



Friday  
Forward

A 52-Week **JOURNAL**  
to Drive You Forward in Your  
Goals, Week over Week

#1 *Wall Street Journal* Bestselling Author

ROBERT GLAZER



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**IGNITEREADS**  
spark impact in just one hour

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**For everyone who knows deep  
down they can be more.**

**For Chloe, Max, and Zach. You each inspire  
me to be better every day.**

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# INTRODUCTION

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One of the key principles shared throughout my book *Friday Forward* is the importance of reflection. High achievers are constantly reflecting on what they want most, evaluating their plans or progress toward their goals, and recalibrating their priorities, daily habits, and time commitments as a result. This journal is designed to be a companion to *Friday Forward* and help kick-start that reflection process for you, allowing you to gain some more clarity and start on the path toward building your capacity and reaching your full potential.

I recommend reading, or rereading, a chapter from *Friday Forward* once every week and then answering the corresponding journal prompt. If you do this, you'll find yourself setting the foundation for creating new goals and actionable plans and cultivating the habits and relationships needed to achieve your goals.

This journal is a companion to the hardcover and trade paperback versions of *Friday Forward*, and the chapter titles

associated with each journal prompt are assigned accordingly. The journal prompts are listed in the order the chapters appear in *Friday Forward*, regardless of the edition.

# HOW TO USE THIS JOURNAL

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There's no right or wrong way to answer the prompts in this journal. Make it your own. However, you will get the most value if you push yourself to be vulnerable and introspective in your responses. When a prompt asks you to consider something you wish to improve or to reflect on a weakness you have, don't give the type of response you'd tell an acquaintance or a job interviewer. Push yourself to go deeper.

If it's helpful, here are two example responses that may spark your thinking as you work your way through this journal.

## **Sample Prompt #1: Having Potential**

**Prompt:** In what facet of life—your relationships, work, health, or other—do you have the most untapped potential? What is one next step you can take to start capitalizing on that potential?

**Response:** *I've always believed I could be a good public speaker and would love to be paid to speak. I am confident speaking to a room of people, such as making toasts at weddings or giving extended presentations at work, and feel that I make an impact and could do so on a bigger stage.*

*What I need to break through is more practice and feedback. I will join my local chapter of Toastmasters, an organization dedicated to helping members practice their speaking skills. I'll attend meetings monthly and watch the videos of my last few presentations at work, which were recorded, to make notes about where I could improve. This should help me reach the point where I am confident enough to try speaking to live audiences, and I will have the practice to back it up.*

## **Sample Prompt # 2: Carpe Diem**

**Prompt:** What is the biggest regret you can imagine having when you look back on your life? What can you start doing now to avoid feeling that regret later?

**Response:** *While I can imagine living with myself if I fall short of several aspirations, I am genuinely saddened by the possibility of having a distant or strained relationship with my kids. I have seen friends who took their time with their families for*

*granted, missing important milestones due to work or simply not realizing just how quickly childhood passes. I badly want to avoid this type of regret.*

*I want to commit to two things now. First, I want to be fully present during my time with my kids—I will give them my full attention when they need help with their homework or want my advice, and I will stop bringing my phone to the table during family dinners. Second, I will make a plan to go on an overnight or weekend trip with each of my kids, separately, each year. I want to be sure each one feels like they are a priority in my life, and I want to build an individual bond with them.*

**I hope you enjoy this journal, and as always, I would love your feedback, which you can send to [elevate@robertglazer.com](mailto:elevate@robertglazer.com).**





*Spiritual  
Capacity*

















# ABOUT THE AUTHOR

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Robert Glazer is the founder and CEO of global partner marketing agency Acceleration Partners.

Under his leadership, Acceleration Partners has received numerous industry and company culture awards, including Glassdoor's Employees' Choice Awards (two years in a row), *Ad Age's* Best Place to Work, *Entrepreneur's* Top Company Culture (two years in a row), Great Place to Work and *Fortune's* Best Small and Medium Workplaces (three years in a row), Digiday's Most Committed to Work-Life Balance, and *Boston Globe's* Top Workplaces (three years in a row).

Bob is the #1 *Wall Street Journal*, *USA Today*, and international bestselling author of four books: *Elevate*, *How To Thrive in the Virtual Workplace*, *Friday Forward*, and *Performance Partnerships*. He is also the host of the *Elevate Podcast*, a top 20 podcast in entrepreneurship in over twenty countries. Bob is a sought-after speaker by companies and organizations around the world and is a regular columnist for *Forbes, Inc.*,

and *Entrepreneur*. He also shares ideas and insights around these topics via Friday Forward, a weekly inspirational newsletter that reaches over two hundred thousand individuals and business leaders across more than sixty countries.

Bob serves on the board of directors for BUILD Boston, is a global leader in Entrepreneur's Organization (EO), and is the founder of The Fifth Night charitable event ([fifthnight.org](http://fifthnight.org)). He is an avid skier, cyclist, reader, traveler, and serial home renovator. You can learn more about Bob at [robertglazer.com](http://robertglazer.com).

## Looking for more?

To get started on your capacity building journey, take the Four Capacities Quiz to see where you can grow most: [robertglazer.com/elevate-capacities-quiz/](https://robertglazer.com/elevate-capacities-quiz/)

Try my course on Discovering and Developing Core Values, and start aligning your life to your most important principles: [corevaluescourse.com](https://corevaluescourse.com)

For resources on each capacity: [robertglazer.com/elevate-resources/](https://robertglazer.com/elevate-resources/)

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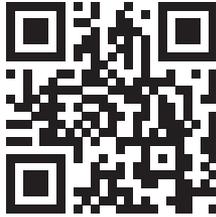
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To find the online versions of the Friday Forward stories featured in this book for sharing and related content, please visit:

**[fridayfwd.com/stories](http://fridayfwd.com/stories)**

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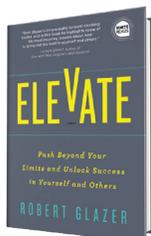


# Get Inspired. Set Your Goals. Achieve Them.

No matter what goals you are working to accomplish, the *Friday Forward Journal* can help you to achieve them. What began as a weekly newsletter to inspire his employees has grown to an international phenomenon that bestselling author Robert Glazer continues to use as a tool to introduce his various tenets of goal setting, leadership, and success.

This 52-week journal explores the most valuable lessons and breaks them down into tools for self-reflection and visualization. Over the course of this journey, you will be invited to home in on your personal and business goals in a way you never have before.

Other books by #1  
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