

WE CALL2 ACTION



Transformation Through Action

Action Journal



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Human Communications Institute and its founder, Michael M. Bernoff, offers strategies and techniques for the betterment of the lives of our clients. HCI assists clients in clarifying personal or career goals and working out a plan of action, determined by clients, to help achieve said goals. HCI accomplishes this by carefully listening to client concerns, providing open, honest feedback, and asking questions intended to elicit responses from clients that will lead to decide what steps to take to achieve the desired goals. HCI will neither criticize nor judge clients. HCI is focused on results and is open to using any and all methods to assist clients in achieving your desired outcome(s).

Any information divulged to HCI by clients shall remain completely confidential, except in the event of illegal activity by the client, or admission of the client of the intent to commit an illegal act. In the latter case, HCI will cooperate fully with law enforcement authorities.

Neither HCI, nor Michael M. Bernoff is in the business of providing advice, legal or otherwise, and clients seeking advice should retain the services of a qualified professional in that particular area. Furthermore, HCI does not provide therapy or mental health counseling. Clients with major psychological problems should consult a mental health professional. Any action taken will be the sole decision and responsibility of the client, and HCI will not be held accountable for any consequences arising as a result.

Use of Language

This event may contain adult language. Clinical psychology, and associated research, indicates that every language contains “taboo” words that produce strong emotional responses. This language is often considered generally unacceptable, yet when used for extreme restorative aim, is tremendously beneficial.

Michael will deliberately use outrageous language to establish an environment of total truthfulness. These words activate deep emotions and are used strategically to incite growth; not to bring harm or to offend anybody.

This language is used deliberately for each precise situation to inspire the participant to rise to a higher level of accountability.



Dear Participant,

Welcome to “Call to Action”, the course that will rapidly empower you to enhance your life and become the person you desire to be. The key to achieving success with this and or any self-development course is not solely in the acquisition of information as much as it is putting the information into action.

Much of what is contained within this program is common sense and as I always say “common sense is not always common practice”. You will not find any magic pills or potions in these next five days. What you will discover are cutting edge techniques, strategies, and tools that have been proven to move individuals like you ahead in all areas of your life.

What ever reason it was that you decided to enroll in this course I challenge you to fully engage and give it your all. I am completely certain that within the short period of the next five days of evolving together, you will expand your comfort zones and create more options in your life. These options will offer you a future of endless possibilities.

From this moment forward I ask that you to kindly leave the past where it is and focus on your abundant future. This moment can be viewed as the first in a never ending series of fresh new transformations that will allow you to achieve anything you desire.

Let’s go build our dreams together!!!

Your Partner in success,

A handwritten signature in black ink that reads "Michael". The signature is fluid and cursive, written in a professional style.

Michael M. Bernoff

“Forget past mistakes. Forget failures. Forget everything except what you’re going to do now and do it.”

---William Durant

First Things First

In order to get where you want to go you must know where you are and where you are going.

What was your initial reason for enrolling in this course?

What are you looking to gain from this course?

If you could accomplish one task this week what would it be?

How would completing this task improve the quality of your life?

What do you currently believe is holding you back from succeeding?

How important is Personal Development to you?

If you had a magic potion that allowed to wake up tomorrow with everything you ever wanted in your life how would your life be different? What would your life consist of?

What are four outcomes are you committed to accomplishing this week?

1. _____

2. _____

3. _____

4. _____

What is one task you have been putting off that you fear getting done that when you know it is completed you will free up your time and mind?

CHICKEN ITEM

1. _____

All Personal Growth is Cumulative!!

Decision + Action = Results

All Results will exponentially build upon one another!!!

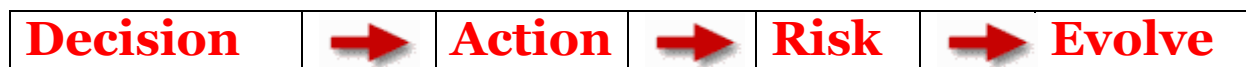
Your First Daily D.A.R.E

“To accomplish great things, we must not only act, but also dream. Not only plan, but believe.”

---Anatole France

Your Daily Dare

D.A.R.E.



What is a Decision you know you need to make and you have put off?

What action would you have to take in order to achieve your outcome?

What is the potential Risk of taking this action?

How will it feel to have accomplished this action?

The Power of Push and Pull

In life you are either actively pushing away what you do not want in your life or actively pulling what you want towards you.

In life we **Push to Avoid Pain** and **Pull to Gain Pleasure**.

What Pleasure are you gaining from not taking action on this subject?

1.

2.

3.

4.

What Pain are you gaining from taking action?

1.

2.

3.

4.

What Pain are you gaining from not taking action?

1.

2.

3.

4.

What Pleasure would you gain from taking action on this subject?

1.

2.

3.

4.

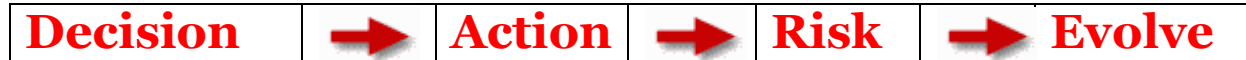
Your Second Daily D.A.R.E

“When you want what you’ve never had, you must do what you’ve never done.”

---Anonymous

Your Daily Dare

D.A.R.E.



What is a Decision you know you need to make and you have put off?

What action would you have to take in order to achieve your outcome?

What is the potential Risk of taking this action?

How will it feel to have accomplished this action?

Comfort Zone

I used to have a Comfort Zone
Where I knew I couldn't fail
The same four walls of busy work
Were really more like jail.

I longed so much to do the things
I'd never done before,
But I stayed inside my Comfort Zone
And paced the same old floor.

I said it didn't matter,
That I wasn't doing much
I said I didn't care for things
Like diamonds, furs and such.

I claimed to be so busy
With the things inside my zone,
But deep inside I longed for
Something special of my own.

I couldn't let my life go by,
Just watching others win.
I held my breath and stepped outside
And let the change begin.

I took a step and with new strength
I'd never felt before,
I kissed my Comfort Zone "goodbye"
And closed and locked the door.

If you are in a Comfort Zone,
Afraid to venture out,
Remember that all winners were
At one time filled with doubt.

A step or two and words of praise,
Can make your dreams come true.
Greet your future with a smile,
Success is there for you!

Move out of your comfort zone. You can only grow if you are willing to feel awkward and uncomfortable when you try something new.” ~ Brian Tracy quotes ~

YOU'RE COMFORT ZONE!!!!



All Personal growth happens outside your comfort Zone

***“A mind expanded will never return
back to its original size”***

**If you're personal Comfort zone was divided
up like the tachometer above how would you
rate your comfort zone as it pertained to your
life?**

What is your RPM or Rapid Personal Momentum Level?

COMFORT ZONE 1 to 7 on the tachometer.

<p>Limited Slow Growth.</p>	<p>What 5 outcomes are you certain you can achieve at any time?</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	<p>How would you feel about yourself if you accomplish these outcomes?</p>
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UNCOMFORT ZONE 7 to 7.5 on the tachometer.

<p>Quick Results if you stay in the zone !!!</p>	<p>What 5 outcomes make a bit nervous to take on yet you know accomplishing them will benefit your life greatly?</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	<p>How would you feel about yourself if you accomplish these outcomes?</p>
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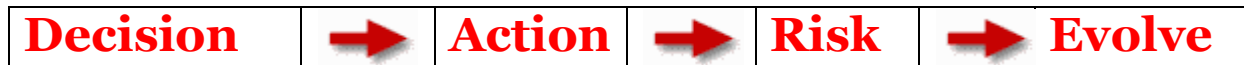
EXTREMELY UNCOMFORTABLE ZONE 7.6 to 9 on the tachometer

<p>Rapid Personal Momentum and Growth!!!</p>	<p>What 5 outcomes make you completely scared to take on yet you know accomplishing them will benefit your life greatly?</p> <ol style="list-style-type: none">1.2.3.4.5.	<p>How would you feel about yourself if you accomplish these outcomes?</p>
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All lasting change takes place rapidly while you are personally within and pushing through your Uncomfortable Zone.

Your Third Daily Dare

D.A.R.E.



What is a Decision you know you need to make and you have put off?

What action would you have to take in order to achieve your outcome?

What is the potential Risk of taking this action?

How will it feel to have accomplished this action?

Where were you five years ago?

1 to 10

1 = non existent



10 being the your ideal situation!!!

Emotionally _____ _____ _____	Health _____ _____ _____
Mentally _____ _____ _____	Connection with Others _____ _____ _____
Physically _____ _____ _____	Attractiveness _____ _____ _____
Financially _____ _____ _____	Relationships _____ _____ _____
Contribution _____ _____ _____	Spirituality _____ _____ _____
Confidence _____ _____ _____	Living Environment _____ _____ _____
Socially _____ _____ _____	Career _____ _____ _____

Where are you today?

1 to 10

1 = non existent



10 being the your ideal situation!!!

Emotionally	<input type="checkbox"/>	Health	<input type="checkbox"/>
_____		_____	
_____		_____	
_____		_____	
Mentally	<input type="checkbox"/>	Connection with Others	<input type="checkbox"/>
_____		_____	
_____		_____	
_____		_____	
Physically	<input type="checkbox"/>	Attractiveness	<input type="checkbox"/>
_____		_____	
_____		_____	
_____		_____	
Financially	<input type="checkbox"/>	Relationships	<input type="checkbox"/>
_____		_____	
_____		_____	
_____		_____	
Contribution	<input type="checkbox"/>	Spirituality	<input type="checkbox"/>
_____		_____	
_____		_____	
_____		_____	
Confidence	<input type="checkbox"/>	Living Environment	<input type="checkbox"/>
_____		_____	
_____		_____	
_____		_____	
Socially	<input type="checkbox"/>	Career	<input type="checkbox"/>
_____		_____	
_____		_____	
_____		_____	
	<input type="checkbox"/>		<input type="checkbox"/>

Where will you be in five years from today?

1 to 10

1 = non existent



10 being the your ideal situation!!!

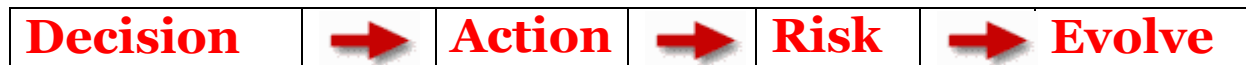
Emotionally _____ _____ _____	Health _____ _____ _____
Mentally _____ _____ _____	Connection with Others _____ _____ _____
Physically _____ _____ _____	Attractiveness _____ _____ _____
Financially _____ _____ _____	Relationships _____ _____ _____
Contribution _____ _____ _____	Spirituality _____ _____ _____
Confidence _____ _____ _____	Living Environment _____ _____ _____
Socially _____ _____ _____	Career _____ _____ _____

Your Fourth Daily D.A.R.E

**“He that labors in any great or laudable undertaking has his fatigues first supported by hope, and afterwards rewarded by joy.”
---Samuel Johnson**

Your Daily Dare

D.A.R.E.



What is a Decision you know you need to make and you have put off?

What action would you have to take in order to achieve your outcome?

What is the potential Risk of taking this action?

How will it feel to have accomplished this action?

MOST IMPORTANTLY!!!

What five action steps will you commit to taking in the next five days to move closer to your achievements?

1.

2.

3.

4.

5.

*Life is inherently risky. There is only one big **risk** you should avoid at all costs, and that is the **risk** of doing nothing." ~ Denis Waitley ~*

What one D.A.R.E. will you commit to taking in the next 5 hours in order to EVOLVE and move towards your future achievements?

I Will

How will you feel about your self when you achieve this D.A.R.E?
