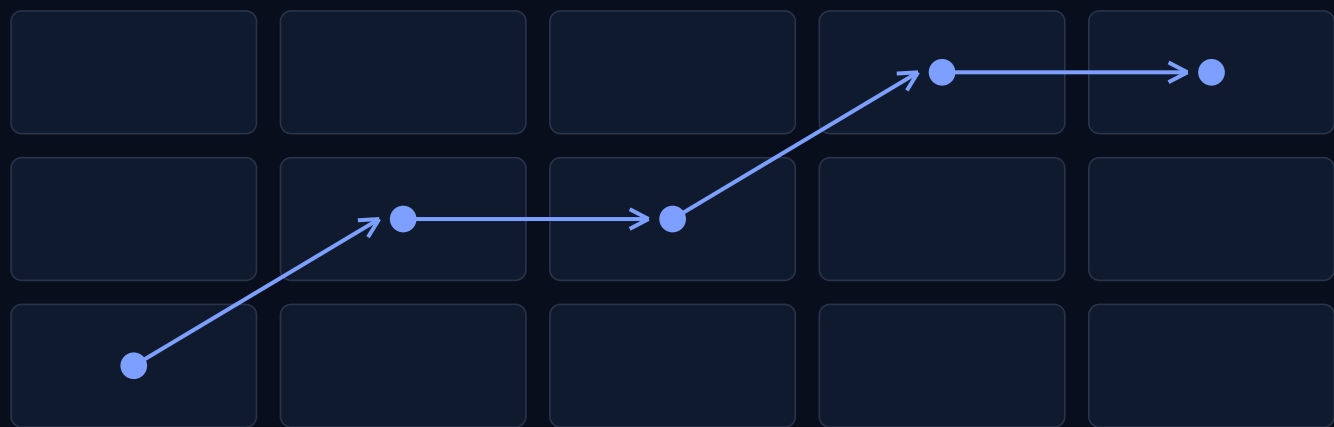


WORKBOOK 01

The Philosophy *of Success*

The goal matrix workbook

Understand yourself. Choose a direction.
Turn a goal into actions you can repeat.



A workbook by Shahzad Ali

[START HERE](#)

Give your goal a structure.

This workbook connects understanding yourself, choosing a goal and taking action. The goal matrix brings the pieces together on one page.

Know yourself / Choose a goal / Act / Review

01 **Read the ideas**

Pages 3-11 explain value, goals, distractions and self-understanding.

02 **Use the tools**

Pages 13-18 turn your observations into a goal, a plan and a picture of your day.

03 **Build a repeatable action**

Pages 19-21 connect the plan to a small habit and a regular review.

Fill in the white boxes in a PDF reader and save your own copy, or print the worksheets. Page 14 is a landscape goal matrix; use automatic page orientation when printing.

Filled examples: follow Sam from page 30

Use AI with this workbook / page 40

Goal matrix

Goal planner

Tiny habit

Edited from Shahzad's original workbook. Ideas and sources are credited on page 28.

01 / VALUE

What does an entrepreneur do?

An entrepreneur sees an opportunity, brings people and resources together, and tries to make something useful.

01

Create value

Solve a problem or meet a need. Help someone save time, reduce effort, improve quality or enjoy something they care about.



02

Capture some of that value

Offer something people choose to pay for. Revenue supports the work. Profit is revenue minus costs.

Example: a repair service helps someone use a broken appliance again. The customer gets a working appliance; the business earns a fee.

02 / DIRECTION

Three guiding principles.

The original workbook brings purpose, service and action together.

01

Purpose

Choose something that matters to you. A purpose can extend to your family, customers or community.

02

Service

Understand the people you want to help. Their needs give your work a practical direction.

03

Action

Give attention to the next useful action. Review what happens and adjust your approach.

The three-principle framework is presented as Shahzad's approach to work and goals.

03 / GOALS

A goal gives you a direction.

A goal describes a change you want to make. A clear goal helps you decide where your attention and effort go.



A direction

Make it concrete

“Read one book about strategy this month” gives you something you can act on and review.

As you work towards a goal, you develop skills, habits and understanding. Experience may also change the goal.

04 / PRACTICE

The result and the routine.

An outcome describes what you want. A process describes what you will repeatedly do.

WHERE I WANT TO GET**Outcome goal**

Finish one useful book this month.

**WHAT I WILL DO****Process goal**

Read ten pages after breakfast. Make one short note about what I can use.

Review the result. Adjust the routine. Continue.

Choose an outcome you can review and a routine you can carry out.

05 / SUPPORT

A goal rests on several layers.

Work down the stack to see what the goal needs. Then build from the bottom up.

GOAL

The change I want to make.

SKILLS

What I need to learn or practise.

HABITS

What I will repeat.

ENVIRONMENT

The places, tools and people around me.

SELF-KNOWLEDGE

My values, tendencies, strengths and limits.

Return to this stack when a goal feels difficult to act on.

06 / ATTENTION

What pulls you away?

An internal feeling or an external event can pull your attention. What you do next can move you towards your intention or away from it.

INSIDE**Internal trigger**

A feeling such as boredom, worry or restlessness.

OUTSIDE**External trigger**

A notification, an interruption or something in your surroundings.

**AWAY****Distraction**

An action that takes you away from what you intended to do.

TOWARDS**Traction**

An action that moves you towards what you intended to do.

Example: feeling stuck may lead you to scroll, or to take a planned break and return. Start by noticing the trigger.

07 / ACTION

Begin while resistance is here.

Steven Pressfield uses “resistance” for the fear and avoidance that interrupt meaningful work.

Notice the pull

“I should research a little more.” “I’ll start when I feel ready.” An explanation can become a way to postpone the work.

Make the next action small

Open the document. Write one paragraph. Make the first call. Give the task a visible starting point.

Work with attention. Observe the result. Choose the next action.

Bhagavad Gita 2.47 connects action with releasing attachment to its fruits. Here it is offered as a philosophical perspective on how to approach work.

Sources: Steven Pressfield, *The War of Art*; Bhagavad Gita 2.47. Paraphrases; see page 28.

08 / SELF-KNOWLEDGE

Start with observation.

Notice what matters to you, how you respond and what helps you act. Use real examples from your life.

01

Values

Look at where your time, attention and effort go. Compare that with what you say matters.

02

Personality

The Big Five describes broad patterns in openness, conscientiousness, extraversion, agreeableness and negative emotionality.

03

Ways of taking action

Kolbe A is a commercial assessment of preferred approaches to action. Its interpretation belongs to that assessment's framework.

Assessments are optional aids to reflection. Interpret their results alongside behaviour, context and feedback.

09 / A PHILOSOPHICAL LENS

Clarity, activity and inertia.

The three gunas come from Hindu philosophy. This workbook uses them as a traditional lens for reflecting on changing states of mind.

Sattva / clarity

A sense of balance, steadiness and clear attention.

Rajas / activity

Movement, desire, energy and restlessness.

Tamas / inertia

Heaviness, resistance to movement or a lack of clarity.

Use these words to describe an experience at a particular time. The reflection sheet invites examples across the areas of your life. It has no diagnostic score.

Traditional source: Bhagavad Gita, chapter 14. Descriptions are simplified for reflection.

MAKE IT PRACTICAL

The goal matrix and the tools around it.

Bring your observations, goals and actions into one place.

13 Observe your current patterns

14 Map your goals

15 Plan one goal

16 Audit a typical day

17 Look at your direction

18 Imagine your future self

I encourage you to print this workbook and write your answers by hand. Give yourself time with each page. Write what matters to you, choose one goal and work through it in your own words. Come back each week and write down what happened.

Filled examples: follow Sam from page 30

Print the worksheets on A4: pages 13-18 and 20. Page 14 is landscape. You can also type into the blank fields and save your copy.

WORKSHEET 01

Reflect across your life.

Use a recent example in each box. Describe moments of clarity, activity or inertia. You can leave any box blank.

	Sattva / clarity	Rajas / activity	Tamas / inertia
Body Physical			
Mind Mental			
Learning Intellectual			
Family Familial			
Work Vocational			
Money Financial			
Relationships Social			

A reflection using the three gunas from Hindu philosophy. No fixed personality or health classification is assigned.

WORKSHEET 02

Your goal matrix.

Write briefly. Start with the area that matters most now; you can return to the others later.

	Goal The change I want	Obstacles What gets in the way	Skills What I need to learn	Habits What I will repeat	People Help and support
Body Physical					
Mind Mental					
Learning Intellectual					
Family Familial					
Work Vocational					
Money Financial					
Relationships Social					

Start with one row. Use the planner on page 15 to turn that goal into actions.

WORKSHEET 03

Plan one goal.

Choose one entry from your matrix and turn it into a sequence of actions.

Name		Date	
Goal		Why it matters	
Due date			
Obstacle		Tactic / what I will do	
Next action 1	Next action 2	Next action 3	Next action 4

WORKSHEET 04

Where does your time go?

Record a typical day. Include work, rest, travel, screens and time with people.
Look for one change that would support your goal.

One change I want to make

WORKSHEET 05

Where is this taking you?

If your current habits continue, what direction are they taking you? Describe what you can already observe and what remains uncertain.

The pattern I can see

Where this may lead

One change worth trying

WORKSHEET 06

Imagine an ordinary day.

Choose a future date. Describe the daily life you want to build: your work, relationships, routines, surroundings and contribution.

My chosen future date

A day in that life

A small step I can take this week

10 / BEHAVIOUR

Motivation. Ability. Prompt.

BJ Fogg's Behaviour Model brings three things together at the same moment for a behaviour to occur.

$$B = MAP$$

Motivation

How much you want to do the action.

Ability

How easy the action is to do in that moment.

Prompt

The cue that reminds you to act now.

Example: you want to read, the book is open on the table, and finishing breakfast is your cue. Reducing the effort can help when motivation varies.

BJ Fogg, Fogg Behaviour Model. Current notation uses Prompt: B = MAP.

WORKSHEET 07

Build a tiny habit.

Connect a very small action to something you already do. Acknowledge completing it in a way that feels natural to you.

An existing routine that can remind me.

After I...

A new behaviour made very small and easy.

I will...

A small acknowledgement that feels good to me.

Then I celebrate by...

Example: after I put my breakfast plate away, I read one paragraph. Then I take a moment to acknowledge that I started.

Adapted from BJ Fogg's Tiny Habits recipe: anchor, tiny behaviour, celebration.

KEEP RETURNING

A direction, a plan, a practice.

Use the workbook as a loop. Return when your circumstances or priorities change.

01 **Create value**

Understand a need and do something useful.

02 **Choose a goal**

Make the change you want clear enough to act on.

03 **Build support**

Develop the skills, habits, environment and relationships it needs.

04 **Notice distraction**

Recognise what pulls your attention away.

05 **Take the next action**

Make it small enough to begin and clear enough to repeat.

06 **Review and adjust**

Use what happened to choose your next step.

YOUR NOTES

Notes 01

Ideas, observations and actions to return to.

YOUR NOTES

Notes 02

Ideas, observations and actions to return to.

YOUR NOTES

Notes 03

Ideas, observations and actions to return to.

YOUR NOTES

Notes 04

Ideas, observations and actions to return to.

YOUR NOTES

Notes 05

Ideas, observations and actions to return to.

YOUR NOTES

Notes 06

Ideas, observations and actions to return to.

CREDITS

Ideas behind the workbook.

Shahzad's framework sits alongside ideas from the authors and traditions below. Model descriptions and examples have been edited for clarity.

Howard Stevenson / Harvard Business School

Entrepreneurship and opportunity.

[Read source](#)

Nir Eyal / Indistractable

Internal and external triggers; traction and distraction.

[Read source](#)

Steven Pressfield / The War of Art

Resistance and the work of beginning.

[Read source](#)

Bhagavad Gita

Action and its fruits (2.47); the three gunas (chapter 14).

[Read source](#)

BJ Fogg / Behaviour Model and Tiny Habits

Motivation, ability, prompt; anchor, behaviour, celebration.

[Read source](#)

Kathy Kolbe / Kolbe A

Commercial assessment of preferred approaches to action.

[Read source](#)

Christopher J. Soto and Oliver P. John / Big Five

Five broad personality domains; BFI-2 research.

[Read source](#)

This edition adapts the original 2020 workbook. The goal matrix, planner and exercises are retained. Placeholder text, old course branding and fixed future dates have been replaced. The gunas are presented as a philosophical lens; assessment tools remain optional.

THE PHILOSOPHY OF SUCCESS 1

Understand yourself.
Choose a goal.
Begin.

*A goal gives you a direction.
Your next action makes it practical.*

Shahzad Ali

shahzad-ali.com/learn

A WORKED EXAMPLE

One book. One clear goal.

Follow Sam, a fictional beginner, through the same worksheets you can fill in yourself. Every sample answer in this appendix is invented for learning.

THE FIRST PLAN

Read one 160-page book in four weeks and write a one-page summary. Start: 2026-10-05. Initial deadline: 2026-11-01.

Five reading sessions of 20 minutes each week. About 40 pages per week is an initial estimate. A separate 30-minute summary session follows the reading.

FOLLOW THE EXAMPLE

- 31** Notice your starting point
- 32** Choose one active goal
- 33** Plan one goal
- 34** Find time in a real day
- 35** See where your habits lead
- 36** Picture an ordinary future day
- 37** Make starting easy
- 38** Put the week in your calendar
- 39** Review what actually happened

Begin with one life area. Leave the other matrix rows available. Use the review to change your plan when the evidence changes.

WORKSHEET 01

Reflect across your life.

Use a recent example in each box. Describe moments of clarity, activity or inertia. You can leave any box blank.

	Sattva / clarity	Rajas / activity	Tamas / inertia
Body Physical	A short walk helped me settle.	I rushed lunch between tasks.	I stayed on the sofa when tired.
Mind Mental	Writing a list cleared my mind.	I kept switching between tabs.	I put off a difficult email.
Learning Intellectual	One paragraph made sense.	I opened three books at once.	I scrolled instead of reading.
Family Familial	We talked over dinner.	I planned too much for the weekend.	I delayed a family call.
Work Vocational	I finished one task before noon.	I checked messages repeatedly.	I avoided starting a report.
Money Financial	I checked my weekly spending.	I compared several offers.	I postponed sorting receipts.
Relationships Social	I listened to a friend.	I tried to organise everyone.	I left a message unanswered.

A reflection using the three gunas from Hindu philosophy. No fixed personality or health classification is assigned.

WORKSHEET 02

Your goal matrix.

Write briefly. Start with the area that matters most now; you can return to the others later.

	Goal The change I want	Obstacles What gets in the way	Skills What I need to learn	Habits What I will repeat	People Help and support
Body Physical					
Mind Mental					
Learning Intellectual	Read 160 pages; write a one-page summary.	Phone; busy evenings; uncertain pace.	Explain one idea in my own words.	Five 20-minute reading slots each week.	A friend for a Sunday check-in.
Family Familial					
Work Vocational					
Money Financial					
Relationships Social					

Start with one row. Use the planner on page 15 to turn that goal into actions.

WORKSHEET 03

Plan one goal.

Choose one entry from your matrix and turn it into a sequence of actions.

Name

Sam (fictional example)

Date

2026-10-05

Goal

Read one 160-page book and write a one-page summary.

Why it matters

Understand one useful idea and explain it in my own words.

Due date

2026-11-01 (initial)

Obstacle

Phone notifications

Evenings get busy

I read more slowly than expected

The material feels difficult

I miss a session

I forget what I read

I keep changing books

Tactic / what I will do

Leave my phone in another room.

Book five 20-minute reading slots.

Record pages read; revise the deadline.

Mark one question and keep going.

Resume at the next booked slot.

Write one sentence after each session.

Keep one chosen book on the table.

Next action 1

Choose one book of about 160 pages.

Next action 2

Book five 20-minute slots.

Next action 3

Put the book on my table.

Next action 4

Read on Monday at 19:30.

WORKSHEET 04

Where does your time go?

Record a typical day. Include work, rest, travel, screens and time with people.
Look for one change that would support your goal.

Time	Activity
07:00-07:45	Wake, wash and have breakfast
07:45-08:30	Travel
08:30-12:30	Work
12:30-13:00	Lunch
13:00-17:00	Work
17:00-17:45	Travel home
17:45-18:30	Prepare food
18:30-19:00	Eat
19:00-19:30	Tidy and make tea
19:30-20:15	Scroll or watch videos
20:15-20:45	Household jobs
20:45-21:15	Call a friend
21:15-22:15	Rest and watch a programme
22:15-23:00	Get ready for bed
23:00-07:00	Sleep

One change I want to make

Use 19:30-19:50 for reading on Monday, Wednesday and Friday. Put the phone away.

WORKSHEET 05

Where is this taking you?

If your current habits continue, what direction are they taking you? Describe what you can already observe and what remains uncertain.

The pattern I can see

I buy books, then leave reading until I feel ready. My phone is usually beside me. Last week I watched videos during the time I had imagined using for reading.

Where this may lead

If this continues, I may keep collecting books while finishing few. My reading pace is still unknown. The first week will give me evidence about the time I need.

One change worth trying

Try five booked 20-minute sessions for one week. Put the phone in another room. On Sunday, count sessions and pages, then decide what to change.

WORKSHEET 06

Imagine an ordinary day.

Choose a future date. Describe the daily life you want to build: your work, relationships, routines, surroundings and contribution.

My chosen future date

2026-11-01 (initial picture)

A day in that life

It is Sunday. I make tea and sit at the table with my book and notes. I have a small, regular place for reading in my week. I can explain one useful idea in plain language.

I would like to have finished the book and written my summary by today. This is a picture of what I want; my weekly review will show whether the timing works.

Later, I spend time with people I care about. The book is part of an ordinary life with work, rest and relationships. I want learning to fit into that life.

A small step I can take this week

Choose the book and book my first five reading slots. Keep the book beside the place where I drink tea.

WORKSHEET 07

Build a tiny habit.

Connect a very small action to something you already do. Acknowledge completing it in a way that feels natural to you.

An existing routine that can remind me.

After I...

put my evening tea on the table

A new behaviour made very small and easy.

I will...

open the book and read one paragraph

A small acknowledgement that feels good to me.

Then I celebrate by...

quietly saying, "I started."

Example: after I put my breakfast plate away, I read one paragraph. Then I take a moment to acknowledge that I started.

Adapted from BJ Fogg's Tiny Habits recipe: anchor, tiny behaviour, celebration.

A WORKED EXAMPLE

A week you can picture.

Initial plan for 2026-10-05 to 2026-10-11. Sam puts the sessions in a calendar and leaves the book ready on the table.

Monday / 2026-10-05

19:30-19:50

Read; leave one sentence in my notes.

Wednesday / 2026-10-07

19:30-19:50

Read; leave one sentence in my notes.

Friday / 2026-10-09

19:30-19:50

Read; leave one sentence in my notes.

Saturday / 2026-10-10

09:00-09:20

Read; leave one sentence in my notes.

Sunday / 2026-10-11

09:00-09:20

Read; leave one sentence in my notes.

Sunday review

09:30-09:40

Count sessions and pages. Adjust the plan.

100 minutes of reading per week. The 40-page estimate depends on the book and Sam's pace. The weekly review and final summary have their own time.

A WORKED EXAMPLE

Use the result. Adjust the plan.

Review on 2026-10-11. The first week gives Sam real information about time, attention and reading pace.

WHAT HAPPENED

3 of 5 reading sessions completed. 24 of the estimated 40 pages read.

WHAT GOT IN THE WAY

Work ran late on Wednesday. Another commitment displaced Friday's booked slot.

CHANGE THE SUPPORT

Read at 07:15 on Wednesday and Friday, after breakfast. Start those mornings at 06:40, ahead of the 07:45 journey. Put the book out at night. Ask a friend to check in on Sunday.

REVISE THE ESTIMATE

$160 - 24 = 136$ pages left. At 24 pages per week, allow six more weeks for reading: by 2026-11-22.

UPDATE THE GOAL DEADLINE

New deadline: 2026-11-29. Include a separate 30-minute summary session. Review the estimate each Sunday.

The plan still offers five slots each week. The revised date uses the pace Sam actually achieved. Progress can change the estimate again.

A CONVERSATION TO HELP YOU BEGIN

Use AI with this workbook.

AI is an optional thinking partner. Open your assistant and paste the prompt below; attach the workbook if it supports files. Choose which personal details you share. Review the draft, then write your answers in your own words on the printed pages.

COPY THE PROMPT BELOW

Help me work through The Philosophy of Success 1 by Shahzad Ali. I want to understand what matters to me, choose one goal and turn it into a realistic weekly plan.

Use simple British English. Ask one short question at a time and wait for my answer. Keep each reply brief. When I am unsure, offer two or three examples to help me think. Treat my answers as the source of personal information; ask for anything missing. Label suggestions and let me choose.

If I attach the workbook, read its worksheet headings and use them. If you cannot read it, say so and use the steps below. I will choose which personal details to share.

1. Help me reflect on what matters, what is happening now and how I spend my time. Help me choose one area of life and one goal.
 2. Make the goal specific: the result I want, why it matters, how I will recognise progress, a start date and a realistic first deadline. Check the time and resources I can give it.
 3. Draft one goal-matrix row: Goal, Obstacles, Skills, Habits and People. Use my answers. Other life areas can wait.
 4. For the goal planner, match each obstacle with a practical response and agree up to four next actions. Leave unused spaces blank.
 5. Help me choose times for a small first action and weekly sessions that fit my actual commitments. Give me the dates and times to put in my calendar. Suggest one tiny habit linked to something I already do. Agree a weekly review date.
 6. Show me a concise draft under the worksheet headings. Ask me to check it before giving me the final version to copy into my workbook. Identify estimates and unresolved questions.
- When I return for a review, ask what I actually did, what helped and what got in the way. Use that evidence to revise the plan and deadline with me. Only claim to have edited a file, created a calendar event or set a reminder if you have actually done it with my permission.

Start by asking: "What is one area of your life you would like to improve, and why does it matter to you?"