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A P P L Y

R I G O R

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.**



THE DEATH VALLEY CHECKLIST

Go through the checklist below to get through Death Valleys and plan for Death Lines.

How do you get through Death Valleys?

- You need high Emotional Intelligence? **reference cheatsheet*
- Focus in on your vision. Keep the end goal in mind.
- Celebrate the small victories. Create your own momentum.
- Take some time off and get away. Use this time to refocus on your vision.
- Surround yourself with positive influences. Mentors, support group or church group.
- Have a process. Repetition is key to get you past the valley.

How do you plan for a Death Line before you start your idea?

- Know your expected timeline and process for the project.
- Know your vision. Without a vision your idea will fail.
- Be willing to decrease your expectation or increase your ability.
- Be passionate about your idea.
- Have strong psychological fitness. **reference cheatsheet*

You need to have thought about the above points before deciding to start your new idea/project.

Notes

CHEATSHEET

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

Question	Answer
1. What is a Death Valley?	A Death Valley 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 MEPS?	MEPS 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 Death Line and how often does it happen?	The Death Line 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?	Lack of vision and desire 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 Death Valley?	It is important to have a vision and long-term plan 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 Psychological Fitness?	Psychological Fitness 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 Emotional Intelligence?	The capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically.

Need help? Email us at ApplyRigor@misgood.com