

1% Daily Growth

**How Small Consistent Change
Can Lead To Spectacular Results**



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1% Daily Growth eBook

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Introduction

Everyone knows that change can be difficult. Especially really big changes, like trying to turn your whole life around.

What would it mean to you if you could completely change your life in the next 70 days?

Do you know how compounding interest works?

Interest is added to the principal and further interest is added on each new total.

Example, 1% interest on \$100, compounded daily.

The first day's interest will be 1% of \$100 = \$1. Meaning the new total is \$101.00.

The next days 1% interest is added, and the total is now \$102.01.

After day three's interest is added, the new total is ay \$103.03.

After only 70 days the original \$100 has doubled to \$200.64.

This is also true for every area of life. By improving by just 1% each day, you can get 100% better in only 70 days. This may just be the single most important habit to create.

As the old saying goes “even the longest journey starts with a single step.” So even a thousand-mile hike is simply a matter of lots of little, single steps?

“Compound interest is the eighth wonder of the world.”
- Albert Einstein

Chapter 1

Kaizen

The Problem

When it comes to making “self-improvement” many people try to change everything all at once. Example, wanting to lose weight. They may want to start a new training program; waking up 2 hours earlier, train five times a week and completely change their diet, etc. In fact, New Year’s resolutions are examples of these grandiose plans to quickly make these massive 360-degree changes in our lives. Many people can relate to this all or nothing dive into change.

There are often problems with this type of approach. One example is the reality of the person’s lifestyles. If you are currently out of shape, it is probably a combination of things, like not working out enough, not eating right, not getting enough sleep, busy schedule etc. It may also be because you are currently too tired or not sufficiently motivated to do the things that are necessary.

So, thinking that you are going to change all of that in one foul swoop, is often a bridge to far. All of a sudden, you expect yourself to get out of the warm bed; go out in the cold; miss out on your favourite TV shows; eat like a rabbit etc. Does wanting to implement a number of new habits at once, whilst changing ingrained habits at the same time sound easy? For most people it is not. Or often not sustainable long term.

Why do we still imagine that we are going to “change our lives overnight?”

Here are a couple of reasons:

- It’s much more appealing to think we can have a quick fix. Many people do not like the prospect of hard work or taking a long period of time.
- It’s also immensely gratifying to think that everything can change in a single day or with one big change.
- Another major factor is advertising and media. Advertisers sell the quick fix approach to transformation. Instant gratification. Gyms selling memberships, promising great results and so forth. No one tells you it is going to be hard work and take commitment. That does not sell memberships.

The Neuroscience

Our brains are adaptable to change and can be physically restructured according to new behaviours. The brain adapts to repeated stimuli. Neurons that fire together, wire together. Meaning if you repeatedly do one thing followed by another, those two experiences become linked in the brain over time. Every time you do those things together subsequently, you further reinforce and strengthen that link. The connections become myelinated, meaning that the tendrils are insulated, and signals travel faster down them. They grow more nodes at the connection points. Eventually, it gets to the point where you no longer have to think about the association. Doing A automatically triggers B.

This can be good news when trying to form new habits or stopping non-supportive ones. However, it can also work against us.

Thus, you can build that new habit of eating healthier, waking up earlier, exercising etc. Or, we can become so comfortable with getting back home; comfort eating, sleeping in, etc. Rather than going to the gym. That also becomes a habit, which is often hard to break.

Changing this can take effort and for some people it feels nigh on impossible. This is where the concept of Kaizen comes in and why this is such a powerful and transformative tool.

Understanding the principles of Kaizen allows you to benefit from it and to create transformational change in your life.

In this book, you will learn how to take this concept and create the positive change you want in any and all areas of your life. Albeit relationships, health and fitness, business, education, or any other area.

“Productivity is being able to do things that you were never able to do before.”

- Franz Kafka

What is Kaizen?

Kaizen is a Japanese word that means “improvement.” Although Kaizen was invented in America, it was perfected in Japan.

As part of the Marshall Plan after World War II, the Americans brought in experts to help with the rebuilding of the Japanese industry. Instead of making radical or drastic changes to their business infrastructure and processes, they were urged to make continuous improvements. Preferably ones that could be implemented on the same day.

The Japanese took this to a whole new level. By making small, continuous improvements they were able to get more and more efficient. In fact, by the 1970's, many Japanese companies were outstripping their American counterparts and dominating US and world markets. Including the automotive, electronics and computer industries.

In fact, Toyota, owes much of its success to its particular variant of Kaizen. So much so that it's now known as The Toyota Production System (TPS).

The main objectives of the TPS are to design out overburden and inconsistency, and to eliminate waste. TPS has two main principles:

- Just-in-time – meaning “Making only what is needed, only when it is needed, and only in the amount that is needed.”
- “Jidoka” – (Autonomation) meaning “Automation with a human touch.”

The tactical improvements of waste reduction are also very valuable. There are eight kinds of waste addressed in the TPS:

Waste of overproduction (largest waste)
Waste of time on hand (waiting)
Waste of transportation
Waste of processing itself
Waste of stock at hand
Waste of movement
Waste of making defective products
Waste of underutilized workers



All of this is subjected to continuous improvement. The little tweaks add up to big changes. Every worker is encouraged to come up with better ideas and can even stop production if they notice a problem. This system is said to be one of the largest impacts for having made Toyota the company it is today.

What has this got to do with you? Utilizing the same principles of continuing improvement, with a simple 1% daily growth, you can essentially grow 100% in only 70 days.

In order to implement the concept of Kaizen and create daily growth, we need to first understand the concept of Kaizen a little better.

“Great things are done by a series of
small things brought together.”
- Vincent Van Gogh

Chapter 2

Implementing Kaizen

Kaizen began as a business term and as such certainly can be used in context of your career or business. It can also be used in every other area of life.

The word kaizen means “improvement,” however the term is used more specifically to refer to *continuous* improvement, or small changes. The strategy has been successfully adapted to business in many organizations, and later to the self-improvement field.

Kaizen has been generally broken down into two separate terms:

- Flow Kaizen
- Process Kaizen



Flow Kaizen looks at a “value stream.” This might be a whole workflow, in which the organization can look for different opportunities to improve the process.

Imagine a large production line that involves several stages. While making a tiny change at each step of the way might not seem to have a big impact on their own, however combined all those tiny improvements can potentially have a huge impact.

Process Kaizen on the other hand is the “concentrated improvement of a single process.” Meaning, looking at one step and making constant small improvements to get it to the point where it is the best it can be.

Kaizen is often described as being “bottom up.” Meaning to start at the most fundamental levels and making small changes there.

Using an overly simplified example; - One can potentially improve several other aspects of their business by simply cleaning the warehouse floors.

Example; cleaner floors lead to fewer accidents. This leads to happier staff and less time off due to injuries. That may lead to more efficient storage and manufacturing of products. Leading to less over time and happier customers. Leading to more profits and more money for R&D. Resulting in better quality products and a better brand image.

The 5 S' of Kaizen

Seiri/Sorting: This means that you keep your work in the designated area and keep it organized.

Seiton/Systematic Arrangement: Arranging items in the optimum manner for efficient retrieval. This is extremely important for logistics, storage businesses, valet parking, etc. Think at all the boxes Amazon must efficiently store and find.

Seiso/Shining: Cleaning the workplace and equipment. This can reduce errors further down the line.

Seiketsu/Standardizing: Using standard processes that can be repeated, tested, and fixed.

Shitsuke/Sustaining: Maintaining the previous four S'.

Kaikaku- The Opposite of Kaizen

While Kaizen can be immensely powerful when applied correctly, it may not always be the right approach. Every now and then a situation calls for Kaikaku (radical change.)

This calls for getting rid of the old process entirely and starting fresh. Massive change like this often meets with great psychological resistance. However, it is important that you only stick to a process or flow for the right reasons - Not nostalgia or sentimentality.

Example, having worked on a business for the past 5 years that is not gaining any traction. It might call for a rethink of the strategy, or one might even need to scrap the business and start again.

The longer you keep a failed project going, the more energy, money, and resources you will sink with it. One of the key aspects of successful Kaizen is knowing the difference: when it's time for Kaikaku and when it's time for Kaizen.

Force Multipliers and Automation

A **force multiplier** is a term for any tool that allows you to get more done in less time or with less effort. An example of a force multiplier is a hammer which allows one to hammer more nails, more easily than you ever could with a plank.

Examples of force multipliers are:

- a computer or a piece of software running on a computer to speed up processes like printing invoices faster run writing them out.
- a forklift truck which allows a single employee to move significantly more and heavier palettes.

Used wisely these can save a lot of money and greatly increase output.

Josh Kauffman, author of “Personal MBA” explains the merits and importance of force-multipliers, but also explains their potential risks and downfalls. While a force multiplier will amplify your productive output, it also amplifies the potential errors. This is why Kaizen becomes important, the more efficient your system, the more scalable it will be. It’s also why it’s so important to build your business right the first time, so that it is sustainable as it grows.

Did you know, that for every 60 miles you fly only 1 degree of course, you will miss your destination by a mile. Example, if you flew from the west coast to east coast of the US, you would miss your target by 35 miles. Even a fraction of an angle over a great distance adds up to a large deviation. Or put another way, a labelling machine that is sticking the labels upside down, will amplify the problem more than if it was one person putting them on by hand.

Thinking in terms of force multipliers allows us to potential increase productivity and output without increasing overheads or time. Before hiring extra members of staff, ask whether you could implement a system to help the same team accomplish more, faster and more easily.

“It is not enough to be busy... The question is: what are we busy about?”

- Henry David Thoreau

Automation is of course the process of automating some aspect of your business process. It is a logical progression from force multipliers. This will often mean using a piece of software or a manufacturing tool in order to produce something with little to no human interaction. The same risks apply, as there is huge danger associated with automating an error. Greater monitoring and observation are critical.

When looking to expand operations, looking for ways to automate aspects of your service is a good strategy. A smart businessperson should always be looking for ways to make themselves obsolete and have the business run without them.

As well as giving you a method for increasing output, novel automation can also be used as a way to productize a service. How can you offer a service and remove the need for human involvement? WordPress is a perfect example of this – Matt Mullenweg and crew successfully managed to automate the process of building a website, turning a service into a product.



Chapter 3

Growth in Business

As we have already seen, force multipliers and automation can have a massive impact on one's business or career.

Kaizen also looks at how to eliminate waste. In any given process, there is almost always “waste” that can be eliminated. By getting rid of these errors, you can significantly increase the speed of a process. This can have huge and transformational changes for a business.

Let's imagine some overly simplified examples to illustrate.



A blog writer: writing and uploading articles for a blog site every day. When they upload the article, they add images and formatting like bolding and headers etc.

The current workflow looks like this:

- Write the article
- Read the article and check for typos
- Upload the article to WordPress
- Read through article; upload images and adding HTML formatting

There is nothing wrong with this per se. However, they are not working in the most efficient way possible. They are currently reading through everything twice. Once to make sure that it is spelled correctly and once to add images and formatting.

New workflow could be:

- Write the article
- Upload it to WordPress
- Read through it and fix typos while adding HTML formatting and images

This has effectively combined two steps into one step that will take slightly longer than either on their own, but faster than doing both individually. That in turn can potentially save lots of time and effort in the long run.

Let's say this saves 10 minutes per article, and the person was doing 5 articles per day. That would equate to almost an hour a day; 5 hours per week; 20 hours per month. If that person's hourly rate was £20 per hour, then that equates to an extra £400 per month, without increasing rates or working harder. Simply by being more effective with their process.

Imagine an entrepreneur who wants to write a book. However, they don't know where to start. They have not written the book that they've been wanting to for the last 5 years. Simply writing one page every day, would mean they could write a 360-page book in the 12 months. That may seem like a long time, but it is nothing compared to the last 5 wasted years.

Imagine we were entrepreneurial app developers. Having released both successful and some not so successful apps in the past. Now it's time to work on the next project.

The problem is that we have so many ideas and don't know which to work on first! So we apply the concept of "Kaizen" in a unique way to see how it can be useful in other areas of life. We start by looking at what the most efficient course of action may be. The aim might be to pick out the app ideas that are the quickest to make, with the highest possibility of achieving the highest return on investment.

An app that you think could change the world, but would take years to build, might be best to be a longer-term project. Not take up the most resources right now. Likewise, an app that might be quick to launch, but unlikely to find an audience, should be scrapped.

Thus, we pick the option that has the highest chance of the most success, and that involves the least work and effort. In a short amount of time, you can drastically increase turnover to reinvest and work on that longer-term world changing app.

Implementing Kaizen in the finance department might mean cutting out the expenses that would have the largest impact on profits, but the smallest impact on operations.

All too often companies look to cut advertising and training during tough times. Yet those are exactly the things that will help the business to grow. Rather cut expenses like unnecessary overtime due to improper systems. Look at improving systems to cut the requirement of the overtime and as such yield more profits.

Find Choke Points

The aim is to remove wasted time and energy in your productive day. Start by making a note of all the tasks that you complete regularly in a day. This should include everything from booting up the computer, to arranging files, to prospecting and actually dealing with clients, selling, etc.

Then assess how long each of these “choke points” or activity takes, and which could be made quicker or run smoother. Even having a slow computer can cost you valuable time which adds up over the days/weeks/months and year.

The next step is to find ways to make each of these tasks faster, or more efficient. Also notice what can be eliminated altogether. A few tweaks and you suddenly have an extra hour or two per day.

A great book to read is “The 4-Hour Work Week” by Tim Ferris.

Checklists and Flow Charts

A study about the effectiveness of doctors and nurses, found that doctors would be far less liable to make serious mistakes when presented with a checklist by the nurses. The doctors were resistant to the idea at first, as it seemed like they were being “checked up on” and constantly monitored. They considered themselves capable of working alone and independently. However, even the most experienced doctors were found to make fewer mistakes when following precise checklists which forced them to pay attention to the smaller details.



Flow charts are also a fantastic tool for quickly optimizing and systemizing business processes. Flow Charts are also often used for dealing with problems or technical issues like fault finding.

The added benefit of a flow chart is that a less experienced or new staff member can follow procedures as well as more experienced staff members. Avoiding unnecessary mistakes. Having a systemized process gives a consistent user and customer experience. Just make sure it is a pleasurable one.

Here are a few examples of types of “waste” that one might look for in a typical business:

- Defects or Errors
- Excess processing
- Repairs
- Overproduction/ Overestimating demand
- Waiting for the next step in the chain to become ready
- Inventory – Waiting on stock/supplies/materials
- Transportation – Time spent transporting people or goods
- Moving – Excessive movement of machines or people
- Non-utilized talent – Utilizing skilled workers in a non-skilled capacity

Cutting costs may or may not be drastic. It would also depend on the size of the organisation, but there usually are places where a business can operate leaner. Even £1000 a month equates to £12000 per year.

By looking for low risk, high yield options in the business, you can better maximize profits and staff satisfaction. Constantly looking for wastage and opportunities to streamline and improve flows and processes is the Kaizen way.

“Until we can manage time,
we can manage nothing else.”

- Peter Drucker

Chapter 4

Health and Fitness Improvements



Let's say someone wants to start walking or jogging. They are totally unfit, and they would like to build up to be able to jog 5 miles. If you start out walking or jogging a mile and increase that by 1% a day, you will be doing two miles in 70 days. That is an increase of around 16 meters per day. Of course, this is a simple example, but the point is to explain that incremental growth is easier and less stress than large all or nothing goals. The person who starts with 5 miles on the first day, might give up as they find it too difficult or pick up an injury. However, if they build up to it, they can enjoy the process and celebrate themselves for their progression.

The same goes for weight loss. Say you set a target of losing 10 pounds. Break that goal down into smaller targets. Example, 2 pounds a week for 5 weeks. As this is a much more manageable goal, people are less likely to give up and quit. Again, they can celebrate their small 2-pound wins on route to the overall target.

Small little changes, like not having an extra doughnut or pudding, taking the stairs instead of the elevator, or walking to work rather than catching the bus, etc. can make all the difference. Once you've reached your goal, you can simply rinse and repeat the concept as applicable to the situation.

Something is Better Than Nothing

Working out for an hour, five times a week might not seem like it might take up much time. However, the hour of training often requires another hour for preparation, traveling to and from the gym, getting showered etc. Plus washing your gym kit and getting it ready the next day. In total, that adds another 10 hours to an often already busy week.

The problem is that people lives are already busy and they don't have time or the energy left to do anything else. They get home from work and all they want to do is spend some time with friends or family, have dinner or relax in front of the TV. Often with crisps, sweet, alcohol or some other comfort food/drink.

One potential option to overcome the drain, is to challenge yourself to just do "something," even if it is only a little exercise. Example only do fifty push ups or 50 sit ups. Even if it takes you multiple sets to get to the 50. Doing something is better than doing nothing and the little somethings will add up and get your blood pumping. You may just find that as your energy starts to flow, that you can then push a little further and do a little more. Often getting started is the most difficult.

Thus, you can start by doing at least three sets of any exercise each day. Your end goal will still be to do more and to do your entire training program. However, when you are feeling too tired, drained or pressed for time, you can make the effort to do 3 sets of 20 push ups or 20 sit ups as an example.

3 Reasons to do this:

- It takes very little time. Everyone has 10 minutes to do a couple of sets of exercise. Even if it is just before hopping in the shower, just getting out of bed, or just before having lunch.
- A little exercise is always better than doing nothing. By doing just a little one can still notice improvement.
- Once you have done the 3 sets, you may just find yourself motivated and inspired to do more as the blood starts to flow and energy starts to return.

Doing something is always better than doing nothing.

Time and Effort

Who do you know that wastes time at the gym? They often stand or walk around undecided as to what exercise to do. Chatting with others to fill the time, having something to eat or drink at the gym snack bar etc. If time is an issue, then get in and get out. Ensure that workouts are fast, intense with less time investment. One can be in and done in forty-five minutes depending on your goal.

Make going to the gym as easy as possible. Choose one close to home or your place of work. If they have a shower, you can even shower and get ready for work or do it on the way home. Saving time to shower at home. Make sure your bag is packed with a set of shower necessities. Shampoo, towel, soap, etc. This will help to make it part of your routine and a new habit. (It will even save some money on the water and heating bills.)

Micro Workouts

An easy way to apply the concept of “small changes every day” to health and fitness, is the use of “micro workouts.” Meaning that you will be exercising for just a few minutes each day to begin with.



This then has numerous advantages:

- it makes the prospect of working out far less daunting,
- it means committing to a much smaller challenge while your energy levels are building up,
- it takes less time, so you can fit it into a busy schedule,
- it helps to create a new habit.

You can use micro workouts a number of times per day. Example two to three times a day. Meaning you can do your training throughout the day when you have time. The result is that you exercise, your metabolism stays raised throughout the day, and you don't undergo those long, unhealthy periods of inactivity.

One can also think about how to turn regular everyday activities into micro workouts. This is not going to help you to train for a marathon but will at least get you a little more active.

Little Changes Lead To Powerful Results

Ask yourself, “What small changes can I easily implement?” These do not have to be dramatic things. Start small and build on them.

- Establish what the best and most convenient time is for you to exercise.
- Wear a fitness tracker or step counter and try to beat your score each day.
- Walk instead of catching the bus; or get off a stop early.
- Use a standing desk rather than sitting all day.
- Have walking meetings.
- Take the stairs instead of the lift.
- Go to the pub less – Drink less alcohol.
- Have fewer takeout meals.
- Add more healthy options to your meals and eat them first, rather than cutting out everything you like.
- Only eat until you are full.
- Eat smaller meals.
- Perhaps work from home one day a week.
- Get a cleaner once or twice a week to clean and tidy the house.
- Cook or prepare the weeks meals on Sunday.
- Use a Default Diary or other time management tools.
- Here is an article on 10 things to stop doing.

<https://www.coachingwithnlp.co/10-things-to-stop-doing/>

It is believed that it takes around 21 to 30 days to install a new habit.

However long it takes, the idea is that you can build a new habit. Example, consistently doing 50 push ups or sit ups first thing in the morning, will lead to a new habit. The same is true for that new gym training program or diet. Dropping sugar from your coffee or stopping coffee all together. Over time it will have a positive, cumulative effect on your health and fitness.

“If you spend too much time thinking about a thing,
you’ll never get it done.”

- Bruce Lee



Cutting that latte is a good start, but one can also look for other small changes to make. You could look for other reasons that might be preventing you from training or eating better. Look at your entire lifestyle as one “flow” or “process” and then attempt to make improvements.

Often people have best intentions, but just can’t seem to get motivated enough to commit to the activities. NLP and coaching can be really useful for this. We assess what the blocks are and then simply get rid of them. Working with a coach can be really beneficial for all areas of one’s business and personal life. Here is an article for how to stay motivated. <https://www.coachingwithnlp.co/how-to-stay-motivated/>

The message is that if you are not at the health and fitness level you would like to be, then make small incremental changes and then build on them.

Chapter 5

Improving Personal Finance

Another pretty universal area that most people would like to improve upon is their personal finances or personal spending. This does not mean to cut out all the fun and excitement out of life.

The starting point is to have an accurate monthly expenditure list. Be clear on what and where you spend your money. People often do not know quite what they are spending on a daily, weekly, or monthly basis. This includes things like travel, entertainment, groceries, eating out, insurance, etc.

Then work on an acceptable budget plan that accurately reflects your income and expenditure based on what you would like to save. There may be some things in your current expenditure that you can eliminate and others that you may be able to reduce.

Two books I would highly recommend reading are:

- The Compound Effect, by Darren Hardy
- The Richest Man in Babylon by George S Clason.



10 Tips For Potential Savings

- Spending £50 less on entertainment/month. Equates to £600/year.
- One Latte less per day. Save £2.50/ day. Equates to £912.50/year.
- Spending £20 less on transport by walking more. Equates to £240/year.
- One less take away per week, saving £15 per week. Equates to £780/year.
- Paying for household or car insurance annually in advance regularly saves £30 - £60 /year/insurance.
- No-name brands often taste or work just as good as branded products. They are often produced in the same factories. Using no-name brands can often save you quite a lot. Cheaper does not have to be less effective or taste bad.
- Make lunch for work instead of buying lunch each day. Estimate saving of £3.50/day equates to over £1000/year.
- Buy in bulk or groups where possible can lead to big savings. Example, buy a whole sheep and divide it between family members, rather than buying meat individually.
- Move debts to interest free or lower interest rate loans. Use the savings to pay off the highest interest rate debt quicker.
- Change bank accounts. Many people pay fees that are not necessary, simply because they have the wrong accounts. On the other hand, they may also not be paid interest on savings due to having the wrong account.



These are just a few simple things one can easily implement that can have a significant impact on your savings. Not to mention giving up things like smoking or drinking.

The important thing to remember is that you do not want to take all the fun out of life. Rather look at how you can combine things that serve multiple purposes. Example, walking more increases your health and fitness as well as saves money.

One way to stay motivated to stick to the budget, it to have a reward in place. What is your why? Why are you saving money? Is it for a new car, to pay off debts, buy a house, go on holiday, etc? Simply having money in the bank is usually not a great motivator for people. What is the end result and benefit? If your why is big enough, you will stick to your budget.

Monitor and Improve

A great tip is to create a standing order that takes a set amount of money from your salary and puts it straight into a saving account before you can spend it. Also, have all your standing orders and direct debits go off on the same day. That way you know what has gone out and what is left in your account each month.

Don't just say that you will spend £20 less on shopping per week. Be clear on how you will achieve that. It often costs more to buy bulk items in the short term but will be cheaper over the longer term.

What's important here is that you are working toward a goal, rather than simply making random decisions about how you're going to spend your money. Assess your expenses honestly and you will almost always find that there are small changes you can make to your spending that will have a big impact over time.

Carry Less Cash

One easy way to stop yourself overspending is to simply carry less cash. However, that does mean to then simply spend it on your card.

Pro Tip: there are plenty of apps that will track all your spending and keep your accounts in one place. Example, "Emma for iOS" (<https://emma-app.com/>). This app can show your spending across most major banks and creditors, and break that down into useful categories (e.g. personal care, eating out, charity, business etc.).

Passive income

Passive income is a great way to build personal finances. Money that lands in your pocket without having to work for it every time. There are many ways to build passive income. Find the one that works best for you.

Again another 2 books I would highly recommend are both by Robert Kiyosaki

- Business of the 21st century
- Rich Dad's Cashflow Quadrant: Guide to Financial Freedom

The takeaway from this section is that by working smarter and being a little shrewder with your money, you could increase your personal finance over time. Some people have taken this to the maximum to retire by 30. Meaning they can live more freely, doing the things they love, rather than working every hour of the day.

Chapter 6

Improving Relationships

Look at your current relationship and identify key areas where things could be improved. It goes without saying, that one can improve friendships, family and more intimate relationships.

Become aware of the patterns and habits you fall into. Relationships can become habitual. Habits adopted early in a relationship can become problematic over time. Example, one person being less assertive than the other, simply to please them or to get to be with them. Over time this may start to wear on the less assertive person, and they can feel like a floor rag.

Another pattern may be how people often have the same issues in every relationship they get into. Essentially taking the same baggage to each relationship. Example, have you ever heard someone say, “I always attract this type of guy/girl?” The question really is, what are they doing to keep attracting that into their life? What patterns are they running that are not serving them? What steps can they take to change the patterns they run?

Intimate relationships can often also do with a little sprucing up. What little changes can you make that will show your partner you love them? What can you do to make them feel more valued and loved? This does not have to be a major statement or cost the world. Little things like doing the dishes or washing can be just as powerful as buying them a bunch of flowers. Opening the door or walking on the side of the road, when you are on the pavement shows caring and costs nothing.

The same is true with other friendships. What can you do to improve friendships? Simple things like phoning your friend every once in a while, and not always waiting for them to make contact. Inviting them for dinner or offering to help out with a project they are busy with. Little things that cost nothing can show them that you care.

People need relationships and to feel part of a community. Making those around you feel valued and appreciated will in turn have them make you feel more valued and cared for.

Chapter 7

4 Everyday Improvements

Morning Routine

One of the best and most important things you can do is to wake up before most other people. Start getting up 30 minutes earlier and you will gain 3.5 hours a week to exercise, learn, read, market your business, etc. There are many top performers that recommend waking up at 5am to get a great start to the day. This is due to less distractions and having a fresh, well rested brain. Building a morning routine is a great way to increase daily growth and it can impact all areas of life. Getting up earlier, may mean better time management.

2 Great books to read are:

- The Miracle Morning by Hal Elrod
- The 5am Club by Robin Sharma

You can also find out more about time management in these articles:

- <https://www.coachingwithnlp.co/time-management-tip/>
- <https://www.coachingwithnlp.co/time-saving-tips/>
- <https://www.coachingwithnlp.co/time-management/>

Inspiration

Being inspired helps us to be more productive. A great way to build inspiration is to listen to audio books while you drive, do chores or go for walks. This puts your brain in a more focussed state. If the subject is something you are interested in, you will be more focussed and creative as a result afterward.

Rather than watching mindless rubbish on TV or browsing through social media, find something that inspires you. Hobbies, sports, etc are great ways to keep you active and inspired. All too often people get stuck in a rut or despair because they have nothing that keeps them interested and inspired. Be careful what you choose to spend your valuable time focussing on. Avoid time and energy vampires.

**“Amateurs sit and wait for inspiration,
the rest of us just get up and go to work.”**
- Stephen King

Intermittent Fasting

Intermittent fasting has a huge range of potential benefits. Approached correctly, it can help us to lose/control weight. Thanks to a process called “autophagy” might even have life-extension benefits. Intermittent fasting also improves energy and focus. Plus, it has the added benefit saving time that you would normally spend preparing breakfast.

Mindfulness

Make time to be more mindful. This can be more mindful of everyday activities or actual mindfulness meditations. Mindfulness does not need to take up much time. One can easily implement 3-minute mindful breathing or mindful eating into your day as these are things we do anyway. Only now, you become more consciously aware of these activities. You can find out more about mindfulness here.

<https://www.coachingwithnlp.co/online-mindfulness-course>



Chapter 8

Resource Cheat Sheet

By reading the full eBook, you will hopefully have a better understanding of- and how- to implement a 1% daily growth in your life using the principles of Kaizen.

On this resource cheat sheet, you will find further reading, useful apps, and more.

Apps and Tools

Todoist (Android, iOS, Windows)

<https://todoist.com>

This is one of the most popular to-do apps on the market and has a lot of powerful features that are ideal for power users and those looking to form positive new habits. Not only can you create new tasks, but you can also assign them to members of your team/family, create nested jobs, set reminders and more.

Headspace (Android, iOS)

<https://www.headspace.com/>

This app is a tool for developing your skills with meditation. Meditation can help you to overcome anxiety, to improve your sense of calm and happiness and even to improve your cognitive. This is a perfect starting point and the first ten lessons are free. This is the ideal choice of “small change” you can make to your day to see huge benefits and repercussions.

Emma (Android, iOS)

<https://emma-app.com/>

Emma is an app that collects all of your transactions in a single place. This is perfect if you are planning on saving money as it can show you areas that you are spending more than necessary by categorizing your spending.

Chip (Android, iOS)

<https://getchip.uk/>

This is another app that can help you with your money management. This one works by assessing your balance and sending small amounts of money into a savings account. The idea is that it sends tiny amounts that you won't miss on a regular basis, but in doing so actually adds up to saving you a lot!

7 Minute Workout (iOS)

<https://apps.apple.com/gb/app/7-minute-workout/id650762525>

This is just one version of this app available for iOS. There are many other 7-minute workout apps available for both Android AND iOS. Each will walk you through a 7-minute workout. While short, it will help to improve your muscle tone and help you to shed some calories in the process.

Pomodoro-Tracker (Web-Based)

<https://pomodoro-tracker.com/>

This Pomodoro-tracker works by letting you set short breaks in between longer periods of work. It's a useful and fun way to boost your productivity, while also giving yourself concentrated breaks. It's not directly related to Kaizen, but taking regular short breaks helps to keep you fresh and motivated.

Goal Setting Worksheets (Blog posts)

<https://www.coachingwithnlp.co/goal-setting-part-1/>

<https://www.coachingwithnlp.co/goals-setting-part-2/>

As the name suggests, these blog posts will help with goal setting.

Further Reading

The Four-Hour Workweek (Book)

As we discussed in this eBook, the principles of Kaizen can be particularly effective when applied to entrepreneurs. Tim Ferriss explains in The Four-Hour Workweek how you can make some small changes to your workflow and automation in order to reduce the amount of time you spend working to a fraction of what it currently might be.

The Four-Hour Body (Book)

Here Tim shares hacks that can help you to get into better shape in a short amount of time. One of the most interesting takeaways here is the "MED" or "Minimum Effective Dose." That is the minimum amount of work you need to do in the gym to trigger a positive adaptation. Tim's argument is that there is never a good reason for spending longer than this in the gym! It's ideal for the Kaizen micro workout crowd.

The Personal MBA (Book)

If you like Kaizen, then you might be interested in applying more concepts from business to your usual routine. The Personal MBA from Josh Kaufman is ideal for this and shares lots of business ideas that actually have a surprising amount of application in your everyday life.

59 Seconds (Book)

This is a book that looks at many common self-help suggestions. The difference is that the objective here is that it is more interested in looking at what the science and the research says, rather than the old-school philosophers.

Some of the advice here goes against the grain but it is far more effective than following simple hearsay!

As the title suggests, the book also focusses on the really small changes you can make that will have a massive impact on your productivity, health, and happiness.

How to Save an Hour Every Day (Book)

This book is filled with tips to help one save time and energy. Sometimes it can be the most obvious things that one needs reminding of. Of course, it is only obvious if you are doing it. It's a tip if you are not.

This fits perfectly with the concept of Kaizen, helping you to address your current workflow in order to create a more efficient version of your day and to thereby clear space in your schedule to do the things that really matter to you.

Some additional books as mentioned previously:

- The Compound Effect, by Darren Hardy
- The Miracle Morning by Hal Elrod and
- The 5am Club by Robin Sharma
- The Richest Man in Babylon by George S Clason.
- Business of the 21st century by Robert Kiyosaki
- Rich Dad's Cashflow Quadrant by Robert Kiyosaki

These are just some of the books and tools you can use to gradually introduce tiny habits and improve your efficiency. Remember though, it's ultimately up to you to make these changes as simply as possible. Don't be distracted by these resources or use them as a crutch. Rather use them as a tool to help you achieve your outcomes.

Conclusion

Making continuous little improvements in our lives, can have a massive cumulative impact. Essentially it is possible to make a 100% improvement in as little as 70 days. That does not mean you are suddenly going to bench press twice the weight in 70 days. Think of it as a more holistic growth and improvement.

When used correctly, it can completely transform your personal life, relationships and business/career etc. You can improve your budget, your health, your physique, productivity, etc.

The Butterfly Effect suggests that a minor change in the environment, like a butterfly flapping its wings, can bring about a phenomenal and drastic change in the environment. Example, potentially changing the course of a tornado, as per the work and thoughts of Edward Lorenz. Even a 1% improvement in any area of your life can have a positive (or, if you're not careful, a negative) effect.



Example let's say you increase your Facebook advertising spend by 1%. The first week your ad gets shown 101 times instead of 100. Let's say that 101st click lands you a brand-new customer. This new customer is so happy with the product or service you have provided they recommend you to somebody else. Somebody who is not on Facebook, so would never have seen your ad in the first place. This person places a massive order that increases your profits. None of this would have happened if you did not place the one extra ad.

Making small 1% improvements are easier than one giant leap. It requires less energy and is usually easier to implement than all at once. You can often also see results right away.

As the old saying goes: "Every journey starts with a single step." You can make a 1% change in any area of your life today and build on that change forever.