

Contents

SECTION I: FOLLOWING THROUGH: A NEW PERSPECTIVE	13
1. Poor Follow Through: It May Be Funny, But It's No Laughing Matter	15
2. The Follow Through Fairy Tale	25
3. The Ever-Popular "It Must Be Me" Theory	35
4. In Search of the Real Culprit	41
5. We Have Met The Enemy, And He Is Us	45
6. No Wonder We Don't Follow Through!	51
7. The Truth Shall Set Us Free	59
8. Nobody Smokes in Church: The Power & Influence of Situations	67
9. Discovering Step Two	75
10. The Art of Shaping Situations	81
SECTION II: FOLLOW THROUGH STRATEGIES	91
11. Master Strategy #1: Spotlighting	95
12. Master Strategy #2: Willpower Leveraging	113
13. Creating Compelling Reasons	125
14. Leading the Horse to Water	137
15. Going Too Far	145
16. Right Before Wrong	151
17. Strike While the Iron Is Hot	155
18. Meet The MotivAider: Your Electronic Follow Through Assistant	161
19. Mary's Follow Through Angel	173
20. Using Your Follow Through Toolkit	181

SECTION III: THE FOLLOW THROUGH MINDSET	191
21. Adopting Intentions Is Serious Business	195
22. Making the Transition to a Follow Through Mindset	203
Epilogue	211
About the Authors	213

Following Through ... from a different angle

• Thought-provoking commentary on the trials and tribulations of good intentions •

1. The Unreliable "Iwanit" Button	23
2. The Fizz That Fizzles	33
3. The Ultimate Power Struggle	57
4. Book Clubbed	65
5. More & More Grist for the Intention Mill	89
6. How Your Imagination Can Help You Follow Through	111
7. Are Your Promises Only Skin Deep	123
8. Necessity Is the Mother of Follow Through	135
9. Pay Now, Buy Later	159
10. How Well Do the Follow Through Experts Follow Through?	179
11. Curing a Trigger Finger	201