

# Rapid Growth Formula:

## The Ultimate Blueprint for Speed Learning and Goal Setting

Sometimes we fail at things because we don't have the best guidance or a great recipe. Other times, we don't even try because the task seems too daunting. This book will give you a new framework, and a lens through which to view any part of your personal or business life that you wish to upgrade.

You'll have more confidence in being able to do something you've never done or improve something you already do. You will learn simple but powerful guidelines you can use to improve athleticism, music, foreign language, and even healing from injuries faster. From a career perspective, these guidelines can be used to identify the perfect target market, to increase sales, to recruit and hire the best, and learn the most essential aspects of marketing. Let's get into it!

**Steve Acho**

# About the Author



**STEVE ACHO** is a published author, keynote speaker, business owner, musician, martial arts enthusiast, and lifelong learner.

His work experience includes running a technology consulting company, working as a bilingual business consultant, and developing a methodology for second language acquisition taught to the U.S. military and language teachers worldwide. Steve also delivers keynote speeches on how ordinary people can achieve extraordinary things and rethink their potential.

Steve's music has received over 50 million streams on Spotify and other global music platforms.

Subscribe to Steve's VIP email list **HERE** to receive

- Insightful, weekly bite-sized chunks of wisdom from the What I Learned blog
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# Key Truths About Skill Acquisition

1

## **Strong WHY**

You started with a strong enough WHY. A powerful reason can help you overcome any obstacle.

2

## **Belief in Attainability**

You believed that the goal was attainable. Having faith in your ability to achieve the goal is crucial.

3

## **Motivation Through Progress**

You stayed MOTIVATED because you saw progress. This is perhaps the most important and least appreciated factor in achieving goals.

# The Power of Progress

The silver bullet and most important concept in this book is this: You are not motivated or empowered by what you know. You are motivated and empowered by your belief in what is possible. And NOTHING fuels the belief in what's possible more than PROGRESS.



# The Roast Story

A woman makes a roast for her family using a recipe passed down through generations. When her husband asks why the recipe calls for chopping off the ends of the roast, she realizes she doesn't know why. After asking her mother and grandmother, they discover that it was originally done because the roast wouldn't fit in their tiny oven when they first moved to America.

This story illustrates how people often do things "because that's the way they're done" without questioning the reasons behind them.

# Being a Nonconformist vs. a Contrarian

To question established practices is to be a nonconformist. This is different from being a contrarian, who opposes anything mainstream or popular. The book advocates asking "why" first and committing to doing something because the answer makes sense to you, not just because it's different. We should demand good reasons for doing what we do.

# Introduction to S.M.I.L.E.

The book introduces a methodology to rapidly acquire or improve any skill. The acronym S.M.I.L.E. stands for:

- S - Specific Intention
- M - Measure What Matters
- I - Ingredients
- L - Lock In
- E - Experiment



# Specific Intention

Success is very personal. Your definition of success is all that matters. Your goals are personal and may not be the same as popular goals. It's important to be clear about what you truly want to achieve, rather than latching onto generic or easily measurable goals that don't align with your real intentions.

Simple but very popular example: Don't say you want to "lose weight" if what you really mean is you want to "look great in a bathing suit."

# Examples of Specific Intentions

Instead of	Say you want to
I want to lose weight	Fit into my high school jeans
Learn to speak Japanese	Learn to introduce myself in Japanese, in social and business settings
Learn to play piano	Be able to play piano chords while singing along to 20 pop songs
Hire a salesperson with 10 years' experience	Hire someone capable of increasing sales by 40% this year
Hire a technical developer / programmer	Create a platform with specific content and functionality

Learn how to apply this framework to your specific situation. Email Steve at: [info@steveacho.com](mailto:info@steveacho.com)

# Measure What Matters

What gets measured gets managed. It's important to focus on what you DO with what you have, rather than what you have. The most effective way to evaluate progress is by assessing accomplishments, not accolades. Measure your waist before embarking on a nutrition and fitness program, and throw out the scale if you're not truly interested in actually losing weight.

Define the exact thing you want to measure and OWN IT. Just because it's popular or easy to measure doesn't make it important (e.g., calories, likes on social media, weight on the scale)





# Examples of Meaningful Metrics

1

## Personal Goals

Fit into high school jeans, play piano and sing 20 pop songs

2

## Organization Goals

Lives saved per dollar (Bill Gates Foundation)

3

## Startup Goals

Speed to \$1 profit

# Using This Strategy To Hire People

When hiring, focus on the goals and outcomes that matter rather than arbitrary criteria like years of experience. Instead of listing attributes, skills, and experience, describe what the person must DO to be successful. This approach allows for human conversations with those who have DONE comparable things in the past, potentially leading to hiring more capable and motivated individuals.

# Ingredients: The 80/20 Principle

The Pareto principle, or 80/20 rule, asserts that 80% of outcomes result from 20% of all causes. This principle can be applied to simplify seemingly complex tasks or skills by identifying the few, most critical elements that offer the most leverage. For example, learning just 4-5 piano chords can enable you to play hundreds of songs, or mastering 12 words in Japanese can cover the most formal and informal introductions.

# Applying 80/20 to Business

1

## **Simplify Revenue Growth**

There are only three ways to increase revenue: 1) Get past customers to buy again, 2) Get current customers to buy more, 3) Find new customers.

2

## **Simplify Customer Feedback**

Focus on three key questions: 1) What did you like most? 2) What did you like least? 3) What would you change?

3

## **Psychological Advantage**

Simplifying tasks makes goals less daunting and more achievable, moving from a state of overwhelm to a feeling of control.

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# Lock In / Focus

Locking in means engaging in focused, intense, uninterrupted bursts of concentrated action. This intentional, focused training can lead to rapid progress and internalization of skills. Even just 10 minutes per day of laser-like focus on a single task can accumulate to 60 FOCUSED HOURS over a year, potentially leading to significant skill development.

# The Power of Focused Practice

Many people underestimate their potential to quickly internalize or make rapid progress on things they intensely focus on. When you see how quickly you're able to progress by focusing on a small amount of material in a series of intense practice sessions, you will believe in yourself without the need for outside validation. This self-belief and visible progress are key to maintaining motivation.



# Experiment

The final step in the S.M.I.L.E. method is to customize and personalize your approach. Smart people test everything, from marketing strategies to personal routines. There isn't one "right" way that works for everyone on almost any topic. You can optimize everything you do by tweaking little things to see if they make a big difference. Test various aspects of your routine, such as sleep schedules, nutrition programs, and work times, to find small changes that make a substantial positive difference.



# Book Summary: The S.M.I.L.E. Method



## **Specific Intention**

Define what you truly want to do, be, or have. Be clear and specific about your goal.



## **Measure What Matters**

Determine how you'll know when you've achieved your goal. Focus on meaningful metrics and discard irrelevant ones.



## **Ingredients**

Identify the highest yield elements that give you the most leverage. Use the 80/20 principle to simplify complex skills or tasks.



## **Lock In**

Engage in intense, focused, uninterrupted bursts of training or practice.



## **Experiment**

Test different approaches to find what works best for you. Customize and personalize your method.

Remember: For every accomplishment or skill we acquire, we start with a strong enough WHY, BELIEVE the goal is attainable, and maintain MOTIVATION by seeing PROGRESS.

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