery street ending in a fender-bender.

Maybe it's telling yourself that your going to wake-up 90min earlier everyday, but you still don't go to bed any earlier.

Maybe it's trying to increase your wealth by doing yet another thing that you have no talent, passion or experience with... normally these patterns are what is causing your goals to crash.

In our busy lives we get so caught-up in it all, that we can easily miss destructive patterns that are keeping us from all that we want.

There is no better time than now to identify these destructive patterns and replace them with safer (more you friendly) route.

Patterns Repeat – Exercise:

Negative patterns can be playing-out everywhere in your world... what are the Top 10 “stubborn habit patterns” in your life?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

For each of your Top 10 “stubborn habit patterns” find a replacement habit or an alternate approach that would be friendlier on your results; what positive habit could you create to displace the negative pattern?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

NON-NEGOTIABLE PRINCIPLE #4

Success is When Your Values Drive Your Priorities

Only you can determine what you truly value in life. Is it health? Achievement? Prosperity? Fun?

When you're thinking about your core values, a good place to start is to think about where you spend your time and money (and where you would like to). Another way to think about it is to consider what your best friend would say about what is most important to you.

If you're still stuck, do what George Costanza did and think about the opposite: what is absolutely intolerable to you? For instance, if you can't stand people who don't do what they've said they would do, integrity might be one of your core values.

When you'd rather chew tin foil than make small talk or pay lip-service to an idea you don't believe in, a good bet is that transparency is a value that you hold close to your heart.

Does walking into a messy room in your house get your blood boiling? Cleanliness might be a value. You get the idea...

You're looking for 3 or 5 standards that guide how you live your life. If you end up with more than 5 values, you're likely outside of your core.

Once you are clear about what your values are, your top priorities need to flow based on you living into your values.

If family is a value, than supporting your family and spending time with them needs to be one of the most important things you do.

If achievement is a value, than you need to build opportunities to achieve into your world.

If health is a value, than working on your mental, social, emotional, physical and/or intellectual health must be at the forefront.

You get the idea...

Success is When Your Values Drive Your Priorities – Exercise:

List your core values (3-5). If you get stuck, consider where you spend your time and money (or want to):

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Now describe what each value means to you specifically in a sentence (ex. “My core value is physical health and what that means to me is that I am full of energy, stamina and strength and will be less prone to illness and more prone to live a long life.”) if you can’t write-out a full sentence about the value with some passion it’s not likely a true value for you:

- 1. My core value is... _____
and what that means to me is... _____

- 2. My core value is... _____
and what that means to me is... _____

- 3. My core value is... _____
and what that means to me is... _____

- 4. My core value is... _____
and what that means to me is... _____

- 5. My core value is... _____

and what that means to me is...

Consider the gap between your values and your current lifestyle. Now list your top 3 priorities or goals for 2011 based on where the biggest gaps are:

Goal #1: _____

Goal #2: _____

Goal #3: _____

Now describe what the benefits are to you for completing this goal (refer back to your description of what the core value means to you). For instance, if goal #1 is maintain physical health, the benefits could be, "being strong and full of energy, my clothes will not be so snug, I will feel more confident, I will be less prone to illness, live a longer life and be a better role model for my kids."

Goal #1 Key Benefits: i). _____

ii). _____

iii). _____

iv). _____

Goal #2 Key Benefits: i). _____

ii). _____

iii). _____

iv). _____

Goal #3 Key Benefits: i). _____

ii). _____

iii). _____

iv). _____

NON-NEGOTIABLE PRINCIPLE #5
Small Bites Digest Better than Eating with a Shovel

Zig Ziglar remarked that people don't tend to wander around and then suddenly find themselves at the top of Mount Everest.

Similarly, people who wander through life aimlessly consuming what is put in front of them instead of creating the life that they want don't tend to leave a legacy of greatness, let alone enjoy the success they crave.

Your values will guide your key goals.

Once you have determined what is a priority in life, you need to create a goal that will support that specific priority. For instance, if health is one of your values, then you need to build tangible goals around diet and exercise, such as "Lose 10 lbs by April 1st."

Just like a pilot needs to know the destination and the flight plan before the plane takes off, so do you. Sub-goals are essentially the projects that will get you to your ultimate goal. Realizing what the sub-goals are and understanding the steps within each project helps to ensure that you don't miss something and end up becoming discouraged.

For instance, even with the flight plan, the plane still needs to be fueled, have a successful maintenance check-up report, and an able flight crew before it can take-off for it's final destination.

A sub-goal for our meta-goal could be "Complete three cardiovascular workouts of no less than 30 minutes each week and one strength-training workout during the month of January."

Using the S-M-A-R-T paradigm will help to make sure that both your goals and sub-goals are specific, measurable, achievable, time-based and relevant to your ultimate target.

Concrete and time-marked goals, such as "co-pilot a Cessna to Vancouver Island on October 11th", work better than arbitrary ones, such as "take up a hobby...perhaps flying".

We'll deal with the "A" & "M" within SMART in our other principles.

For now, remember that breaking down the larger goal into sub-goals (or projects) will help you to have a plan that will take you where you need to go.

Small Bites Digest Better than Eating with a Shovel – Exercise:

Sub-goals are essentially the projects that will get you to your ultimate goal. Realizing what the sub-goals are and understanding the steps within each project helps to ensure that you don't miss something and end up becoming discouraged. For instance, a sub-goal that would support our ultimate priority of physical health could be, “Compete in a 10k race by June 2011”

Top 3 Goals for 2011:

Goal #1: _____

Sub-Goal i). _____

Sub-Goal ii). _____

Sub-Goal iii). _____

Sub-Goal iv). _____

Goal #2: _____

Sub-Goal i). _____

Sub-Goal ii). _____

Sub-Goal iii). _____

Sub-Goal iv). _____

Goal #3: _____

Sub-Goal i). _____

Sub-Goal ii). _____

Sub-Goal iii). _____

Sub-Goal iv). _____

NON-NEGOTIABLE PRINCIPLE #6

Slow is fast.

This is the "A" part of SMART - making the sub-goal challenging enough to still be motivating, but ensure that it remains Achievable. Let me give you an example of this one...

My wife Michelle has a value of physical health and has made it a priority in her calendar.

Last year, she set a goal sub-goal of competing in a 10K race. If she started by running 10K's to train though, she would've been sunk: she had never run before. First, she needed to get her body used to the pounding of running. So she started with a run-walk program that started with her running less than 20 minutes at a time with walk breaks in between at the beginning, eventually building up to an hour and more.

The program seemed way too easy at the beginning and she was adding in other workouts to the runs.

Eventually she started making some good progress and found herself running close to the full distance.

Because she is achievement oriented however, she decided to deviate from the plan and increase both her distance and her speed.

That's when all hell broke loose!

By pushing things too quickly, Michelle started having problems with her foot and then her IT band... injuries that required both recovery time and active-release sessions in order to heal.

All of which eventually slowed her overall progress.

After her first injury, her running coach gave her a key piece of advice: the quickest way to improve your results is to slow down - the person who avoids injuries will always see better performance gains ("Oh, and don't run when it hurts!").

Slow is fast!

Slow is fast – Exercise:

Review your completed list of goals and sub-goals. Are they achievable? Make sure that you are building up to the change gradually to keep your motivation strong.

For instance, if one of your goals is health and one of your sub-goals is to learn to run, you'll want to ensure that your first sub-goal is not to complete a marathon!

Now is the time to make any changes that you need to in your original goals above.

NON-NEGOTIABLE PRINCIPLE #7
If you schedule it, it will happen.

Based on knowing your what your top priorities are (based on your values), you then need to put activities in your schedule that will help you to keep your priorities clear (and not at the mercy of what everyone else wants).

Whether it is adding 30 minutes of exercise to your day or an hour of strategic planning before you open your emails, unless you proactively schedule it, it will not happen.

By saying yes to a half hour on the stationary bike, you are saying no to a half hour of doing something else (possibly sleeping).

The harsh reality is that you can't do it all and something will have to go!

That's the bad news.

The good news is that it typically takes only 21 times before that new activity is an ingrained habit (i.e. less than a month).

To get those 21 repetitions into your calendar though, you need to be fanatical about scheduling those activities that are congruent with your priorities and following through on your commitment to yourself.

When you're stressed, it can feel as if everything is out of your control, and your willingness might waver. You must remain in control of your schedule or the deadliest goal-killer of all will set in: procrastination.

Being in control of your schedule means that you must be relentless about saying NO to anything that gets in the way of your priorities, including other people, events and interruptions.

As I have said many times before, we are in the business of constantly teaching people how to treat us.

That includes teaching the people around you to respect your time. And when someone or something is threatening the time you have carved out for your priorities on your schedule, you need to react like a watchdog guarding a car lot: quick, decisive and clear.

Bottom line is that if you value it, you need to schedule it.

If you schedule it, it will happen - Exercise:

Review your goals and sub-goals. Consider what specific activities you need to schedule into your day, week and month to make these goals a reality. The next step is to actually book these activities into your calendar!

Goal #1: _____

Daily Activities: _____

Weekly Activities: _____

Monthly Activities: _____

What (or who) do I need to say no to in order to schedule these activities?

Goal #2: _____

Daily Activities: _____

Weekly Activities: _____

Monthly Activities: _____

What (or who) do I need to say no to in order to schedule these activities?

Goal #3: _____

Daily Activities: _____

Weekly Activities: _____

Monthly Activities: _____

What (or who) do I need to say no to in order to schedule these activities?

NON-NEGOTIABLE PRINCIPLE #8
What You Value - You Measure

When you value something, you not only schedule activities around it, but you must measure your progress consistently and systematically.

This is not only the guiding principle of six-sigma, but the "M" in SMART.

If being physically healthy is your priority, then you need to measure it - whether it is by how tightly your clothes fit, the number on the scale or even fat caliper testing.

But quantitative measurements are only part of it - qualitative measurements are equally as important.

Your health could (and should) also be measured by your internal sense of well-being, your energy level and how strong you feel during a workout.

If family is a value, you can measure how you're doing by gauging the sense of your relationships with your family members, how much quality time you are spending with them, how close you feel to one another.

What You Value – You Measure – Exercise:

Review your goals and your sub-goals. Consider the question: “How will I know that I have achieved this goal?” Now describe the qualitative and/or quantitative measurements that you will use to gage your success. For instance, using our health goal, our quantitative measurements could include the pounds, the inches lost, the muscle mass gained or even fat caliper measurements. The qualitative measurements could include your internal sense of well-being, your energy level (when do you get tired at night) and how strong you feel during a workout.

Goal #1: _____

Quantitative Measurements:

- i). _____
- ii). _____
- iii). _____
- iv). _____

Qualitative Measurements:

- i). _____
- ii). _____
- iii). _____
- iv). _____

Goal #2: _____

Quantitative Measurements:

i). _____

ii). _____

iii). _____

iv). _____

Qualitative Measurements:

i). _____

ii). _____

iii). _____

iv). _____

Goal #3: _____

Quantitative Measurements:

i). _____

ii). _____

iii). _____

iv). _____

Qualitative Measurements:

i). _____

ii). _____

iii). _____

iv). _____

NON-NEGOTIABLE PRINCIPLE #9
The Courageous & Talented Get Support

When you are making a change, there are resources that will make things possible... or at the very least, help make it easier.

Using our health example, whether it's buying an exercise dvd, home gym equipment, a membership to a gym, joining a training group or hiring your own personal trainer, it's critical to get the resources that will work for you and use them!

When you are determining what resources are the best for you, you must be brutally honest with yourself.

If you know that you are motivated by being around other people to workout, you're better off getting a training partner, joining a group activity (like CrossFit) or signing up for a spinning class than buying a new treadmill that's gonna end up with clothes hanging off it to dry.

On the other hand, if you know that you will put off exercising if you have to drive somewhere else to do it, putting your treadmill smack dab in front of your television might make it more likely that you'll put some miles on it.

The good news is that one of the key resources you need is already attached to your face: your mouth!!

The research done on the topic of goals has proven over and over again that to stay motivated and accountable to your goals, you need to tell someone.

People are simply more likely to stick to their goals if they go public. It doesn't matter if it's telling friends and family, sharing it with a coaching group, or hiring a one-on-one coach, successful people always have "someone" to report progress and beyatch about setbacks to.

Which brings me back to Principle #8. We know that measurement naturally improves performance.

Any Fortune 500 CEO will tell you that when someone else is doing the measuring, the result is quantum improvements in performance.

There is nothing like someone watching to keep you on your game!

The Courageous & Talented Get Support – Exercise:

When you are making a change, there are resources that will make things possible...or at the very least, help make it easier. Using our health example, resources might include, “i.) New running shoes, ii.) an established run-walk program, and iii). a running partner”

Goal #1: _____

Resources required:

i). _____

ii). _____

iii). _____

Goal #2: _____

Resources required:

i). _____

ii). _____

iii). _____

Goal #3: _____

Resources required:

i). _____

ii). _____

iii). _____

NON-NEGOTIABLE PRINCIPLE #10
Party About Progress

Now that you are following principles #1-8, you WILL be making progress.

It is inevitable!

While you are scheduling in your top priority activities in your calendar - in stone - it's a great time to build in some milestones for celebration.

Detail both when and how you will celebrate results.

For instance, after you've successfully done your first 21 workouts, you could reward yourself by buying a new workout outfit or an iPod shuffle to listen to.

If you can tie your rewards to the goal or sub-goal it will be easier to sustain the momentum and continue to make progress.

After you've lost your first 5 lbs, it's time for another reward...perhaps a membership to a grocery delivery service to keep you on track with your diet.

Keep in mind that one of the greatest methods to celebrate is with internal rewards. Sometimes the best part of a workout is when it's done and you're recording it in your log-book. Research has proven that tracking your activities in writing improves the odds of achieving your goal.

One step further to a workout log would be a gratitude journal where you write out what the benefits are to what you have already achieved.

For instance, you could record something like "Friday morning: 60 minutes on the bike, one level higher than normal, feeling stronger and healthier with each ride.

Made it up the stairs at the mall in record time and without heavy breathing.").

Taking time to remind yourself why you are interested in achieving your ultimate goal is another great way to reward yourself. In your same gratitude journal, this would look like anticipating how your life will be even better when you have achieved your ultimate goal.

For instance, when you have accomplished your health goal, whether it's to shed pounds, learn a new sport, compete in an event or log in a number of workouts each week, anticipating the benefits to your life is a powerful motivating force.

Again, recording it in writing helps, such as "After establishing my routine of 5 workouts a week for 3 months, I will be strong and full of energy, my clothes will not be so snug, I will feel more confident, I will be less prone to illness, live a longer life and a better role model for my kids.")

Party About Progress - Exercise:

Now that you've scheduled in your top priority activities in your calendar, it's time to build in some milestones for celebration. Detail both when and how you will celebrate results. For instance, after you've successfully done your first 21 workouts, you could reward yourself by buying a new workout outfit or an iPod shuffle to listen to. After you've lost your first 5 lbs, it's time for another reward...perhaps a membership to a grocery delivery service to keep you on track with your diet.

Goal #1: _____

Celebration points (when and how):

i). _____

ii). _____

iii). _____

Goal #2: _____

Celebration points (when and how):

i). _____

ii). _____

iii). _____

Goal #3: _____

Celebration points (when and how):

i). _____

ii). _____

iii). _____

For each goal, keeping a progress log-book where you record both what activities that you completed and how you are feeling improves the odds of achieving your goal. A weekly recap of both the benefits that you've already received and the future benefits of your ultimate goal is a great way to reward yourself as well.

It would look something like... "The activity that I did was Friday morning: 60 minutes on the bike, level 6 and how I'm feeling is stronger and healthier with each ride. The benefit I'm noticing this week are that I made it up the stairs at the mall in record time and without heavy breathing and my waistband feels a bit less snug."

Week #1:

i). The activity that I did was... _____
and how I'm feeling is... _____
_____.

ii). The activity that I did was... _____
and how I'm feeling is... _____
_____.

iii). The activity that I did was... _____
and how I'm feeling is... _____
_____.

iv). The activity that I did was... _____
and how I'm feeling is... _____
_____.

The benefits I am noticing this week are:

- i). _____
- ii). _____
- iii). _____

NON-NEGOTIABLE PRINCIPLE #11
When You Blow it - Don't Burn it!

Look, no matter how well you follow these principles, occasionally life is going to get in the way.

That's inevitable too.

The key is how you react.

Beating yourself up will not get you any closer to your goals. You can't change what happened in the past; you can only influence the future.

When I was trying to loose weight, there were a few times that I stumbled. One particular night I remember, I ate a large plate of Chinese style greasy fried rice (this was not on my diet).

I needed to forgive myself for making a bad choice and look at the next meal as an opportunity to make a better choice.

Instead of washing the rice and my guilt down with five more bad meals and beer, I needed to forgive myself and get back on track!

It is never to late to shake things up, regain your composure and start over again!

But don't take too long to recover from a slip-up in your focus and progress. Most people get all dramatic about falling off the wagon and use self-deception as an unconscious excuses to jump from what you want and deserve - don't get sucked in and get right back on!!!

Watch your new goals and new habits carefully, if you miss an entire day of being on top of your goals it's not the end of the world - BUT IT IS A BIG DEAL!

When You Blow it – Don't Burn it! – Exercise:

Etch into your consciousness this:

Missing 1 day of being on top of your goals is not the end of the world - but don't belittle it!

It's a big deal!!!

The solution is not to beat yourself up – the solution is to recognize why you lost focus and to immediately jump back on to your plan tomorrow.

Missing 2 days in a row of being on top of your goals is cause for alarm – pull out all the stops figure out what went sideways and get back to it! Identify exactly what took you off-course and do not underestimate the power of whatever took you off your goals for two days to do its wicked mess again (fried rice doesn't seem like a big deal – but it was one of the strongest forces of evil against my weight loss goals).

Missing 3 days in a row should make you question if you really want what you have set out in your goals. Missing three days in a row is an indication that your old ways are winning or have won.

After 3 days go back to the start of this process and reestablish your values and commitment to the life and results that you want.

If what I'm proposing here seems a little radical or obsessive – your right – it is – few people understand the intense sustained effort that is required to sculpt the life of your dreams – in this universe, what you want will come to you, but you had better insure that it, you, and everyone else knows you mean business.

And no business is as important as your ability to create what you want and deserve for you, your family and your community!!!

Now go forth and show 2011 who's boss! ;-)