

theAchiever

WORK BOOK

**STEP BY STEP GUIDE TO
ACHIEVING WILD, CRAZY,
UNBELIEVABLE GOALS**

VUSISINDANE.COM

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INSTRUCTOR



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MY PROMISE TO YOU IN THIS GUIDE

Most people have positive hopes and goals for themselves but for some reason they become unachievable. Statistics confirm that only 8% of the population achieves their annual goals, which leaves most of us feeling like failures and even embarrassed at setting future goals or reviewing them.

Yet we watch people achieve their goals and wonder what they are doing differently. Is it magic? Do they have special gifts? Do they have rich uncles?

For 15 years I was a starving entrepreneur, always setting goals but never achieving them. Instead, I ended up losing everything and moving back home with my wife and kids. One day while walking with my son and daughter past a McDonalds, my daughter (4 years old at the time) asked for a Happy Meal, and my son (then six years old) said, “Aaahh, don’t bother - dad never has money!”

This was my wake-up call. Through friends, I found a job at an investment group in Sandton and vowed to work like a dog! My strategy was simple - SUCCEED AT ALL COSTS!

I became P.A to the chairperson of the group when his P.A went on maternity leave. A year later I was promoted to Executive Assistant, and another three years later I was Group COO, managing 16 companies in a R150 million portfolio.

I was doing well financially, had cars, being driven around in a V-Class, and flying business class.

But I was extremely unhappy because I was a slave to the corporate lifestyle, including hotels, alcohol and transactional friendships. My relationship with my wife was strained because I was seeing other people; I was estranged from my children and at odds with myself and my core values.

Eventually, I left to start life afresh, beginning with a dream of cycling from Musina to Cape Town. On 13 April 2023, a friend dropped me off in Musina and all I had with me was a bicycle and a bag full of clothes, food and mechanical tools.

Little did I know that I would die several times on that journey. It's one thing cycling 140km, it's another thing doing it again and again, alone, and with a bicycle weighing 50kg. I had a deep spiritual awakening, resulting in profound joy, the love of life and the discovery of powers I never thought I had.

Above all, I learned crucial insights about setting and achieving near-impossible goals and re-inventing yourself. And that's what I want to share with you in this guide.

My promise is simple: To share tools for setting your goals, to give you the confidence to pursue them, and the inner fire to see them through.

Of course, this is not some quick-win scheme. At the end of the day, you get what you put in. But with this guide as leverage, I hope you will make serious gains towards your personal goals.

I took this photo while jogging
the day after I left corporate. Relieved at what I had left behind.



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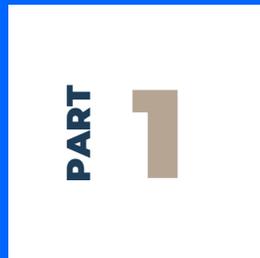
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A massive open online course is an online course aimed at unlimited participation and open access.



SELF-ASSESSMENT

Finding areas that require urgent attention.

SELF-ASSESSMENT

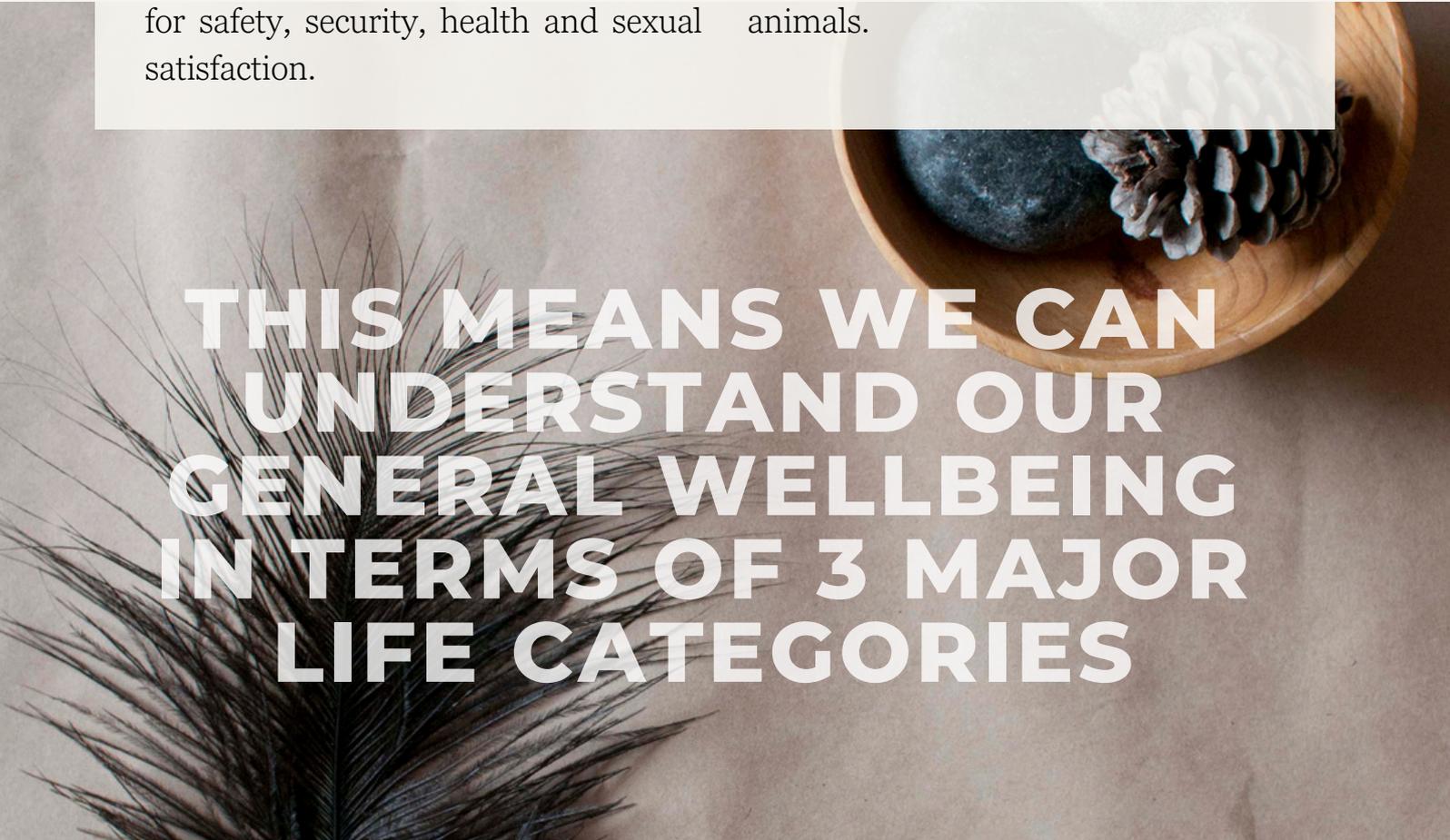
It goes without saying that if you don't know where you are, it's hard to take the correct steps and get to where you are going. So, we'll start with a self-assessment.

Let's start by understanding the things that drive our behaviour - I call them the holy trinity of human behaviour.

1. Physiological drivers: You might be Putin himself, but when nature calls you have to stop what you're doing and go to the toilet. This extends to other things, like the need for safety, security, health and sexual satisfaction.

2. Social Drivers: If you listen to popular radio stations, pop music and even blockbuster movies, almost all the content is about relationships. We are social creatures and are driven by status and the need for significance in other people's eyes.

3. Cognitive Drivers: We also crave intellectual stimulation, including solving tough problems. Above all, we crave the need to find purpose and actualise it in the world. This need stems from our extra-large brains that distinguish us from other animals.



THIS MEANS WE CAN
UNDERSTAND OUR
GENERAL WELLBEING
IN TERMS OF 3 MAJOR
LIFE CATEGORIES

3 Life Categories

“The world’s too big mom” Young Superman

“Them Make is Smaller” Lara (mom) Kent

1. personal

Physical
Mental
Spiritual

3. Social

Friendships
Romance
Family
Mentors

2. Work

Hobbies
Profession
Philanthropy/
Community

EXERCISE 01

DO THE SELF ASSESSMENT

STEP 1: DEFINE YOUR CATEGORIES

Draw three circles on an A4 sheet (as shown in the previous page). Inside each circle write 3 sub-categories that matter the most.

STEP 2: RATE YOURSELF

Out of 10, rate each subcategory.

STEP 3: TALLY UP THE SCORE

Calculate a summary score for each category. Use a percentage.

STEP 4: ANALYSE

Assess each life category and answer the following questions: How am I doing in this category? What's the 1 thing that can create massive improvement if I do it?

STEP 5: SUMMARISE INTO 3 LIFE GOALS

Instead of trying to address every subcategory, write 1 goal for each life category, knowing that success in that area will spill over to others. Now you have 3 goals.

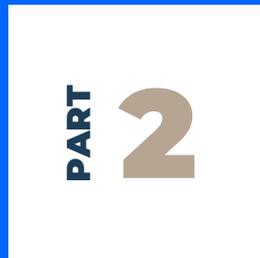
Don't worry about time, capabilities or resources yet. Write it as a wish!

STEP 6: NARROW IT DOWN TO 1

Of the three life goals, which one is most pressing? Which one deserves most of your attention? Write it down and call it your MISSION.

STEP 7. MAKE IT BIGGER

At some point my goal was to cycle 1000km for 1000 school shoes. I made it bigger by cycling the length of South Africa for 10,000 school shoes!



TYPES OF GOALS

There are two types of goals, and here's how you achieve them

THERE ARE 2 TYPES OF GOALS

THE BACK STORY

My cycling **mission** had two goals. The first was cycling from Musina to Cape Town, and the second was raising funds for 10,000 school shoes. There's a crucial difference between the two:

A) Cycling from Musina to Cape Town was an individual goal, and B) raising funds for 10,000 school shoes is a social goal. The difference? Individual goals can be achieved without too much 3rd party (or external) dependence. Social goals, on the other hand, require influence and winning people to join the cause.

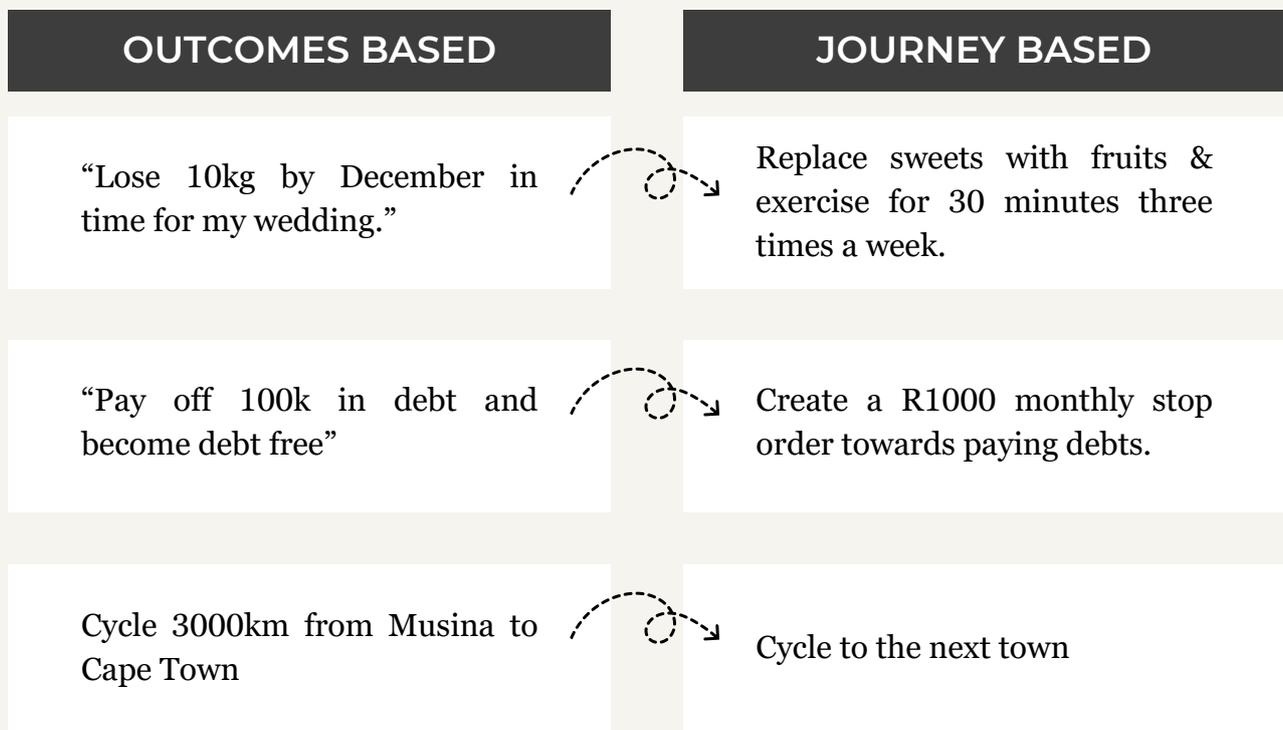


I later discovered there's a certain time of the year that's best for raising funds; companies usually donate funds to meet regulatory requirements; and fundraising is competitive. This introduced a third layer - strategic thinking in the pursuit of goals - which we will discuss later.

INDIVIDUAL GOALS

The good news is that individual goals are the easiest to achieve because they require minimal external support. The key to achieving them is self-discipline and motivation (more on this later).

But the biggest mistake is focusing on outcomes rather than the path towards the outcome. For example, suppose you want to lose 10kg of fat. Instead of saying, “Lose 10kg by December”, rather say, “Exercise 30min per day” or whatever action steps will get you to the goal. The key is switching from outcomes-based thinking to journey-based thinking as shown below.



The key to successfully achieving individual goals is less about clarity of outcome and more about clarity of regular tasks - the journey. Individual goals are achieved by constantly showing up and nibbling at the goal until it is accomplished. Plus, focusing on the journey (where the outcome serves as a directional guide) reduces stress and anxiety related to achieving the goal.

DEEP DIVE INTO

SOCIAL GOALS

Social goals are a different animal altogether. They require influence, which is the skill of acquiring compliance and participation. Examples of social goals include raising funds for 10,000 school shoes, going on a family road trip, or inviting people to an event; all of them require other people to agree.

A great starting point to unlocking social goals is showing up for individual goals. During my cycling journey, I found that the closer I reached Cape Town the more donations I received. In other words, pursuing an individual goal (showing skin in the game) motivated people to join the cause.

Also, it's worth studying the book, "Influence" by Robert Cialdini. He spent 40 years scientifically studying the principles of influence and I am yet to find a better resource for understanding compliance and decision-making.

Briefly, Cialdini spoke about 6 principles of influence as follows:

01. RECIPROCITY

People feel obliged to return a favour. If someone does something for us, we often feel the need to reciprocate.

02. COMMITMENT

Getting small initial commitments increases the likelihood of larger commitments later

03. SOCIAL PROOF

People are more likely to take a particular action if they see others doing it.

04. AUTHORITY

If someone is perceived as an authority figure, their recommendations or commands are more likely to be accepted.

05. LIKING

People are more easily influenced by those they like. Therefore, build rapport.

06. SCARCITY

The perceived scarcity of an item or opportunity can increase its perceived value.

5 ELEMENTS OF STRATEGY

Strategy is often seen as complicated, but it is easy and it is something we do all the time even unknowingly. Strategy is choosing the best possible path. For example, I intentionally cycled in April. This is in Autumn when it is neither too hot nor too cold, making it the best time of the year. Also, I took a mountain bike (not a road bike). Although it was heaving, it was the best choice for varying terrain - especially when I got lost in the mountains of Mpumalanga on day eight.

Likewise, the choices we make have a significant impact on how hard or easy it becomes to achieve our goals. Again, there's a framework in Sun Tzu's Art of War that we can use in making far better strategic decisions, thereby significantly improving the likelihood of success. For every goal, consider the following factors:



HEAVEN: THINGS THAT CHANGE WITHOUT NOTICE

What short-term or fleeting conditions will affect your timing or effectiveness?
Think about social trends, the weather, or calendar events around the year.



LEADERS

Who are the leaders that can impact your goal? How can you engage them?



METHOD

What method, system or process is required for getting ready?



MORALE

Are you doing the right thing? How can you build chemistry with others?



EARTH: THINGS THAT HARDLY CHANGE.

Earth or terrain (or things that hardly change) provides significant advantages or disadvantages in any endeavour. Think about geography, landscape, laws and regulations and how you can position yourself to take advantage of them.

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EXERCISE 02

GOAL SHEET (1/2)

Write your mission from part 1 in the box below

What type of mission is this? Individual or Social? (tick the right box)

 I S

Heaven: What fleeting conditions provide advantages? Think about timing, the weather, social trends or other conditions.

Earth: What terrain do you expect? How can you position yourself to take advantage of it? Think terrain, geography, laws or regulations?

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EXERCISE 02

GOAL SHEET (2/2)

Leaders: Who are the leaders or influential people that can propel your mission? Why would they support you? How would they not support you?

Method & Discipline: What do you need to do daily, weekly or monthly to achieve the goal? What skills are required?

Morale: Do you have a moral good? How can you build enthusiasm? Who are your natural cheerleaders and supporters?

Reviewing your goals is crucial for consolidating new knowledge and accounting for progress. Visit these two pages regularly.

EXERCISE 02

SOCIAL GOALS HELPER (1/2)

Who needs to support your mission for it to succeed?

Brainstorm ideas for gaining their support using the ideas below

Tip: Brainstorm on a blank page with a friend. Then come back here to write your best ideas. Always have your audience in mind when thinking about each box.

01. Reciprocity: What can I give away or do to earn reciprocation?

02. Commitment: What can you do to get small commitments, and how will they lead to a larger one?

EXERCISE 02

SOCIAL GOALS HELPER (2/2)

03. Scarcity: Do you have something scarce or rare? How can you enhance it?

04. Liking: Who in your network can help you connect to your audience? How can you enhance your likability? Think style, appearance, how you interact with people.

05. Social Proof: Do you have previous success? How can you show-case it? Also, how can your audience tell others as they support your goal?

06. Authority: Do you have special accolades or do you know someone or a brand who can affiliate with you?



PART 3

**9 TINY PRINCIPLES FOR
MASSIVE SUCCESS**

It starts with taking small, very small steps.

THE SECRET IS QUITE SMALL

THE WAY OF MASSIVE MISSIONS

My biggest mistake while cycling was pushing myself hard to achieve the mission. On Day 17, I burned out and called a mentor who had cycled from Durban to Cape Town. He said, “Are you crazy? Why are you pushing yourself so hard? Where are you rushing to?” After that call I shortened my days, cycling 60 - 80km instead of 100 - 120km. The journey suddenly became beautiful and magical when I stopped trying to prove a point.

THE MASSIVE LESSON?

The path to achieving a massive goal is by taking tiny, seemingly insignificant steps towards it. Lao Tzu, in the world’s most translated book Tao te Ching, coined the phrase, “A journey of a thousand miles begins with a single step.”

In Japanese culture, there’s also a concept called Kaizen, which means continuous improvement. Instead of killing yourself to achieve your massive mission, take small steps towards it. That’s the way of a massive mission.

TINY STEPS ARE THE BEST INGREDIENTS FOR BUILDING CONFIDENCE, SKILLS, NETWORKS & MAKING LONG-TERM PROGRESS

9 TINY PRINCIPLES

THESE NOTES FORMED THE BACKBONE OF THE PRINCIPLES I USED WHILE CYCLING FROM MUSINA TO CAPE TOWN.

1

Goal Psychology: Have an ambitious mission, but modest goals because the brain cannot differentiate between a big goal and a small one - it either feels good or bad when you achieve them or not, affecting how you feel and your willingness to keep going.

2

Daily Checklist: Taking care of small chores greatly impacts how we feel and perform the next day. These should be seen as seeds for tomorrow's success. Creating a daily checklist helps with preparations, and reminders and fights off the tendency to not want to do important things (based on how we feel). The day we stop following our daily checklists is the day things start becoming hard. Therefore be strict with the checklist.

3

Work/Rest: When off work be diligent with preparations for the next leg but remember to forget about the journey, rest and enjoy whatever else is present. When working be single-minded and focused on the task at hand.

4

Realtime Problem Solving: Solve problems as they arise. Some problems are physical, some technical and others are psychological. It doesn't matter - attend to them honestly and quickly before they grow into bigger ones.

9 TINY PRINCIPLES

THESE NOTES FORMED THE BACKBONE OF THE PRINCIPLES I USED WHILE CYCLING FROM MUSINA TO CAPE TOWN.

5

It's a People Project: The magic of the journey is in the people you meet and the encounters you experience; not the mileage covered and the destinations reached.

6

Mountains are Great Teachers: Their lessons are rich and often ineffable. Some lessons require that you pause and take a break; others require you to push through even when exhausted. This is for you to figure out which is which; above all, honour your teachers.

7

Go Slow on the Downhills: Downhills are to be celebrated and enjoyed reticently. Sometimes they come before and other times after a teacher; celebrate them cautiously either way.

8

Conditions Change: The sun, wind, rain and other fleeting elements are invisible hands of fortune or misfortune. Sometimes they aid in the journey, and other times hinder it. Take them as they come; if you must, adjust your daily milestones, but don't let them change your mission.

9

Go and ye shall be found: the biggest limiter and source of disappointment is identifying people and expecting to help. It's not by physical proximity or acquaintance that people show up. It's by spiritual proximity. Hence, go on the journey expecting nothing and ye shall be found by thy spiritual tribe.

EXERCISE 03

CREATE A DAILY ROUTINE

Your daily routine must be aligned with your mission otherwise it will be difficult to follow. Also, a good daily routine has immediate benefits and immediate consequences for following or not following it. This was my daily routine while cycling from Musina to Cape Town.

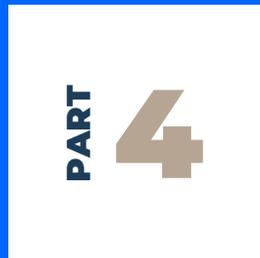
MORNING ROUTINE

- Brush teeth.
- Put on bum lotion
- Dress up
- Stretch
- Pack clothes
- Setup lights
- Set strava
- Eat (porridge) & make coffee
- Make morning video
- Update Twitter
- Pack water bottles
- Pack Toothbrush
- Pack Lotions

EVENING ROUTINE

- Stop strava
- Charge power bank
- Call wife
- Do close out video
- Update the team
- Shower
- Wash clothes
- Eat
- Charge phone
- Charge lights
- Evening yoga
- Check tomorrows route
- Freeze water
- Sleep at 7:30

I could predict my next day with pinpoint accuracy how my next day would go depending on the number of items checked on my daily routine



MASTERING MOTIVATION

How to beat procrastination, self-doubt and ill-discipline.

MINDSET HACKS!

There's a common narrative that we must do the things we love and avoid everything else. But this is one of many misguided ideas about how we come to love things. We fall in love with that which we make sacrifices for, that which we give attention to and that which we get positive feedback from. Therefore, to beat procrastination and self-doubt consider the following:

BUILD A CHARACTER

The way my children know I'm up to something is with a nickname or slogan I come up with. While preparing to cycle, it was "Dad with the powerful legs aka The Crazy Cyclist." Sure enough, I was always wearing shorts at home showing them my skinny legs and saying, "Look at these powerful legs" and of course, they laughed, but the same legs reached Cape Town on a bike. So, build a character that bodies the dream you are chasing and act it out to fuel your conviction.

CELEBRATE THE SMALL GAINS

When jogging my first 10km preparing for the big journey, I celebrated jogging from street light to street light (about 60 meters), only to look back and realise how far I had come. So, find small things to celebrate daily.

EMERSE YOURSELF

Watch videos, read books, watch documentaries, change the music you listen to and importantly change how you do things. Example: when preparing to cycle, ditched driving and used my bicycle to business meetings, asking for the restroom to change and then changing back to my tights after the meeting.

EXERCISE 04

BUILD YOUR CHARACTER

Tip: Have fun with this. The more ridiculous the character the better!

What is your Character's name?

What are your Character's Super Powers?

What is your character's catch phrase?

What small things does your character celebrate?

What's your character's special food or drink?

Where and with whom does your character hang out?

Rewrite your mission here (see part 1)

Again, play with the character. Remember, your character will become better, clearer, bolder and more confident as you build and bring them to life.



1 WEEK CHALLENGE

Let's get to work.

GET STARTED

7 DAY CHALLENGE

It's time to take everything we have developed so far and put it to the test for 7 days. Consider starting with the following ideas or tips:

TELL SOMEONE

Tell three friends what your mission is for the next 7 days

START SMALL

Start with daily individual goals. Social goals will come later as confidence builds.

ROUTINISE

Print your daily routine and put it on your bedside; ask someone to help you check it.

CHARACTER-ISE

Get a shirt, walk funny. Do Anything your character would do



THANK YOU!

I'd like to send my eternal love to Victoria, my wife, and to our children for their unwavering support during my mission. My cycling mission would also not have been possible without all the donors, sponsors, and social media followers who reached my wife, organised radio interviews, and accommodation, prepared food, connected me with friends and helped with spares and mechanical problems - you name it. My journey was nothing but a revelation of God's greatness and to Him, hence I regard myself God's paintbrush, dedicated to bringing inspiration and promoting the best of what mankind has to offer to this canvas of life.

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NEED HELP?

HOW I CAN HELP

WORKSHOPS

If you lead a church, school, community, or business department, call me to help with strategy, goalsetting and building chemistry. You can download my profile on: vusisindane.com/about

SELF-DISCOVERY SUNDAYS

If you are not a subscriber then join us every Sunday at 7 am for reflection on life, an examination of human nature, and tools for living on purpose. vusisindane.com/newsletter

Send an email to vusi@vusisindane.com to get in touch