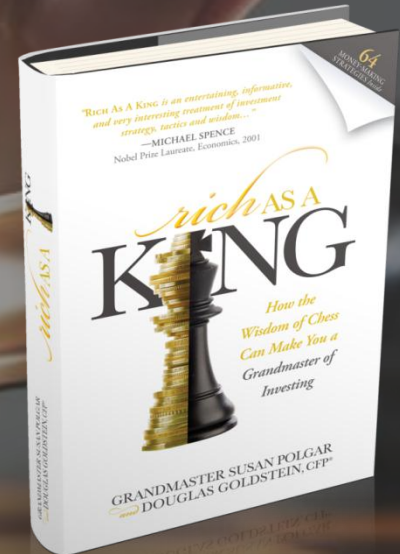


Rich As A King: How the Wisdom of Chess Can  
Make You a Grandmaster of *Running Your Business*

## Is “Building on Success” a Habit or a Goal?

**Douglas Goldstein, CFP®**

Co-Author with World Chess Champion Susan Polgar of  
*Rich As A King: How the Wisdom of Chess Can Make You  
a Grandmaster of Investing*





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When I was a young man, I wanted to change the world.

I found it was difficult to change the world, so I tried to change my nation.

When I found I couldn't change the nation, I began to focus on my town. I couldn't change the town and as an older man, I tried to change my family.

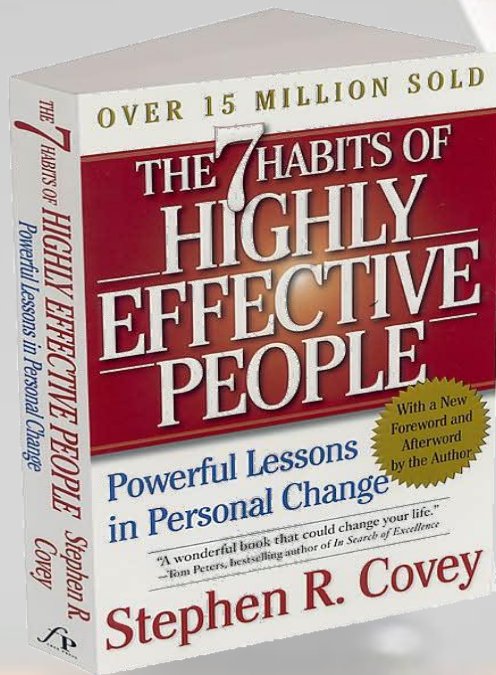
Now, as an old man, I realize the only thing I can change is myself, and suddenly I realize that if long ago I had changed myself, I could have made an impact on my family. My family and I could have made an impact on our town. Their impact could have changed the nation and I could indeed have changed the world.

by Unknown Monk, 1100 A.D.



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# Don't set goals. Create habits.



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A close-up, slightly blurred photograph of a hand moving a white chess piece (a pawn) on a wooden chessboard. The hand is positioned in the upper right, and the piece is being lifted. In the foreground, a black chess piece (a pawn) is visible on the left, and other pieces are blurred in the background. The overall tone is motivational and strategic.

**When should you  
work on creating goals?**



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# Why habits are better than goals

What happens if you forget your goals?

Goals make you unhappy.

You can't control goals, but you can control your systems.

Goals give you direction, but habits make you succeed.



# What habits do you want to set?

- a. Flossing
- b. Prioritizing your day
- c. Doing push ups
- d. Writing an article or a book
- e. Giving charity
- f. Saying “no”



# How do you create a habit?

## Start small.

### Three T's

- Trigger (Anchor)
- Target (Routine)
- Treat (Reward)





# Look at the whole board

Look at the  
whole  
board.



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# Look at the whole board

## R.O.I.

- Risk
- Opportunity
- Investment



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# How to make ROI a habit... *in chess!*



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# Risk. Opportunity. Investment.

## R.O.I. In *Chess*

- Trigger – Chess clock rings that it's your turn
- Target – Check each piece to see if there's a risk
- Treat – Pat yourself on the back



# Risk. Opportunity. Investment.

## R.O.I. In *Investments*


- Trigger – going to “holdings” page in an account
- Target – find the positions with a disproportionate value
- Treat – raise hands in little cheer



# What does an expert at ROI look like?







# What habit of success will you build?



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**Buy a copy of *Rich As A King* today...  
Free coaching for building habits**



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# Thank you!



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