

## The Golden Ratio...

No question, when you consistently achieve the Results you want over Time, you become very Successful. Why? Because you are actually LIVING what you VALUE most. If *that* doesn't make you happy? What will?

There is a simple TQ "golden ratio" that governs your success. It is the ratio of Desirability over Believability:

$$\text{Achievability} = \frac{\text{Desirability}}{\text{Believability}}$$

Your goals can be highly desirable, but if you have little inherent belief in your ability to achieve them, the probability of your attaining them drops like a rock.

Equally, if you have highly desirable goals, and an unwavering belief in your skills, your chances of achieving them rises like a star!

The reason for this is found in another simple TQ Formula:

$$\text{Believability} = \text{Power} - \text{Effort}$$

How much Believability you will have in achieving any given goal is based on your current and projected POWER less the EFFORT it takes to convert the goal into RESULTS.

A goal that, on a scale of 1-10 takes 3 in Effort is easily achieved if your Power is 9 or 10. With a Power of 9 and an expected Effort of 3, you have high believability in your ability to make them real.

While we are talking about this TQ Golden Ratio, look at the formula for Desirability:

$$\text{Desirability} = \text{Benefits} - \text{Costs}$$

Add up all the BENEFITS contained in each goal... subtract all the COSTS associated with achieving it, and you will have a simple statement of Desirability.

Goals with lots of Benefits (8-9-10) on a scale of 1-10, with few real Costs (3-4-5) are highly Desirable goals. Lots of Benefits... little cost.

Highly desirable goals make life worthwhile. They create the inner fire that emblazons your future... giving you the unrestrained belief to take bold action.

Mundane goals make life a treadmill. They lack the power to ignite your passion... virtually guaranteeing insipid, lackluster performance.

Look at your top 3 goals again. Are they highly DESIRABLE? Do you BELIEVE you have the POWER to make them real?

Do the math. Plug in your own personal variables:

$$\text{Achievability} = \frac{\text{Benefits} - \text{Costs}}{\text{Power} - \text{Effort}}$$

Be honest. How achievable are your goals?

How much more BELIEF in your goals would you have if all 3 were HIGHLY DESIRABLE... and all [10 Colors within your personal Time Prism](#) were strong and vibrant?

Actually, the math is pretty simple. You would have very high TQ Performance.

You would have High Expectations for each Goal.

You would have the Power to Execute for each Goal over the Time it takes to achieve it.

Thus, your Goals would have high Achievability. The formula looks something like this:

$$\text{TQ} = \frac{\text{Expectations (g}^n)}{\text{Execution (t)}} \int \left( \text{Prism} \right)$$

### What Is TQ?

#### The intelligence behind success.

Your Time Quotient (TQ) is a [Gold Standard](#) measurement of the actions you take to produce the Results you get over Time.

TQ measures how smart you ACT, not how smart you ARE.

$$\text{TQ} = \frac{\text{Results}^{\text{TM}}}{\text{Time}}$$

**More Results In Less Time: The Key To Lasting Success.**

TQ doesn't measure your cognitive intelligence (IQ,) or your emotional intelligence (EQ.) For purposes of this discussion, assume your IQ and EQ are good enough—because they are.

No question, if you're reading this page, you're smart enough to achieve anything you want in life.

Because TQ is based on 100 simple, easily repeatable actions, it is the only form of intelligence you can actually improve over time.

### Why TQ matters.

Given your intellectual and emotional makeup (whatever it is), you are still responsible for creating the life you want. This means producing Results.

The Results you produce over your lifetime is how your success will ultimately be measured—not by any score.

### Your TQ is what *causes* success over Time.

Success is not measured by good intentions—or how much effort you expend—or how badly you want it. Instead, success is entirely dependent upon the Results you actually get in the Time you have.

The simplicity of our formula says it all. In order to become the success you desire—simply produce better Results, and do it in less Time.

Work the formula. You either get the Results you expect—or you don't.

You either produce them in the Time expected—or you don't.



Yes, looking at how far I have come this year... and where I expect to go... makes me very happy. My Happiness Factor improves because it is an integral function of my TQ:

$$\text{Happiness} = \frac{\text{Success}}{\text{Time}} \int (\text{TQ})$$

Think about it. -- *E.R. Haas, CEO*