



SHELTOWEE
— Network —

GETTING WHAT YOU WANT

Simple Steps to Getting What
You Want Out of Life

by Alex Day

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A NOTE FROM ALEX DAY

The Shelton Self Assessment Notebook is a tool to assist you in evaluating where you are in life and helps you chart a course to where you want to be. Use this notebook as a reference.

Be sure to put your name and the date of when you started this on the cover. This will allow you to go back

and review your information in the coming weeks and months. I have assembled this notebook to help people in their lives and in business. The greatest help I have found in life is my faith in God. This notebook is for any individual regardless of their theological background.

Our goal is to welcome everyone who agrees with our four core values which are:

- 1. Help others**
- 2. Always act in a kind, ethical and transparent fashion**
- 3. Honor those who assume the risk**
- 4. Expect a financial return for your interactions within our network**

We do not use the Sheltowee Business Network or this notebook to proselytize or force our theology on anyone. But for those who are interested in learning more about my faith, and how it has impacted my life, you can go to www.ThisIsWhyIBelieve.org to learn more. I hope that the Sheltowee Business Network and this self-assessment notebook will help you identify aspects of who you are and help you achieve your full potential in life.

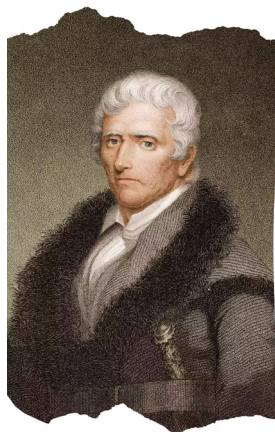
Sincerely,

Alex Day

CEO and Founder of the Sheltowee Network & Konexons.

THE STORY OF SHELTOWEE

Daniel Boone was a great American Frontiersman who opened new expanses and carved a civilization out of wilderness. In 1778 he was captured by the Shawnee Indians during a hunting trip. He was such an exceptional outdoorsman, and so respected by the tribe that he was adopted as one of their own. The chief that adopted him thought he had broad shoulders and looked like a turtle, and was given the name Shel-towee.



We at the Sheltowee Network respect Daniel Boone's skills and what he achieved as an entrepreneur and pioneer.

We hope to blaze new trails and open new expanses, just as Daniel Boone did.

“

It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.

”

-- Theodore Roosevelt

ABOUT ALEX DAY

I am a serial entrepreneur and angel investor. I have walked the entrepreneurial path for most of my life. One of my frustrations are the entrepreneur posers. Many of the individuals who are there to “help” entrepreneurs are bureaucrats, academics or philanthropists. They are most definitely NOT entrepreneurs. Let me give you a quick litmus test. If they are being paid by a government agency...they are not an entrepreneur. My first entrepreneurial experience was in grade school. My father taught me about this incredible concept...profit. You can purchase something for one price and then sell it for a higher price and keep the difference!!! I was fascinated with this concept. At the school PTA sale in elementary school I discovered that the kids liked these hand knit yarn door hangers that had cinnamon and other spices to provide a nice fragrance. I purchased all that they had and marked them up by 100% and started reselling them. Some of the mothers in the PTA did not like this and

approached the principal. This was my first lesson that regulatory authorities are by their very nature anti-business.

When I was 15 my cousin and best friend Earl and I contracted with Paramount Pickles to raise cucumbers (and you never refer to them as “cucumbers”, they are referred to as “pickles”). We put out almost an acre of pickles and worked hard that summer. I remember taking great satisfaction in watching the plants grow and waiting in great anticipation for our first harvest. Then came time for the harvest. Picking pickles is back breaking work. We would start before the sun came up to get them picked before the heat of the day. We would have to pick them every other day for a few weeks. This back breaking work became a strong incentive to get a college education. I was much more fit to work with my mind, than I was for physical labor.

As the years went on, I discovered one of my other passions in life. And that is science and technology. I have been an early adopter of interesting technology for many years. I decided to get a degree in physics and my initial goal upon graduating high school a year early was to get a PhD in astrophysics. It was not until my senior year in

college in my nuclear physics class, that I realized, I was not going to be able to get a PhD in astrophysics, because I did not have the gift to understand the complex math involved (yes it took me until my senior year to come to that realization). I can be a slow learner.

I earned a degree in physics, mathematics and Russian language. I studied Russian language for a semester at the Leningrad Polytechnic Institute in the Soviet Union (this was an amazing experience, and gave me a great respect for the freedoms we have in this country). I ended up going to work for my father who had started his own pharmaceutical research and development company. There were only three people in the company when I started and I worked with my dad for 10 years growing the business. In 2001 I started Sheltowee LLC. I was 31 years old and was convinced that without the many constraints my father had put on me in his business, I was going to be able to grow an amazing business and exit in five years. Well the path was much harder and much longer than I had anticipated. I have been blessed to keep Sheltowee running since then and have done some very interesting things, but I have not hit that home run yet. I have made a living hitting singles and doubles and had one

triple, but have not had that home run...yet.

My entire life has been spent working in entrepreneurial endeavors. I have been blessed to work with some incredibly smart people and have learned how to deal with genius inventors like my father. They are a completely different breed and they are very different to work with.

Over the years of walking the entrepreneurial path, I had very few mentors. I found that the people in most of the organizations that I went to for help had no entrepreneurial experience (but spoke as if they were the most knowledgeable people in the world regarding entrepreneurship). This started to become more and more of a frustration. The entrepreneurial path is a very challenging one. It requires risk taking and requires the ability to endure long periods of hardship until there is the opportunity to break through. This reality sustained and built upon my frustrations with these groups that became gate keepers for real entrepreneurs. So I started to do something about it. For years I worked on a curriculum for entrepreneurs to share with them the realities of entrepreneurship, from someone who had actually walked the path. That led me to start the Sheltowee Business Network. It is an organization

made up of entrepreneurs that provides community, resources and tools to help entrepreneurs walk the path.

I want to share one more thing about myself. I have talked about two of my passions. Those are entrepreneurship and science. My other passions are my faith and the outdoors. As for my faith, this embodies who I am and what drives me. A major tenant of my faith is to do unto others as you would have them do unto you. Well I have no interest in reading about someone else' faith in a book about business. But I also want to be able share the hope and love that are at the core of my faith. If you are interested in learning more about what I consider to be the most important thing in the entire universe you can go to www.thisiswhyibelieve.org. There I share why I believe and information and resources so you can learn more if you want to.

GETTING WHAT YOU WANT



Do you know what you want out of life? Do you know how to get what you want? I have developed a system to help you define what you want and then put a process in place to help you get what you want.

I am an incredibly blessed individual. I have received so much more here on this earth than I deserve, it is not even funny. I was born to amazing parents, I married an amazing woman, I have a successful business, a beautiful home, and



other countless blessings. I am immensely grateful for these blessings. I can no means take all the credit for these blessings. But I can tell you that decisions I made and actions I took, had a profound impact on helping me get to where I am. I want to share with you some of the things I think that you can do, to get what you want in life.

Over the years I have developed a framework that helps me achieve my goals, and I want to share with you some of the basics of that framework. I think that there are several key steps that you need to take that are instrumental in helping you achieve your goals. I am going to very briefly touch on my system, and then I am going to talk about other factors that are important to helping you get what you want.

THE PROCESS

WHERE YOU ARE IN LIFE?

1.



If you want to get somewhere in life, it is good know where you are now, and where you want to be. I use a tool called the Life Wheel to take an assessment of where I am. I have several key areas in my life that I

assess on a fairly routine basis (usually about once a month). This gives me a score of where I am in life. It is on a scale from one to ten, with 10 being perfect and 1 being horrible. Reflecting on these areas I in my life, helps me chart a course to getting what you want.

As of the writing of this book (October of 2022), my Life Wheel Number is an 8.4. I consider this pretty good. When I look back to January of 2020, my life score was a 7.1. Now this was less than a month after my father had passed away, and I got really low score and Mental and Emotional Wellness. It is nice to be able to go back and see how I recovered from that low time in my life. It is also good to see where I need to work to improve things

WHAT ARE MY STRENGTHS?

2.



Understanding what your strengths are (and what your weaknesses are), can be very helpful in life. I use a tool called the Clifton Strengths Finder. They have identified 34 strengths, and when you take the Strengths Finder Assessment, it gives you what your strengths are. My top five strengths are:



People who are especially talented in the Ideation theme are fascinated by ideas. They are able to find connections between seemingly disparate phenomena.



People who are especially talented in the Learner theme have a great desire to learn and want to continuously improve. In particular, the process of learning, rather than the outcome, excites them.

3. STRATEGIC

People who are especially talented in the Strategic theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.

4. INPUT

People who are especially talented in the Input theme have a craving to know more. Often they like to collect and archive all kinds of information.

5. INTELLECTION

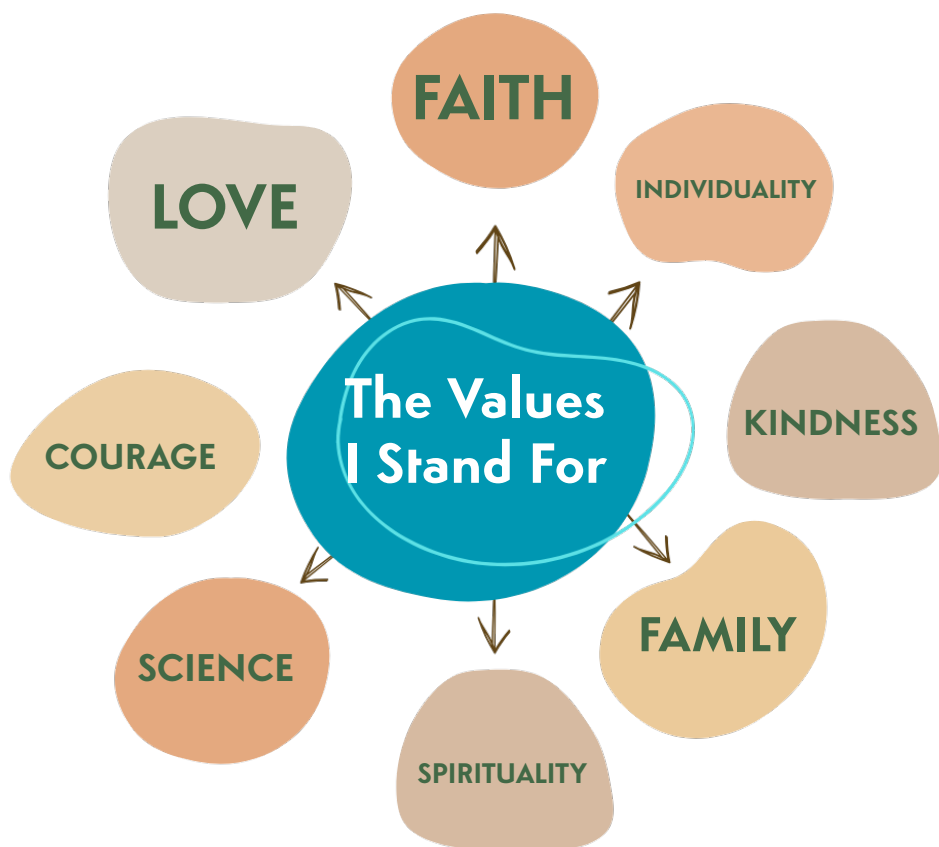
People who are especially talented in the Intellection theme are characterized by their intellectual activity. They are introspective and appreciate intellectual discussions.

Understanding my strengths helps me know where I fit into teams, it helps me understand how I communicate with others and it helps me surround myself with people who compliment my strengths. Understanding your strengths can really be life changing.

KNOWING YOUR CORE VALUES

3.





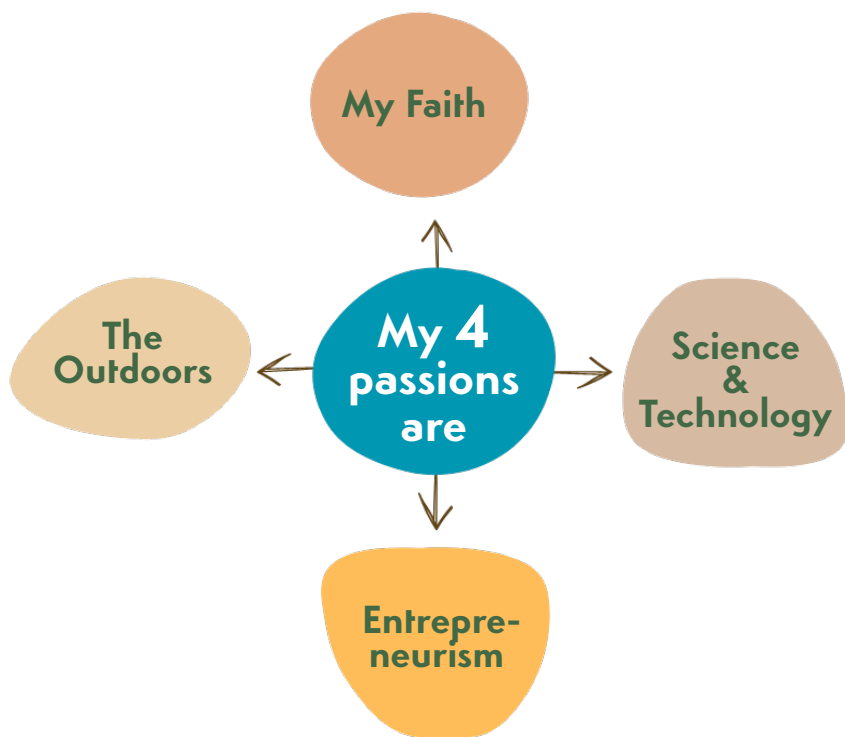
These are the values for which I stand and the things that are of the utmost importance to me. By reflecting on these, I can go back and take a look and see if I am living up to those core values.

KNOWING YOUR PASSIONS

4



Another area that is important to know, is what your passions are. Note that I use “passions” as the plural and not “passion”. You have probably heard, “do what you love and you will never work a day in your life”. By understanding your passions, this can help guide you in career and life decisions that drive you toward your passions. I think it is important to build your life around your passions (and often times your passions will be strongly tied to your core values).



My faith embodies everything I do. I am a follower of the teachings of Jesus Christ. As a Christian we are taught that this life is very temporal and that we are only here for but a blink of eternity. We believe that what we do here impacts where we will spend eternity. If you would like to learn more about why I am a Christian you can visit www.thisiswhyibelieve.org to learn more about my faith and why I believe.

My second passion is science and technology. My father was a bio-chemist and a true genius. He had an advanced working knowledge in so many areas, and instilled in me a passion for learning and understanding how things work. When I was two years old my father moved us from Louisville, KY where I was born to a very small town near Kalamazoo, MI for a job with the Upjohn Company, at the time a major pharmaceutical company. Although we moved to Michigan, all our extended family was in Kentucky, and we made frequent trips driving back and forth. We would usually leave for Kentucky after dad got off of work, which meant we would drive until the wee hours of the night. I would sit in the front seat with my dad and we would talk about the

stars that were shining outside and he would share fascinating facts with me. This instilled in me a true passion for science and understanding our world.

My dad was a scientist and a true entrepreneur. When I was in the fourth grade, my dad explained to me what “profit” was. I was fascinated by this idea of purchasing something for one price and then selling it for a higher price to make a “profit”. This just seemed too good to be true in some ways. When I was in the fourth grade, our PTA had a crafts sale to raise money. I discovered that there was an item that the kids really liked. It was this little knit door hanger that had a cinnamon stick and other spices attached to it that smelled really good. Well I purchased all of them that they had and started re-selling them at twice the price of what the PTA had priced them.

This led to my first lesson on the unfair nature of regulatory bodies. I was sent to the principals office for “unfair pricing”. To this day I am still a free market guy and do not believe that regulatory bodies should be in the business of setting prices. That should be left to the market.

As an example of how entrepreneurial my father was, I will tell you the story of the cow brains. In the 1970s there was a shortage of cholesterol and the prices sky rocketed. Cholesterol is used in many industrial

processes and there is a lot of it used. Being a bio-chemist, my dad knew that cow brains had large amount of cholesterol, and could be purchased for a relatively low price.

So he ended up buying several tons of cow brains and started working on methods to extract the cholesterol from the cow brains at an industrial scale. Well by the time that dad figured out a process, the price of cholesterol had come down and his process was not economically viable. So he was stuck with several tons of cow brains in the freezer of his friend's restaurant.

In 1976 dad bought a 447 acre farm on the steps of the Grayson County courthouse for about \$70 per acre.

He had six months to secure financing for the farm. All of the banks that he went to wanted collateral outside of the farm land. He went to Leitchfield Deposit Bank and met with Wilbur Etter, one of the loan officers. Wilbur asked my dad if he had anything he could use for collateral to help secure the down payment. Dad had been through this exercise several times before.

After giving it a little bit of thought, dad told Wilbur that he did have some collateral. He had several tons of cow brains that could stand as collateral.

Wilbur told my dad that this was not ideal and that

DEFINING SUCCESS

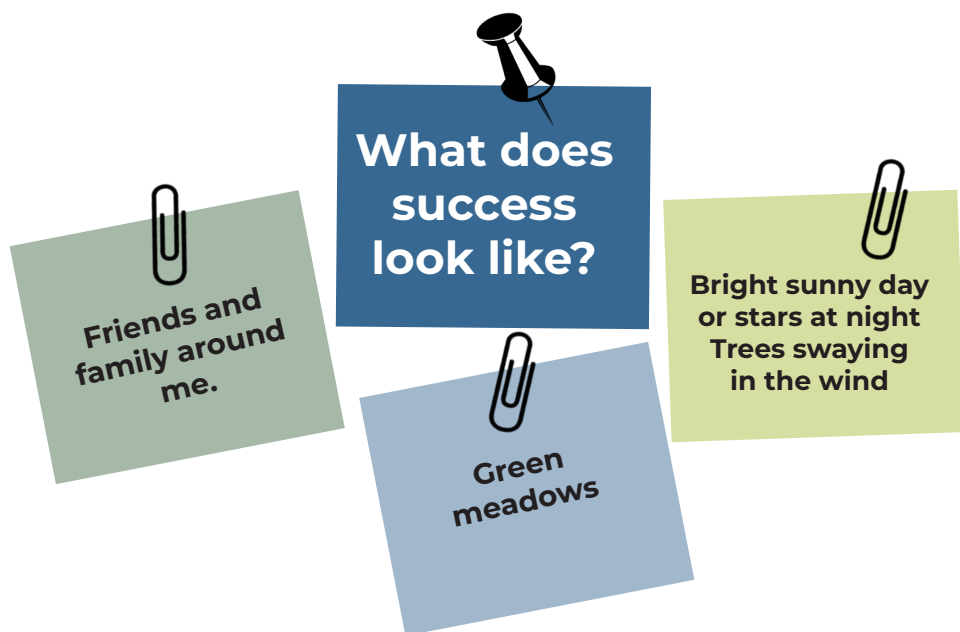
5.



We all want to be successful, but what is success? Well it is different things to different people. Going through an exercise and defining what success is, can be a great thing to help you really understand what you are seeking. I like to pose the following questions:

- 1. What does success look like?**
- 2. What does success sound like?**
- 3. How does success feel?**

These are my answers for these items.





**What does
success
sound like?**



Birds singing



**Bubbling
brook**



Laughter



**What does
success
feel like?**



Love



Peaceful



Warmth

There was a point in my life when one of my definitions of success would have been to sell a business for \$100 million or more. I did not feel successful because I had not done that.

After reevaluating what my core values were, and what my passions were, I realized that even though I had not met that goal at the time, I was still an incredibly successful person. I was making a major mistake that many people do and was defining my success by monetary standards. Does money play a role in success?

Absolutely. Should it play the PRIMARY role of success? It definitely should not for me, and I would argue that it should not for anyone. **I like to point out that some of the most miserable people I know are some of the richest people. Money does not make you happy. And the earlier you learn that, the better off you will be.**

YOUR PERSONAL MISSION STATEMENT

6.



Having a personal mission statement is something that helps you stay on course. It helps guide your decisions and sets what your mission in life truly is.

My personal mission statement is:

“

First of all to love my God with all my heart and all my soul. To use my skills and gifts to have a positive impact on humanity that is felt beyond my lifetime and beyond the physical realm, while continuing to strive to become a better person by continually improving myself spiritually, mentally, intellectually and physically during my life.

”

When you know what your strengths are, what your core values are, what your passions are and how you define success, you can work on your personal mission statement. A few tips are to think about your past successes and your contributions. See if there is a theme. Don't expect this to be something that just rolls off of your tongue. It took me several years of introspection and thought to come up with mine. The mission statement I have today, is not what I originally came up with. I refined it over the years to get it to where it is today.

SETTING YOUR GOALS



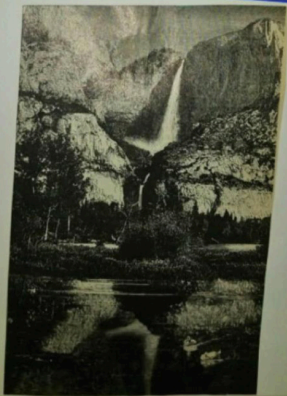
I have walked you through 6 steps to understand yourself, and now is the time to set some goals. Writing down your goals is so important. You have a MUCH better chance of achieving your goals if you write them down.

A challenge that I had several years ago, was writing down very lofty goals and not achieving them in the time frame I had hoped. I set some goals in 2007, that I am just now starting to achieve. This can be discouraging when you are a year in and you don't feel like you are going to be able to achieve your goals.

I am a big believer in setting SMART goals. SMART stands for specific, measurable, achievable, relevant and time bound. Even though I shared with you that I had been discouraged, because I had set very lofty goals that even to this day I have still not achieved, don't let this stop you from being audacious in setting your goals. In order to achieve big, you need to dream big.

I like to categorize my goals as bucket list, long term, mid term and short term goals. Those bucket list items are things you want to achieve before you kick the bucket. I usually think of long term goals with a five year time horizon, mid term goals around 6 months to a year and short term goals can be anywhere from hours to a few months. I also categorize my goals for business, career, finance, personal, physical and spiritual.

places I would like
to go. Things I would
like to see and do.



The importance of writing down your goals was really brought home to me a few years ago when my mom showed me a school work assignment I had done when I was 9 years old and in the 4th grade. It was a travel book of places I had been and places I wanted to go. I had already developed a passion for the outdoors at that young age. Part of the assignment was to paste travel pictures into the book that my family had taken and then the other part was to paste pictures from magazines and other printed material on where I wanted to

go. I found the results to be amazing. Below are pictures that I pasted in my book, and then following that are pictures I had taken of my travels as an adult. What I envisioned at a very young age had manifested itself. In my adult life I have started writing down my goals. And I am very blessed that some of those goals have manifested themselves.



A WORD OF CAUTION



The human mind is a very powerful thing. Faith is incredibly powerful. Jesus said that with the faith of a mustard seed you can say to this mountain to throw itself into the sea and it will. He did not say that if you have faith in me, he only said that if you have faith. So faith without moral constraints can have very negative effects. So think very seriously about your goals, passions and objectives. Do you want to participate on the side of light, or are you participating on the side of darkness?

Remember there is an ancient Chinese curse. "May all your wishes be granted". This is a CURSE.

If we get everything we want, without the proper consideration and forethought, it can wreak havoc on our lives. I thank God that I have not gotten everything I wanted. There were times in my life that I wanted things that were not right for me.

So my final piece of advice for you, is to seek to get what you need, over what you want.





“

First of all to love my God with all my heart and all my soul. To use my skills and gifts to have a positive impact on humanity that is felt beyond my lifetime and beyond the physical realm, while continuing to strive to become a better person by continually improving myself spiritually, mentally, intellectually and physically during my life.

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-- Alex Day

