

APPENDIX 2: CRYSTAL BALL EXAMPLES

DATED AND WRITTEN DECEMBER 2017:

JACK ROCKED IN 2018:

1. Physical fitness: If we aren't healthy, nothing else matters.
2. Family time: Fun times with those closest to you.
3. New business endeavors: CEO Coaching & Sales Manager Forum.
4. World travels: Combo business and personal, along with bucket list.
5. Return to golf interests: Top 100 and local club.
6. Bucket list pursuits: Add to list and knock off current list.

INDICATORS:

1. Weight 175–180; races as detailed in one-year goals; exercise levels totaling at least five hundred hours; Cape May Marathon—fifty-state celebration; Great Wall Marathon—all-continent celebration; Berlin Marathon for number four of Big Six.
2. Family reunion at Cape May; Rim2Rim2Rim; Maui; grandkids long weekend; Melissa and Adam family events.

3. Expand CEO coach to fifteen clients; expand sales manager forums to at least two groups, ideally four groups; leverage strategic alliances; *JD Magazine*.
4. Ireland; Maui; Great Wall/China; Australia; Asia; Grand Canyon; Germany.
5. Rejoin golf club; play at least fifty rounds; Top 100 from ninety-three to ninety-seven.
6. Bucket list including marathons in all fifty states; marathons in all continents; Great Wall of China; skydive indoors; shear sheep; boxing match; Big Buddha; Rim2Rim2Rim; Hoover Dam; Bikram yoga; AcroYoga. Others as they present themselves.

DATED AND WRITTEN DECEMBER 2016:

DALYS ROCKED IN 2017:

1. Physical fitness: If we aren't healthy, nothing else matters.
2. Family time: Fun times with those closest to you.
3. New business endeavors: Establish and reinforce passive revenue streams and brand.
4. World travels: Combo business and personal, along with bucket list.
5. Return to golf interests.
6. Bucket list pursuits.

INDICATORS:

1. Weight 173–180; races as detailed in one-year goals; exercise levels totaling five hundred hours; Atlantic City Marathon—fifty-state celebration; Great Wall Marathon—all-continents celebration; Malaysia full Ironman—all-continents completion.
2. Valerie Murphy family visit week; Iovines CA visit weeks; Adam wedding week; cruise with kids/grandkids; home nights = 170.
3. Launch Sales Manager Forums; leverage strategic alliances; enhance online initiatives; optimize Forbes Partnership; launch *JD Magazine*; two coauthor book launches.
4. Mexico adventure; cruise Caribbean; China/Great Wall/Thailand; Australia twice; Malaysia beyond Ironman; Machu Picchu/Chile.
5. Top 100—another five to ninety-seven; Hamilton Island, Australia; South Carolina trip with Rick; Ireland; Nova Scotia; some local Southern California.
6. Bucket list, including marathons in all states; marathons in all continents; Ironman in all continents; Great Wall of China; blimp ride; Hollywood sign; skydive indoors; Segway; Bikram yoga; AcroYoga.