

WORKBOOK



INTENTIONAL AMBITION

Build what you actually want.

NAME

DATE

DAVE WERTH COACHING

THE AMBITION AUDIT

Think about a normal recent week. Not your best week, and not the week you wish you had.

Where did your working time and energy actually go?

Creating future business · Serving current business · Building the business · Administration and noise

Where does my best energy go? Whateve is left...where does that go?

If someone watched me work for seven days without knowing my goals, what would they assume I was trying to accomplish?

My top three fuel sources — and when has each served me, or cost me?

THE INTENTION AUDIT

Don't try to write impressive answers. Write true answers.

For each area: What do I want? · What do I believe having this will give me? · Why does that matter? · What am I unwilling to sacrifice to create it?

BUSINESS

LIFE

THE INTENTION AUDIT

For each area: What do I want? · What do I believe having this will give me? · Why does that matter? · What am I unwilling to sacrifice to create it?

RELATIONSHIPS

SELF

If nobody else ever knew I achieved any of this, what would I still want?
What am I currently pursuing that I'm no longer sure I want?

THE ALIGNMENT CHECK

Don't tell me how badly you want it. Show me the evidence.

INTENTION ONE

The intention · the evidence in my calendar, behavior, decisions and effort · alignment score ____ / 10 · why the gap exists

INTENTION TWO

The intention · the evidence in my calendar, behavior, decisions and effort · alignment score ____ / 10 · why the gap exists

INTENTION THREE

The intention · the evidence in my calendar, behavior, decisions and effort · alignment score ____ / 10 · why the gap exists

YOUR 90-DAY COMMITMENT

BUSINESS

For the next 90 days I am intentionally creating...

Why this matters...

The ambitious action this requires...

What I will consistently do...

What I will stop doing...

What I refuse to sacrifice.

YOUR 90-DAY COMMITMENT

LIFE

For the next 90 days I am intentionally creating...

Why this matters...

The ambitious action this requires...

What I will consistently do...

What I will stop doing...

What I refuse to sacrifice.

THE COMMITMENT I AM MAKING TO MYSELF TODAY IS...

Don't write what sounds good. Write the commitment that, if you actually honored it, would change something.

A commitment isn't meaningful because you wrote it down today. It becomes meaningful when your behavior starts providing evidence of it tomorrow.

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