

正向思考態度

15. 行动的重要性 (Taking Action)

行动相对论:「行动悖论」

- 1. **行动不等于忙碌**:95%的人用战术行动掩盖战略惰性(如整天回邮件却逃避 重要决策)。
- 2. 不行动是最贵的行动:延迟的隐形成本往往高于执行风险。

他定义「有效行动」的标准:

- 目标关联性:直接推进核心目标(否则视为无效动作)。

- 杠杆率:单位时间产生的复利效应。





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「行动炼金矩阵」行动框架:

| 行动等级 | 定义 | 每日最低占比 |
|------|--------------|--------|
| 钻石级 | 直创造 90%成果的行动 | 60% |
| 黄金级 | 维护系统运作的行动 | 20% |
| 白银级 | 学习与规划 | 15% |
| 废铁级 | 琐事与消遣 | ≤5% |

执行步骤:

- 1. 每晚列出隔日行动,按矩阵分类。
- 2. 若「废铁级」超时,隔天需提前2小时起床工作作为惩罚。
- 3. 每周计算「钻石级行动产值」, 目标提升 10%。





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关键案例解析

案例一:安德鲁·卡内基

希尔揭露,卡内基每天只做三项

「钻石级行动」: 签署重大合约、

接见关键人物、巡查高炉效能,其余委托智囊团处理。

案例二:雷·克洛克

(麦当劳创始人)

克洛克在加盟扩张期,坚持「每日 访视两间分店」的钻石级行动,亲尝 汉堡质量并记录顾客抱怨,此举使麦 当劳标准化程度超越所有竞争者。





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15. Taking Action

Action Relativity: The "Action Paradox"

- 1. Action doesn't equal busyness: 95% of people use tactical actions to mask strategic inertia (e.g., answering emails all day long and avoiding important decisions).
- 2. Inaction is the most expensive action: The hidden cost of delay is often higher than the risk of execution.

He defines the criteria for "effective action":

- Goal relevance: Directly advance the core goal (otherwise it will be considered invalid).
- Leverage: The compounding effect per unit of time.





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Action Framework of the Action Alchemy Matrix:

| Action Level | Definition | Minimum daily percentage |
|--------------|-------------------------------|--------------------------|
| Diamond | to create 90% of results | 60% |
| Gold | to maintain system operations | 20% |
| Silver | Learning & Planning 15% | 15% |
| Scrap Iron | Trivia & Pastime | ≤5% |

Steps:

- 1. List alternate day actions each night, categorized by matrix.
- 2. If the "scrap metal" is overtime, you need to get up 2 hours earlier to work the next day as a penalty.
- 3. Calculate the "Diamond Action Value" every week, and increase the target by 10%.





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Key case analysis

Case 1: Andrew Carnegie
Hill revealed that Carnegie only
did three "diamond-level
operations" every day: signing
major contracts, meeting with
key people, inspecting the
efficiency of the blast furnace,
and entrusting the rest to a
think tank.

Case 2: Ray Klock
(Founder of McDonald's)

During the franchise expansion period, Klock insisted on the diamond-level action of

"visiting two stores a day", tasting the quality of the burgers and recording customer complaints, which made

McDonald's more standardized than all its competitors.

