



TENFOLD
ADVISORS

STOCKDALE PARADOX

Why Confronting Reality is Vital to Success

Whether it's weathering through a torturous imprisonment in a POW camp as James Stockdale did, or going through your own trials and tribulations related to the Coronavirus and COVID-19, the Stockdale Paradox has merit as a way of thinking and acting for any trying times in a person's life.

Use the worksheets on the following pages to confront your own reality and develop a detailed tactical action plan to face the brutal facts head-on.

ABOUT THE PARADOX

The Stockdale Paradox is a concept that was popularized by Jim Collins in his book *Good to Great*.

It was named after James Stockdale, former vice presidential candidate, naval officer and Vietnam prisoner of war.

The main gist of the idea is that you need to balance realism with optimism.

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CORE PURPOSE

SAMPLE

What Does Your Company Do?

Answer: Create Brand Strategies that drive ROI (Marketing that sells)

Why is this important?

Answer: Because brands help people express themselves

Why does it matter?

Answer: Because self-expression is critical to relating to others

Why is this important?

Answer: Because relating to others helps us make connections

Why does it matter?

Answer: Because making connections is a key part in our human experience

Why is it important?

Answer: Because a positive human experience helps people reach their highest potential

Core Purpose/Why: To Create Brands that Define the Human Experience

What Does Your Company Do?

Why is this important?

Why does it matter?

Why is this important?

Why does it matter?

Why is it important?

Core Purpose/Why:

BRUTAL FACTS

What are the Brutal Facts we must face about our current situation?	Plan to Address Brutal Fact (if none exists, type NA)	Does this Plan Make Us Indispensable to Our Ideal Customer (Y/N)?
		YES <input type="radio"/> NO <input type="radio"/>
		YES <input type="radio"/> NO <input type="radio"/>
		YES <input type="radio"/> NO <input type="radio"/>
		YES <input type="radio"/> NO <input type="radio"/>
		YES <input type="radio"/> NO <input type="radio"/>
		YES <input type="radio"/> NO <input type="radio"/>
		YES <input type="radio"/> NO <input type="radio"/>
		YES <input type="radio"/> NO <input type="radio"/>

TOP PRIORITIES

Based on your plans to address the brutal facts you identified, and what makes you indispensable, what are your top 5 company priorities for the next week, month, or quarter?

TIME	PRIORITY	OWNER	DUE
WEEKLY			
MONTHLY			
QUARTERLY			