



# One Degree Trajectory Change Makes Monumental ROIs

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To attain a higher level of ROI in everything you do, first understand the Trajectory Code Model. We all start at **Point A** in route to our individual and collective goals known as **Point C**. Far too often individuals and organizations get off track and marred in **Point B** dead-end behaviors.

Be deliberate and purposeful: **Point C** defined as Goals and Objectives, measured by objective and specific Key Performance Indicators (KPI) and milestones, are created from ones Values that drive ones inward Vision and outward Mission Statements (MAPS). It is as one leaves **Point A** the Starting Points that for a short period of time actions and behaviors place you on either a trajectory towards **Point C** or **Point B**.

Recognizing what those action or directives are as one leaves **Point A** and being able to extrapolate forward which trajectory pathway line you will be sent down, is critical to success, achievement and sustained performance that matters.

In reality what most people and organizations experience is best intentions when leaving **Point A** (the on-boarding of a new employee, the starting of a new campaign or initiative, etc.), but unless there are mindful individuals, coaches, mentors, milestones for benchmarking or systems in place to continuously evaluate or self-evaluate where one is at all times, on trajectory pathway **C** or **B**, one can evolve off track.

Think of the KPIs that keep one on pathway line **C** in route to **Point C** goals as the GPS

system for accelerated growth. As one goes off course towards trajectory pathway **B** if one could easily recalibrate to pathway **C** then success could be easily attained and more often attained.

But once one evolves towards **Point B** with no accountability mechanisms in place or individuals that care for accountability, it becomes ones Behaviors that keep working in the unwittingly **Point B** trajectory. And over time this Behavior becomes Habit forming, and Habits becomes one's Personal SOP (Standard Operating Procedures). At this level it becomes engrained within one to operate and see things only from this dead-end trajectory, which in turn becomes your vested Emotions, and your emotions cause you to take Ownership that your way (SOP) is the only way and the best way.

When one reaches the dead-end pathway of **Point B** the explosion causes defensive behavior, blame, gamesmanship, the necessary change to get from **Point B** to **Point C** seems far too overwhelming for most.

Now, imagine if at the base of the Trajectory Model at **Point A** we had people, systems and tools in place to continuously ensure we are making the simple and easy recalibrations necessary to ensure arrival at **Point C**? I call these easy adjustments the 1% factors. The intersecting and progressing ROIs that can be plotted into the Pathway **C** Trajectory, that never ends are numerous.

When one operates from a greater understanding of the Trajectory Diagram and an

understanding of the historical to present state influencers upon oneself and others within the base circular area, known as your Trajectory Code, then you can manage and forecast human behavior more accurately and facilitate simple 1% change calibrations to attain greatness. Consider the new ROI vocabulary that your Trajectory Code can drive:

1. **ROIIntellect** – Now demand that you continuously enhance your mental DNA and draw deeply from within to always showcase the best of you and others!
2. **ROIIndividual Initiative** – Now imagine that your Trajectory “C” line were paved with support systems and people to allow you to deliver on ROI #1, so you and others freely gave 100%, 100% of the time, and accepted nothing less from everyone in your space?
3. **ROIInterpersonal Relationships** (leverage multiplier) – Now imagine you could have 100% presence of mind to be able to leverage 100% of the people you know and could motivate others to do the same in pursuit of Trajectory **Point C**.

When one has clarity of **Point C** with clearly defined Language that guides every action, it can become a common DNA thread that unites people of like cause, mind, or goal with one another and now the cumulative energies can be overwhelming. And that would spell real ROI (Return On Investment) of any capital you get to work within!

