

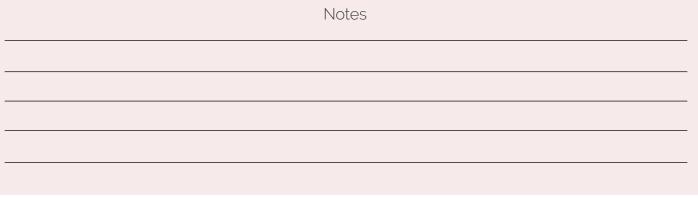
## \* APPLY RIGOR

The Apply Rigor Matrix Death Valley Checklist

A GUIDE TO HELP ORGANIZATIONAL LEADERS AND ENTREPRENEURS CREATE CLARITY IN THEIR VISION, PROCESS IN THEIR WORK, AND LEAVE A LASTING IMPACT ON PEOPLE.

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## **\***CHEATSHEET

The Death Valley FAQ. Terms and definitions to help guide your process.

Question	Answer
1. What is <b>a Death</b> Valley?	A <b>Death Valley</b> the intersection of a valley on the apply rigor matrix line and the death line. It's where most people quit because they are depleted with MEPS. Everyone has their death valleys. The important part is to have a process in place to get through the death valleys and continue on.
2. What is <b>MEPS</b> ?	<b>MEPS</b> is an acronym for mental, emotional, physical and spiritual. It refers to being completely committed, involved and invested to an idea.
3. What is the <b>Death</b> Line and how often does it happen?	The <b>Death Line</b> is the point where you quit. The less you are prepared mentally, emotionally, physically, or spiritually the more this death line or wall will appear. It happens when you are in a death valley.
4. After I start an idea its hard for me to remain committed until the end. Why?	<b>Lack of vision and desire</b> for the vision will have you focused on the problems not the vision. Discipline starts with your mind, not your actions.
5. How do you get through a <b>Death Valley</b> ?	It is important to have a <b>vision</b> and <b>long-term plan</b> for your idea. Without a vision you will always run into death lines. Continuing to work on your idea (repetitions) with the end vision in mind will help you build confidence and gain motivation to get through the death valley.
6. What is <b>Psychological</b> Fitness?	<b>Psychological Fitness</b> is defined as the integration and optimization of mental, emotional, and behavioral abilities and capacities to optimize performance and strengthen an individual's emotional resilience
7. What is <b>Emotional</b> Intelligence?	The capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically.