

Professional

Performance³⁶⁰

WHAT YOU NEED TO SUCCEED!

Magazine

Vol.21, No. 3

\$12.95

Pathetic2Performance

What People Are Really Afraid Of

URGENCY

Success2Significance

What It Really Takes

To Achieve In Today's
Entitlement World



Marin Bright



Deepak Chopra



Jeffrey Magee



Nancy Brinker



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Contents

9 **Catch Me If You Can**
When Speeding is a Good Thing
Bill Bartmann

10 **The World of Virgin Performance**
A Never Ending Quest for Success
Richard Branson



12 **Building from the Ground Up**
Marin Bright

13 **The Art of Seeing the Invisible Ambassador**
Nancy G. Brinker

19 **Who Am I**
Deepak Chopra

20 **Talent Management: Don't Worry Who Gets the Credit**
MG Augustus Collins

22 **Cooperation Rocks Your World**
Berny Dohrmann

23 **You Can't Focus on One Thing as a Leader**
Chief Kirk Francis

24 **Are You Guilty**
The Goof that can Hurt Your Credibility **Patricia Fripp**

25 **Generational Olympic Lessons**
on Attaining Significance **Ruben Gonzalez**



13

26 Clouded Glass or Clear Transparency
Kristin Kaufman

27 Unleashing Your Creativity and Innovation
Tim Levy

29 Be Responsible for Yourself
There's a Clue!
Harvey Mackay

30 Understanding the Mental Architecture
of the Solo Entrepreneur Dr. Jeffrey Magee

32 Developing Discipline
Dr. John C. Maxwell



33 10 Ways to Waste Your Time
in a Networking Group Ivan Misner

34 Entrepreneur 101 - One Boy -
One Acid Free Coffee - One Mission
Tyler Ornstein

35 Preparing for Promotion
Joel Osteen

36 Imagination... Play It Forward
Bob Proctor

37 Rebooting: A Strategy for Staying Engaged
Resilient and On Purpose Steve Sisgold

38 Abundance and Scarcity
Jim Stovall

39 Crack the Personality Code for Selling Success
Cheri Tree

40 Do You Believe
Alan Weiss, PhD

41 The Immigrant's Attitude
Zig Ziglar

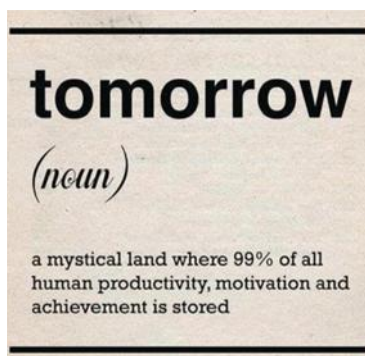


From the Publisher...

Performance – It's a 360 dedication – The Mental DNA of super achiever's today reflects an unyielding desire to improve one's Technical and Professional skill sets at every opportunity – anytime, anyplace, anyway.

Performance – AmeriCAN vs. AmeriCANT – Successful people recognize that it is their primary responsibility to always be upgrading their Mental DNA to leverage their assets for the gain of others and themselves. Juxtapose a 2009-2010 Gallup/USAToday Survey whereby 56 percent of American's surveyed indicated they were predisposed to showcasing the least possible output for the maximum pay-check. And an even more staggering 15 percent indicated that they were actively disengaged in their workplace. Today, these numbers are still common place among many in the available human capital talent pool. Take inventory of who is around you and who you chose to associate with — Achievers DO (the remaining 29 percent) and Whiners live to complain about the do-do!

Performance – Talent Gap – What we have within organizational dynamics today is not a job shortage (unemployment gap) in reality. What the marketplace is really experiencing is a skill shortage (talent gap) from years of complacency and gross overcompensation of individuals at every level within an organization. A recent Bersin by Deloitte research project indicated that the costs for talent acquisition from outside an organization is from 75 to 150 percent higher than to develop internal talent an organization may have. But the critical derailment factor to this is what is the mindset or attitude of that internal versus external player?



I received the adjacent graphic, “tomorrow,” from one of our *Performance* reader's that seems to identify a large class of derailment conditioned people and organizations, which merely make the case for human capital exodus and entrepreneurial innovation in the marketplace today.

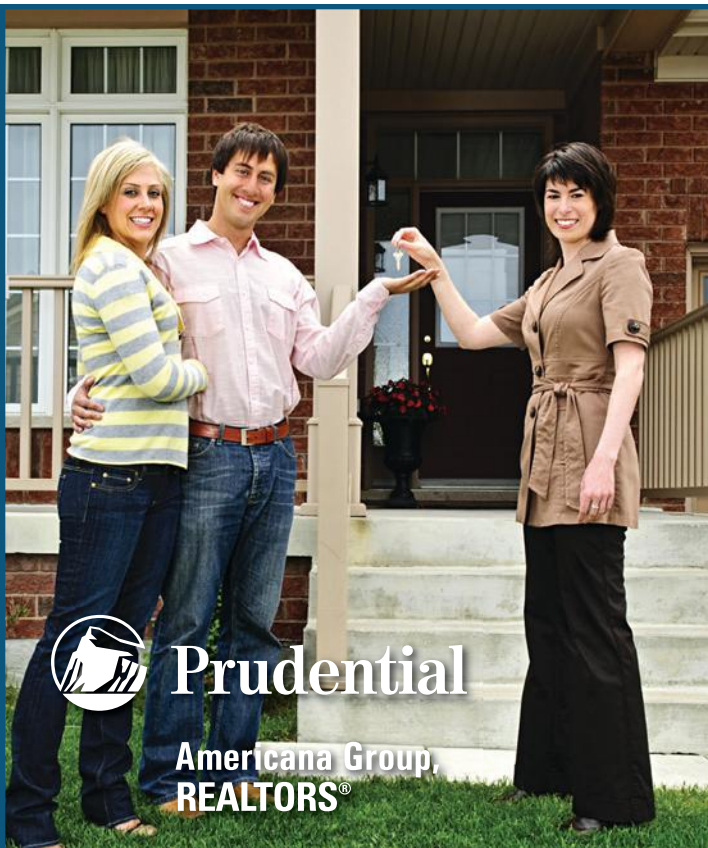
The unreasonable mind can attain unrealistic goals!

Performance – Trajectory Code & Trajectory Calibration – Trajectory Code book details the pathway of super achievers from super whiners as the mere one percent factors of behavior that yield greater immediate, intermediate and long term results (ROI) of one's trajectory toward achievement versus derailment. In this edition, a cross section of super achiever's share with you the DNA for super individuals and organizations that attain heightened levels of Performance Execution™ – Velocity, Acceleration and Momentum!

Performance – Campaigner or Contributor – You want to see a true achiever for modeling, observe the trajectory of a person's actions (past and present), not their words. Observe the legacy (fact not rhetoric or fiction) of the results of an individual or organization and you can begin to project the trajectory over the horizon that will be the real and sustainable ROI. Performance achievers actually have skin-in-the-game and don't merely call in plays from the sidelines.

Performance – PERFORMANCE/P360 Magazine Solutions – Interactively engage each article in this edition of PERFORMANCE/P360 Magazine as well as our online, digital editions at www.ProfessionalPerformanceMagazine.com with hundreds of the world's super achiever's sharing wisdom and realtime insights ... Go online and order additional hard copies of this edition and past editions for your Mental DNA Library, and invest in copies for people around you... **P360 What You Need to Succeed!**





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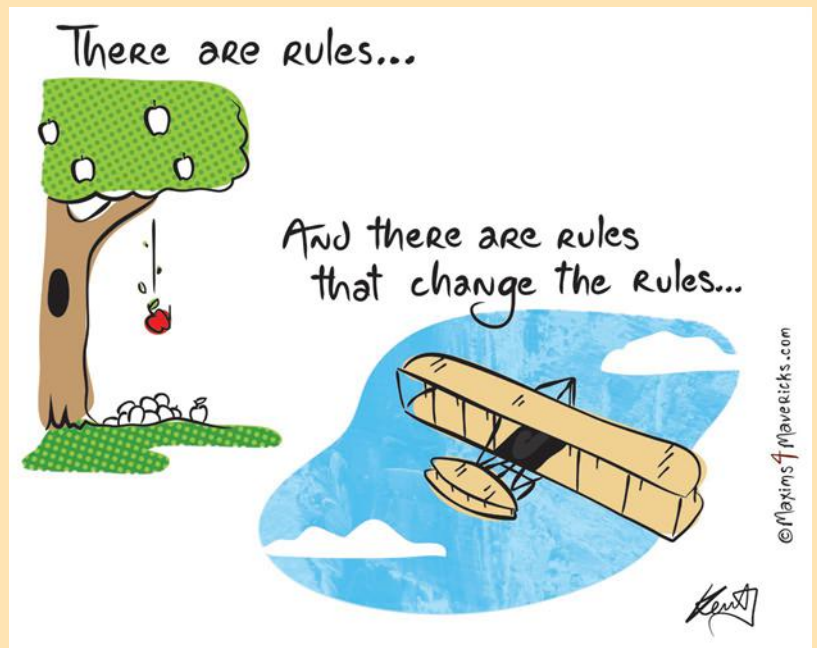
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Innovation and progress require testing the rules and assumptions that most people believe are inescapable and unchangeable. And in the process, new perspectives often present new approaches that change the way these seemingly stubborn rules affect our lives.

For instance, we all know gravity is a very real thing. But while many people thought this meant it would be impossible for humans to fly, there were some Mavericks who decided to challenge that 'rule.'

Instead of denying that gravity existed, the Wright Brothers revealed an invention that changed the rules: The airplane. In their day, even the concept of human flight was blasphemy, but thank God they ignored the pessimists – and the 'old' rules.

Be a Maverick!



Kent Healy is an author, artist, real estate investor, and speaker. He creates paradigm-bending pop art for businesses, organizations, and families to inspire a daily sense of purpose. View more of his "visually nutritious" art at: www.Maxims4Mavericks.com You can contact him directly at kent@maxims4mavericks.com Be sure to mention Professional Performance Magazine.



PICTURE YOUR SON OR DAUGHTER GRADUATING DEBT FREE.

Debt brought on by college loans is not just a big story in the news. It's something that hits close to home for you and your college-bound son or daughter. Without scholarships, it might seem that college is slipping out of reach. Yet there is a way that young men and women can get the money they need to pay for college, and give back to their communities and country at the same time. It's the National Guard.

The Guard is different, because they serve their communities and states during natural disasters. It's a key part of their mission, along with defending the nation. And it's part-time. So college students don't have to give up or delay their studies. They can pursue their degrees full-time while they serve.

To find out more about the force that protects our communities, and how they can protect your son or daughter from the burden of college debt, visit NATIONALGUARD.com.



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Catch Me if You Can When Speeding is a Good Thing

Bill Bartmann

One of the most common questions I've been asked in my 40 years in business is: "Bill, lots of people would be happy to become millionaires, but you made a billion dollars from scratch. What's your secret?"

It's actually a long story, and my autobiography is coming soon. But here's a piece of the answer: I've long had a bias for speed.

I don't mean the driving kind; I mean the "there's-no-time-to-waste" kind. How fast have I gone? At one point, my company grew at the rate of 15 thousand percent per year, 4 years in a row. Let's examine several principles for harnessing speed in such a way that you reach your business destination and don't wrap yourself around a pole on the way.

Know Why You're Moving Fast

It's not good enough to say you want to move fast in business because you simply "live life in the fast lane." That's a romantic image but the most successful businesspeople follow cold, rational strategy instead of macho images.

Wayne Gretzky became the greatest-ever hockey player by seeing not where the puck was, but where it was going. In the late '70s and again in the '80s, I did a Gretzky. I noticed that the supply-demand picture in my industry was about to change drastically, and I saw it a few months before my competitors. Because I was far smaller than they were, I had no time to lose. I lined up as much financing as I possibly could and bought assets like there was no tomorrow. If you see a fleeting opportunity, consider doing the same.

Don't Expect a Decent Map

Maybe you can see where you want to go, but for the life of you, what if you can't make out the path to get you there? Welcome to my

world. I find myself regularly explaining to people that I know precisely where I want to go but have no clue how I'll get there. Doing Wall Street's first-ever securitized financing of credit-card debt was like that. By stringing together a series of "what if" statements, I helped myself and my team put aside "how it's always been done" thinking and that allowed us to string together possible and even improbable elements. Our speed allowed us to test these avenues quickly and find the best path.

Accept Roughness

Engineers tell their clients that they can have any two of the following: fast, cheap or good. This principle is true in the non-engineering world too. I'm a pretty demanding boss, but when I'm really going for speed, I make it clear that I'd much rather see a very rough draft this afternoon than a perfect presentation a week from Wednesday.

Explain Yourself

You may be mentally prepared for the speed you need, but your staff may not be. You see the big picture and have the most invested in the outcome. At the same time, you'll get to your destination faster if you have the willing energy and creativity of your larger team.

Once I terminated a key executive, and to make matters worse, my Wall Street lenders were fond of him. I gathered my staff of about 3,000 and explained that as hard as we were working, we needed to pour it on to prove to Wall Street that we would not skip a beat after the executive's departure. They rose to the occasion, and we blew away our goals. I admit, I did help matters by promising to mud-wrestle a guy in Vegas if we made our numbers. What can you do to galvanize support behind you?

Lighten the Load

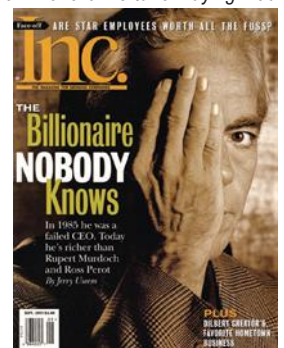
We all have long lists of projects, and we like to think that we're more or less at capacity. The problem is that dropping a big project into the fast lane can mean diverting lots of focus and resources. Don't make the mistake of just adding that new project on top of everything else. It's your responsibility to determine what gets delayed or dropped in the interest of that new focus.

Regularly Put Energy Back into the System

If you don't keep pedaling hard, the whole apparatus has a way of bogging down. Be on the lookout for what Seth Godin calls "The Dip," where the novelty has worn off, the objective is not yet in your grasp and hard slogging has set in. If the goal is still worthy, then recommit yourself to it and start back at the top of this list for the actions you need to take yet again – such as accepting roughness, explaining yourself, and so on.

When you do reach your goal, be sure to take your foot off the gas so your organization can regenerate and also enjoy the new, higher vistas. It will enable you to do it once more, the next time a worthy goal rears its head.

Bill Bartmann is the author of *Bailout Riches: How Everyday Investors Can Make a Fortune Buying Bad Loans for Pennies on the Dollar*. It recently became an Amazon #1 world-wide best-seller.





The World of Virgin Performance

A Never Ending Quest for Success

Richard Branson

Performance

In a world of performance and the search for or the Quest for Wealth, what does that mean to you? The world itself looks at wealth in monetary terms. So what is your interpretation of what that is we're looking for?

Richard

Well I think that a Quest for Wealth, per se, is not a particularly satisfying thing to do, but having a quest or quests is very satisfying. And if the by-product of those quests is that wealth is created and you use that wealth productively, that's satisfying. In my particular case, I originally wanted to start a magazine. When I was 15 years old, I wanted to make the world right: the Vietnam War was raging, and I wanted to do my part to stop it. And in order for that magazine to survive, I had to become an entrepreneur. I had to become a businessman. I had to worry about the paper manufacturing and the distribution, the marketing and so on. And the end result was that it became successful. I could then set about to challenging myself to make a difference in other areas. I love music, so I found a band that I loved, and we couldn't find anyone to sign them, so I decided to form a record company. Now, the end product of that record company, signing bands like the Rolling Stones, Genesis and Janet Jackson, was wealth. But that was not where I got my satisfaction. I got my satisfaction from creating a great record company that I was proud of.

Performance

So, the old adage of follow your bliss, follow your passion, is what's been leading you. Really, all along?

Richard

Yes, and I think that the most successful people are the people who do not sit down

and think, 'how can I make a fortune?' It's the people who have a passion for something. For instance, when I moved into the airline business, I hated flying on other airlines and felt I could do it better. If I was looking for wealth from doing it, everybody would have advised me that I was mad. But my reason for doing it was creating an airline that I'd like to fly. As it turned out, I created Virgin Atlantic which I liked to fly and other people liked to fly, and 20 years later it's enormously successful. We've managed to sell 49% of it to airlines that are worth billions. We've made good money. But if I had gone into it because I thought I was going to make good money, I don't think I would've made a penny.

Performance

You're doing things contrary to people's opinions. And that's part of the secret to your success. Now you're entering the marketplace with Virgin America and everyone is saying, What?

Richard

I think the most successful entrepreneurs are the ones who do things contrary to belief. The standard business school advice is stick to your beliefs and don't do anything to stray from those beliefs. Nike stuck with shoes, Microsoft stuck with computers. Coca-cola stuck with soft drinks. At Virgin, we love the idea of becoming a way of life brand, of challenging businesses in other areas. We love doing that. It's more challenging. We learn so much more. We meet a lot of people. And contrary to the advice in business school, I actually think it makes a lot of sense. Because music stores was one of the first things we did, I doubt there's a great future in music stores with iPods and other streaming methods of getting music. So if we just did music stores, we wouldn't survive. So we've moved

into things like mobile phones, where a lot of kids' use their spending power... therefore if one business is suffering from a lot of competition or new technology, another one of our businesses can do well.

Performance

At one point, I read something about your 10 Steps to Success. Could you address these from your experience?

Richard

Well, I think the most important thing, if you're a father – a businessman, is to lavish praise, to look for the best in people, to be good to people, to inspire people – not to criticize people. I suspect that's the #1 most important thing in a leader. If you end up criticizing people all the time, people shrivel up. If you praise people, people expand. You have a person who's cleaning a room, you've got a switchboard operator locked away upstairs; everybody needs a little bit of attention, a little bit of praise. Since so many businesses are not good at praise, the loyalty that you get back is enormous, and so it makes fantastic business sense. And there are lots of other things, such as to advise people, but I wouldn't say that that's the #1 overriding thing. If someone is setting up a business, it's important that they go into something that is a passion and really interests them. If you're going to work day and night to make it work, it's important that you're interested in it. For the first few years, if you don't have financial backing, the only word that's going to matter to you is valuable. Many businesses don't survive, but at least if you're doing something you're committed to, you've got a chance to survive. If you don't survive, it's not the end of the world. So if you try, you fail, you file Chapter 11, you have to pick yourself up and try again. There have been a lot of entrepre-

neurs that went through that financial process and then went back and created major corporations. So don't be frightened about failure.

Performance

I think that's really what keeps a lot of people back; enormous fear. Whether it's enormous fear of success or failure; and sometimes you don't know which it is. I think that one's identity is so much tied to that success. If you could just elaborate on that in terms of your own identity and your work. I read somewhere that when you sold Virgin Records, you were very emotional and cried, but you had to in order to get the airline flying.

Richard

Yeah; I think that unless you're doing something that you feel passionate about, passionate about the people, you shouldn't be doing it. In my own particular case, I had a record company. It was very successful. I had a fantastic group of people running it. I had an airline that was less successful that was being attacked by British Airways, and they were desperately trying to put us out of busi-

ness. It came to a stage where I had to sell the record company in order to protect the jobs at the record company, and also to protect the airline. It was bizarre: I sold it and got a billion-dollar check in my pocket. I was running down the street with tears streaming down my face. I passed a newspaper that said, "Branson sells for a billion," and I thought it was quite amusing if a photographer got a picture of this person blubbing his head off with a billion dollar check in his pocket. But I do believe that if you're human, you have to care about people.

Performance

So that was a defining moment for you.

Richard

It was... I've been fortunate enough in my life to have had quite a lot of defining moments and a life full of incredible experiences; whether it be personal experiences or business experiences. I suspect that also helped me when things have gone wrong. I don't dwell on them too long. As long as I've done everything I can to try to make them successful, I'll be able to sleep at night and move on

to the next challenge. I've had enough challenges to satisfy many lives. I've been incredibly lucky. And for me to dwell on things when they didn't go quite right, I'd be a very, very sad individual.

Performance

So, what do you think has been your core strength and has made you take all these enormous risks? The sort of dangerous element of the challenges you've taken on physically and in business? Is there something in your childhood that has driven you to these adventurous extremes?

Richard

I think the adventure side of me, I suspect, has been brought up by my mother, in particular. I remember at age 5, we were driving to my grandmother's, and two miles before we got there, she dropped me off in the countryside and told me to make my own way there. She would get arrested today. I got horribly lost, but it was her way of trying to get me to stand on my own two feet. At age 8, she doesn't even drive me. She put me on a bicycle and tells me to ride 300 miles to granny's house. And so on, and so on.



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Building from the Ground Up

Marin Bright

Every Road Has Its Curves

I'm happy to share the ins and outs of what I've learned from starting a media company from the ground up with colleagues in the meetings and publishing industries. But, what fascinates me most is that the exercise of reviewing those lessons can help anyone in similar shoes to map their road ahead.

Start with What You Know

Working my way up through the ranks of sales at leading luxury hotels and the group meetings business, followed by management in operations, including editorial content, ad sales in the publishing industry and personnel decisions, helped forge a clear path and build a knowledge base that inspired me to start Bright Business Media, LLC, and our flagship product Smart Meetings magazine. Each step along my career path revealed an aspect of the industry that I personally wanted to address by discovering resources and methods that others in the meetings industry could use to improve their job performance.

A-ha Moments

Surprises, by definition, come when you least expect them, some of which you'd rather stay clear of, and others that become gifts you couldn't have planned. You learn from both.

Just months after deciding to start Smart Meetings, the September 11, 2001 attacks struck in the U.S. and predictions about the demise of print newspapers and magazines blanketed the daily news. My friends declared rhetorically: "You're going to start a magazine now?" I forged ahead knowing that if we did it right with stories that mattered, and in a manner that appealed to our target market, we couldn't lose. And the third glass of wine and a flood of ideas didn't hurt the decision to jump in head first.

Obstacle or Opportunity

No matter what venture you start, there will be roadblocks and challenges to face. It could be as basic as selling a prized automobile to pay the printer (our first year) or complicated trademark negotiations to the more cerebral moves required to stay ahead of the competition. In each instance, it was always right to examine each challenge to discover how we could use it to our advantage.

Organic Growth

I'm often asked, "What would you do differently now with more than 10 years of experience and hindsight?" While I might have chosen different timing for this move or that product launch, it has been an organic journey for me. My mentors and previous managers offered me a wealth of invaluable knowledge about leadership and the hospitality and meetings industry, and inspired ideas that led to the launch of my own company.

Rewards in All Forms

The real fulfilling prize earned from starting my own company has been discovering unexpected rewards, not only financial, but also the inherent satisfaction from employees who showed initiative to help launch a new sales strategy or suggest a new design layout. It comes from pioneering programs such as our Smart Events one-on-one appointment format that is now widely duplicated.

Gut instinct plays a critical role, but I've learned that analyzing the data of where we've been, where we are and where we want to be is the win-win approach to finding our footing for the future – ready for the curves and ready to succeed.

Marin Bright is founder and CEO of Bright Business Media, LLC, based in Sausalito, CA. The multimedia company produces the award-winning Smart Meetings magazine, hosts the resourceful smartmeetings.com website and operates a leading networking series of Smart Events where meeting professionals and suppliers connect.





The Art of Seeing the Invisible

Ambassador Nancy G. Brinker

Nancy Brinker reveals how she built a living room operation into a billion dollar Breast Cancer Organization.

My first time inside a corporate boardroom was a disaster.

Komen was the quintessential start-up; I started in my living room with a total capital of \$200. So I went to New York City to recruit corporate partners and convince makers of women's intimate apparel and cosmetics to include labels reminding women to get mammograms. I thought it was brilliant. Everyone else thought it was "negative marketing," and they showed me the door.

Twenty-five years later, Komen has more than 130 corporate partners whose creative cause-related marketing programs help us raise and invest more than \$150 million a year for breast cancer research and community outreach programs to women in need. By the end of this year, Komen will have invested nearly \$1 billion in breast cancer research and community outreach programs, making us the world's largest source of nonprofit funds dedicated to fighting breast cancer.

How did we do it? In fact, building a nonprofit is much like building a business with social entrepreneurship demanding many of the same skills as any other venture.

"Seeing the Invisible" – Great undertakings, whether building a business or curing a disease, inspire people with a bold vision. Ever since my sister, Susan G. Komen, made me promise in her final moments that I'd eradicate this disease, Komen has been driven by a single vision – a world without breast cancer.

Successful entrepreneurs excel at what Jonathan Swift called "the art of seeing the invis-

ible." To others, the cure to breast cancer may be invisible. To us, it's inevitable. To paraphrase the Proverbs, where there is no vision, the organization perishes.

Connecting, Not Marketing – It's one of the biggest mistakes in business and nonprofits – marketing a product instead of connecting with people on an emotional level. Everything we do at Komen – especially the Susan G. Komen Race for the Cure Series® – allows people to support the cause in a personal, meaningful way.

People don't donate to organizations or simply buy products; they believe in ideas and dreams. Become the idea – the dream – that people want.

Dare to be Different – For business and nonprofits the challenge is the same – standing out in the crowd. Komen has always distinguished itself by "funding the unfunded" – funding programs that have been overlooked by others. Find your niche. Then do it better than anyone else.

Evolve or Perish – What Darwin said of organisms is true of organizations – it's not the strongest that survive, it's the ones that are most adaptable to change. Had we never created Komen's innovative affiliate model – in which 75% of funds raised by our local affiliates stays in those communities while 25% supports research – we wouldn't have grown to 125 affiliates with more than 100,000 survivors and activists. As a result, we're the world's largest grassroots network fighting breast cancer.

The return on our investment? When caught early before it spreads beyond the breast, the survival rate for breast cancer is now 98 percent, and there are more than 2 million breast

cancer survivors alive today. Not bad for a living-room start-up.

Yet our vision remains. And until there's a world without breast cancer, we'll keep minding our business.

In 1982, Nancy Brinker established the Susan G. Komen for the Cure, the global breast cancer movement. Nancy also founded the Susan G. Komen Race for the Cure® Series, the most successful education and fundraising event for breast cancer ever created. Since the first event in 1983 with 800 participants in Dallas, the Komen Race for the Cure is now the largest series of 5K run/fitness walk events in the world with more than 1.5 million participants.

In 2001, President Bush appointed Nancy to serve as U.S. Ambassador to the Republic of Hungary. In 1992, she was appointed by President Bush to the three-member President's Cancer Panel to monitor the progress of the National Cancer Program and was appointed by Vice President Quayle to serve as the Chairperson of a subcommittee to study the progress of breast cancer research and education in the United States and around the world. In 1986, President Reagan appointed her to the 18-member National Cancer Advisory Board.

Nancy is the recipient of numerous national awards including: the 2005 Mary Woodard Lasker Award for Public Service, the 2005 Advocacy Award presented by Research!America, the 2004 Service to America Leadership Award presented by the National Association of Broadcasters Educational Foundation, Sword of Ignatius Loyola Award from Saint Louis University. To read more about Nancy's accomplishments, visit www.NancyBrinker.com.



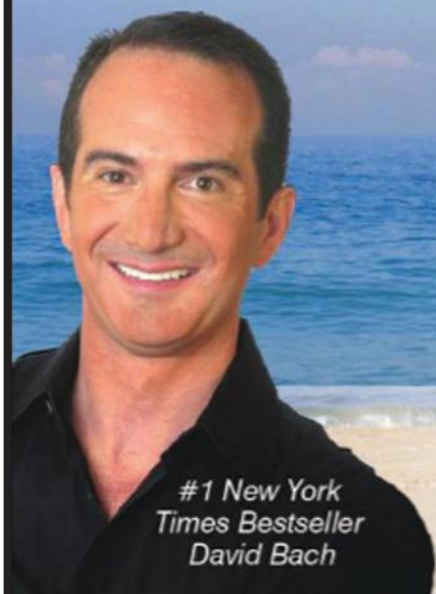
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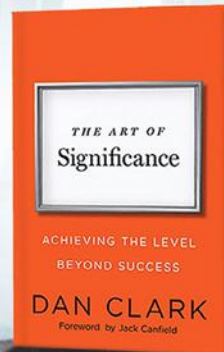
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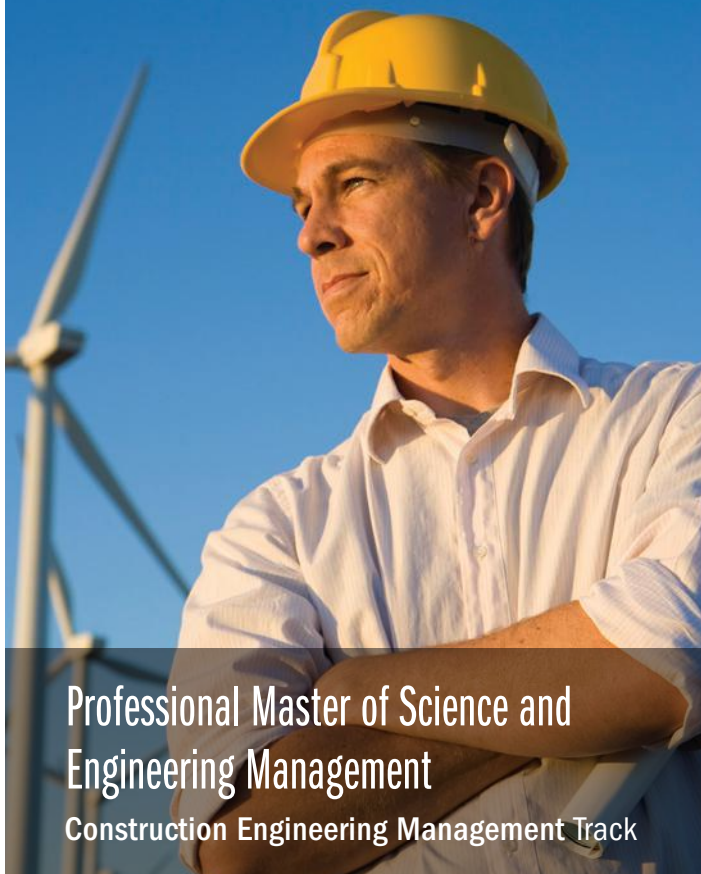
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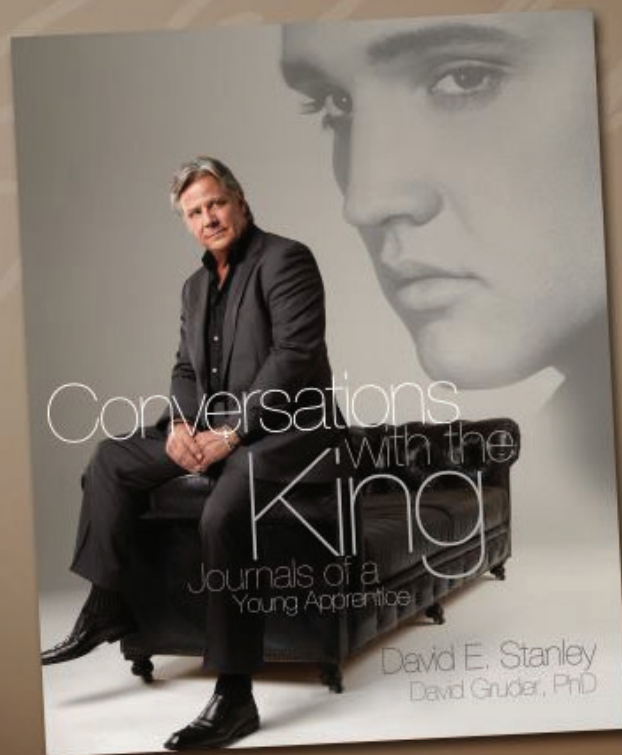
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Who Am I

Deepak Chopra

Vedanta, one of the world's most ancient philosophies, says there are only five reasons why humans suffer: Not knowing who we are, Identifying with our ego or self-image, Clinging to the transient and unreal, Recoiling in fear of the transient and unreal, and Fear of death. Vedanta also says that the five causes of suffering are all contained in the first cause — not knowing who we are.

If someone were to ask, “Who are you?” your response would probably be “My name is so-and-so. I’m American, or I’m the president of this company. You may also identify with your body, “This bag of flesh and bones is who I am.” But sensory experience is totally illusory. You may think you are the body that your senses can locate in space and time, but the body is a field of invisible vibrations that has no boundaries in space and time.

How long can we cling to a world of illusion? Is there such a thing as the color red? Every color we see is a particular wavelength of light, and the light we can actually detect is a fraction of what exists. An insight that comes to us from both Vedic science and the Jewish Kabbalah is that the center of our awareness is the center of all space and time. It is at once everywhere and nowhere. But my eyes tell me this is not the case. I am here, you are there, wherever you are.

So maybe we should not trust our senses that much. My eyes tell me that the ground I am standing on is stationary, but we know that the earth is spinning on its axis and hurtling through space at thousands of miles an hour. Sensory experience tells me that the objects of my perception are solid, but we know they are made up of particles that whirl around huge empty spaces.

The experience of a material world is a superstition that we’ve developed because we’ve learned to trust our senses. The universe is actually a chaos of energy soup, and we ingest this soup through our five senses, and then convert it into a material reality in our consciousness. Our senses transform massless energy into form and solidity, texture and color, fragrance and taste, sound and vibration. And our interpretation of that energy soup structures our reality and creates our perceptual experience.

Most of the time we do this unconsciously as a result of social conditioning. This superstition of materialism relies on sensory experience — what we can see, hear, smell, taste, or touch — as the crucial test of reality. If information is not available to our senses, we tend to think it isn’t there. And the intellect, with its linguistically structured system of logic, serves to justify this mistaken perception of reality.

The essential you, your real essence, is a field of awareness that becomes both mind and body. The real you, infinite consciousness, is inseparable from the patterns of intelligence that permeate every fiber of creation. And yet the intellect divides infinite consciousness into a world of objects separated by space, time, and causation. As a result, we lose touch with the true nature of our reality, which is powerful, boundless, immortal, and free.

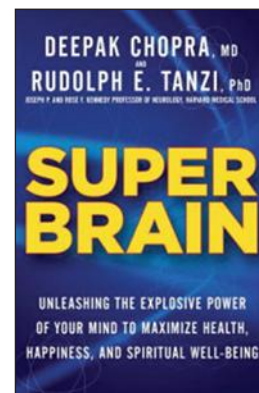
We are all prisoners of the intellect. The intellect mistakes the image of reality for reality itself. It squeezes the soul into the volume of a body, in the span of a lifetime, and the spell of mortality is cast. The image of the self overshadows the unbounded Self, and we feel cut off or disconnected from infinite

consciousness, our source. This is the beginning of fear, the onset of suffering, and all the problems of humanity.

To one who is trapped in the prison of the intellect, all is indeed suffering. Ignorance of our real nature causes the inner self to be obscured. But when ignorance is destroyed, the powerful, unbounded nature of the inner self is revealed. Once you fully grasp this understanding, not only will you have the power to accomplish all that you want, but you will also have true freedom and grace. This means you will never experience fear, not even the fear of death.

Deepak Chopra is a world-renowned leader in the fields of holistic health and human potential. He is a New York Times bestselling author of *The Seven Spiritual Laws of Success*, and numerous books and audio programs that cover every aspect of mind, body, and spirit. His books have been translated into more than fifty languages, and he travels widely throughout the world promoting peace, health, and well-being. Chopra is also the founder and executive director of The Chopra Center at La Costa Resort and Spa in Carlsbad, California.

For a complete list of books and audio programs or for information about ongoing seminars and other events, visit www.deepakchopra.com.





Talent Management

Don't Worry Who Gets the Credit Selfishness is a Cancer to Success

MG Augustus Collins

One of the traits that I was always told would pay great dividends in my life would be to respect others. I believed that and still believe it today. But today's generation struggles because they don't respect themselves. As a military officer, when I look at our youth, I see a population where almost 75-percent of them are not eligible to join our ranks. Our young men and women of this country struggle with obesity, a propensity to break the law, lack of respect for a good education and a disregard for discipline. And, although few of them have all of these negative traits, enough of them possess at least one and that makes them ineligible for military service. Unless we can somehow convince them that respecting themselves means taking care of their bodies, protecting their good name and posturing themselves by getting a good education, our country could find itself with a national security problem. If no one fills the ranks of your Army, you don't have an Army.

I still believe our future leaders will show a great respect for others around them, but I also think that success will be tempered by the level of respect they have for themselves. You cannot inspire others to be successful if you don't aspire to a certain level of success yourself.

The thing that makes star performers really tick today is the ability to form a team. Teams are not just a group of people assembled to work. They are instead a group of people working together to accomplish a particular goal. Those who are successful today, look to socialize ideas and get "buy-in" from the team. The success level is much greater when the entire team pulls from the same end of the rope.

In order for a leader to reap the best performance from their team, they must constantly evaluate performance. Just because things are going well today doesn't mean there aren't holes in your design. One of the biggest mistakes leaders make is not using their talent wisely. Each team member has certain strengths and weaknesses. Both must be identified. Leaders must use strengths to their advantage and use other constituents to overcome the weaknesses.

Because competition in today's world is so intense, it is essential that you retain your top talent. Although money is important in many decisions to stay with a company or to move on to "greener pastures," it is not the only consideration. Good leaders recognize that. If people feel that they are appreciated and that they are an integral part of the team, quite often money becomes less important when making decision to leave or stay.

Given the current financial situation in our country, over the next 3 to 5 years, leadership will be the one trait that will separate the superstars from the rest of the field. There are difficult times and lots of uncertainty facing our nation today. But, the true leaders will spend less time worrying about today and more time looking to tomorrow. Everything is cyclical and the leader, who is prepared to take advantage of opportunities when they avail themselves, will reap the rewards.

One of the ways to be prepared is to ensure that your constituents have access to professional development opportunities. Investments in leadership training and technical instruction produce a more professional organization. It increases your group's sense of

worth and gives them hope for advancement within the organization.

If I had only two minutes to mentor a high-potential individual, I would caution him or her not to be intimidated by those who happen to be brighter. It used to bother me when I felt that I was not one of the smartest people in the room. I understand now that I am usually not the smartest person in the room, so I use that to my advantage. If I can capitalize on the talents of others and use those gifts to mold the team, it makes us all more successful.

I would also tell them "don't worry about who gets the credit." Selfishness is a cancer to success. Once your team worries about who will receive credit with saving the day, your successes will become fewer and fewer. You must work to ensure all wins are seen as team victories.

The question is often asked, "What keeps you up at night?" Well, my wife will probably tell you that nothing keeps me up at night. I understand that in this life, you will have good days and bad days. But, if you approach them all with the idea that tomorrow is just another opportunity to be better than you were today, you don't go to work sleepy the next day.

People often ask me about my success. That's amusing because I don't feel that I have reached any level of success. When I look at myself, I can still only see Leon Collins, that little country boy from Booneville, Miss. So I tell them that I just get up every morning and go to work. I try to be where I am supposed to be, when I am supposed to be there and I let things work themselves out from there.

Major General Augustus L. (Leon) Collins is the Adjutant General of Mississippi and serves as the Commanding General of both the Mississippi Army and Air National Guard. He is responsible for providing the state of Mis-

issippi and the United States of America with a ready force of more than 12,275 Citizen Soldiers and Airmen, equipped and trained to respond to any contingency, natural or manmade. General Collins directs the Missis-

issippi Military Department and oversees the development and coordination of all policies, plans, and programs of the Mississippi National Guard in concert with the Governor and legislature of the State.

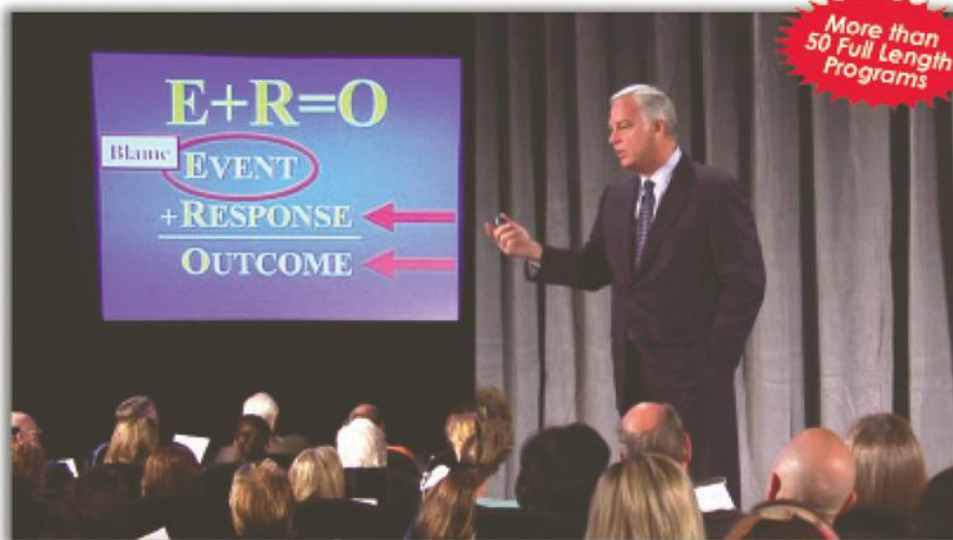


General Collins (MBA) began his career when he enlisted in the Mississippi Army National Guard's Company B, 1st Battalion, 198th Armor Regiment in March 1977. He was commissioned in July 1980 upon completion of State Officer Candidate School. He has served in various command and staff positions in units at every level to include Company, Battalion, Regiment, Brigade, and the Adjutant General's primary staff in both a traditional and Active Guard Reserve status. General Collins served on active duty in Operation Desert Shield/Storm and as well as commanding the 155th Armored Brigade Combat Team during combat operations in Operation Iraqi Freedom from 2004-2006. He also served as Director, Mobilization Forces, United States Army Forces Command from February 2006 to October 2007.

General Collins was appointed the Adjutant General of Mississippi by Governor Phil Bryant in January 2012.

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Cooperation Rocks Your World

BJ Dohrmann

When the President of the United States, Hillary Clinton and Jeb Bush are all reading *Redemption, the Cooperation Revolution*, the world shifts.

Following the reading of this book, the President brought up Cooperation vs. Competition 12 times in his speech with the Chinese Leadership in California at the historic summit in June 2013. The week before in a University Graduation speech, President Obama again cited Cooperation as the only path forward for the world community and world peace. In just two weeks, over one billion people heard the message of Cooperation vs. Competition as the more ideal human organizational theory model. Corporations are remodeling corporate culture from systems of competition to improved performance, drawing upon next generation systems only possible within cooperative cultures. All the cool companies like Zappos and Pinterest have already built their companies on cooperation modeling. And, giants like Amazon and HP are retooling.

The leading firms are all retraining cultures from competition models to cooperative cultures to gain higher output performance. Apple, Google, Facebook and others are already cooperation leaders in culture reform. Microsoft, AT&T and Exxon are all competitive antique models of systemic competition in the work space, needing to explore culture reform. The CEO of Conoco Phillips Petroleum suggested as an institution to his 65,000 employees worldwide – We either think different, or We perish.

Jeff Magee joins CEO Space International regularly. And, in July 2013 beside the first woman ever appointed to direct the National Park Service, the former Deputy Director

of Trading for the Security and Exchange Commission (SEC), the founder of ACT!, world famous corporate coach and star of The Secret, Bob Proctor, and global film producer Barnet Bain, to name a few of the fifty mentors on site tithing a week of their time. Teaching adult and teen entrepreneurs about cooperative business retooling. Why? Because, human potential remains under a ceiling that is absolute in competitive system models.

How come?

Competitive systems operate culturally on system measurement of management by fear punishment and human exploitation. Cooperative system retooling operates on internal management systems that operate to display accountability via reward recognition and celebration. It does not require a rocket scientist to appreciate which model is improved, which model is next generation, which model inspires higher output. This is true in a family, a community, a company, a state or a nation. The sheer waste of human organization theory under competitive culture models, versus the improved happiness and output results in cooperative retooled cultures is becoming pure math. The results are in, and the results are proven.

Why are heads of State and Heads of the largest enterprises in the world reading *Redemption, the Cooperation Revolution*?

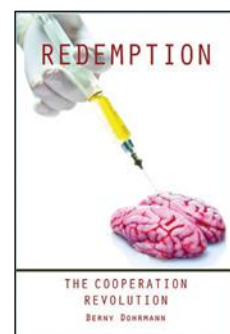
Because the blue print for culture reform for the largest to the smallest system of any two humans is documented inside. Work and home space is either a war zone or a haven on earth. Leadership today gets the privilege to decide which will unfold for them. The antique past and now obsolete competitive model or the next generation improved

cultures of cooperation. The systems are different between the two models. Higher output is only possible within cooperative cultures in the rapidly shrinking global real estate.

Leaning the options to retool from competition in the home or work space from competition to cooperation is the most important bloodless revolution taking place for humanity today. All taking form inside the mind; one decision at a time. Competition is the ultimate sole virus infecting human thinking today. Cooperation is the failsafe virus removal tool. As with any virus, you cannot begin the removal process unless you know your mind is infected. You're so blessed today, because as leaders are readers and now you know you have been infected with the virus. The next decision is what you do about your mental illness? The future is up to the output of your next decision quality.

Think about it.

Berny Dohrmann is Chairman of CEO Space International, the largest support organization for business owners and the inventor of SuperTeaching, a Title 1 technology for public schools that accelerates retention. Berny is a recognized author presently completing his newest book, *Redemption, the Cooperative Revolution*.





Chief Kirk Francis
Penobscot Indian Nation

You Can't Focus on One Thing as a Leader

Chief Kirk Francis

In 2006, when I ran for the first time as Chief of the Penobscot Indian Nation, I think I presented a new energy and a progressive approach that was very comprehensive. We realized we had to focus on the Tribes' 85-plus programs and 20 departments, managing 200,000 acres of Tribal land, and building our sovereignty. Then we had to evaluate the on-the-ground essential service based programs. My 14-years on Tribal council taught me about the complexities of our Tribal programs. The leadership model I wanted to create was one that developed and seized opportunity, realistic growth, and sustainable enterprises, building our social programs to fully serve the community and take an approach to being who we say we are. Because I have some amazing advisors and well respected mentors guiding me, we are rebuilding our nation and strengthening our sovereignty.

When leading a Tribal nation, the older and younger generations must hold hands. It is important that our people understand their vision of where they want the Tribe to be and how they are being directed. It was extremely important to focus on the younger demographic of the Tribe and also making sure our elders involved them to create a picture of the realistic needs and give us a vision of what kind of resources we build to meet our future needs. It took guidance from both groups to create this comprehensive approach to rebuilding our Tribe.

Being a young leader is not easy! I grew up being taught a couple of rules. One of those rules was listen, take advice from your elder elected officials, and when you speak show intelligence. Some greater minds advise you to understand before being understood. If you do this it gives you more credibility, especially in the more traditional culture like ours. The challenge of a young leader is you're just bubbling with ideas and you're trying to

find yourself. Because your elders still see you as a kid, you have to overcome that image so people will take you seriously once you share your good ideas.

Once you are a leader, it is tough not to make a speech. In a multifaceted organization, like United South and Eastern Tribes, Inc. (USET), you will see many different leadership styles. I think our Penobscot elders taught us to be quiet and listen. I struggle with that sometimes. It is the one of the most important traits to have. Listen and be certain to have a productive conversation. That's really been my style. It is difficult to sit and defend every point on your agenda. If you can listen and understand, you will realize the origins of your challenges and problems. That type of listening will lead our leaders to solutions.

The entrepreneurial spirit has been a guiding force for the Penobscot. Leadership here has to be extremely creative and never stop working. We don't have the ability to build a huge casino because of things like the Restrictive Settlement Act. I believe we have been able to take the good from not having it. It has allowed us to stay focused on why we are here and what we represent as a people. Leadership must develop skills based on the obstacles preventing you from achieving your goals as a Tribe. We have worked with Harvard, consultants, and other experts to give us technical assistance. We must be entrepreneurial and develop our critical thinking to create revenue generating projects rather than sitting around pining for a casino and Indian gaming. So we look at complimenting business to our high stakes bingo operation like tourism and hospitality and seize other opportunities.

Building alliances is essential to rebuilding your community. I've been going to USET and National Congress of American Indians for about 20-years. With these organizations,

you must formulate partnerships and friendships in order to fight for your sovereignty. As a leader, you have a responsibility to understand the larger picture. Today there are Tribes playing a prominent role in Congressional and Presidential elections compared to years ago when they were very disenfranchised. All of that is really translated into more success for Tribes. One may ask how that helps us locally. A key element to creating our Tribal budgets is understanding the national atmosphere influencing our budget.

Build a legacy that educates. Set the foundation so the Tribe is in a position to be successful and benefits from the work of your leadership time period. My leadership is really just a blip in time. We really want to build an educational piece. Because if you don't leave anything behind that someone can learn or build upon, I don't think you can coin that period of time as being successful. Our overall goal is to get to a point of autonomy.

Chief Francis has been the elected Chief at Penobscot Indian Nation for over 7 years. Before becoming Chief, he served in a number of leadership roles within the Penobscot Nation including various committees and a member of the Tribal Council. He was the youngest elected to the Council at age 20. Chief Francis has focused on improving the Penobscot Indian Nation's economy; including helping lead an effort to form the Penobscot Federal Contracting Division in the Native 8a program through the U.S. SBA. He has been instrumental in the creation of Penobscot Indian Nation Enterprises (PINE).

Chief Francis also serves as a leader nationally on many issues facing Native Americans. He currently serves as Treasurer of the United South and Eastern Tribes (USET). Chief Francis also chairs the Natural Resources Committee for the National Congress of American Indians (NCAI).

www.penobscotculture.com



Are You Guilty

The Unconscious Goof that can Hurt Your Credibility

Patricia Fripp, CSP, CPAE

You may not have noticed it yet, but once you do, you'll have fun spotting examples everywhere. Some of your friends and associates are guilty. The blight has invaded television, newspapers, and magazines. It crosses all professions and levels of education. Recently, I counted dozens of examples at a 4-day meeting with some of the most brilliant and successful professional speakers and consultants in the U.S. Even you may be doing it!

What is this Crime Against Credibility?

It's a single, suddenly-popular buzzword that makes me feel like fingernails screeching on a blackboard every time I hear it. It's "stuff."

Even communication experts are guilty. I maintain that professional speakers, coaches, and consultants are paid for their lifetime knowledge, innovative ideas, leading-edge strategies, and, most important of all, their eloquence in putting their ideas across to their audiences. Yet, I overhear these communicators saying to each other, "The group loved my stuff" or "I gave them my best stuff."

Even worse is "and stuff." Some individuals don't seem to know that a period at the end of a sentence is a great way to stop. I've heard, "This will decrease absenteeism and stuff" and "We had a great conversation and stuff." In Shakespeare's time, "stuff" meant woven cloth—"such stuff as dreams are made on." It has come to mean "miscellaneous" and even acquired the negative connotation of junk, debris, or rubbish. Surely, you don't want to clutter your speaking with rubbish?

The worst thing about "stuff" is that it is not specific! As my associate David Palmer has programmed me to think, "Specificity builds

credibility." Each time one of my speaking clients says "stuff," I ask what exactly they mean to say. Some are amazed at how often they use the word, even people with PhD's. Yet, their education isn't obvious in their language because of that one useless and irritating word. If you're asking yourself what difference could it make, I'll tell you. It makes a huge difference. You get hired because what you say sounds like it is worth paying for. Language that is fuzzy, clumsy, and unclear destroys your credibility and your claim to professionalism. You might as well be delivering your message in Valley-Girl speak, grinding your toe in the rug and murmuring, "Whatever—."

Your audience of one or a thousand deserves clear, forceful, and specific language. Toss out all that meaningless "stuff" and show them what a professional you are.

Patricia Fripp CSP, CPAE, is Hall of Fame keynote speaker, executive speech coach and sales presentation skills trainer and keynote speaker on sales, effective presentation skills and executive communication skills. She works with companies large and small, and individuals from the C-Suite to the work floor. She builds leaders, transforms sales teams and delights audiences. She is the author or co-author of five books including *Speaker's Edge - Secrets and Strategies for Connecting with Any Audience* and is former President of the National Speakers Association. To learn more about Patricia's magic, visit www.Fripp.com, or contact her at (415)753-6556, or PFripp@ix.netcom.com.

*Are you practicing
to improve
or to reinforce
bad habits?*

✧ Patricia Fripp





Generational Olympic Lessons on Attaining Significance

Your Focus Determines Your Results

Ruben Gonzalez

I started luge in 1984. For 24 years I did not like the sport of luge. I forced myself to slide because the luge was my ticket to the Olympics. The Olympic dream kept me going. And the dream was always in focus.

Whenever I was up at the start tower preparing to slide, my heart would be hammering in my chest, my mouth would dry out and my hands would be saturated with sweat. Fear would grip every fiber of my being.

Just when I thought my fear had reached its pinnacle, it would progressively increase as my sled gained speed down the track. By the time I crossed the finish line I was absolutely petrified. I was out of breath and on the verge of hyperventilating after every run. Each run produced a physical strain on my body that was felt in muscles I never knew existed.

After a day of training (5 – 6 runs) I was so tired that I just wanted lay down and sleep. Needless to say, back then, the sport of luge was not a very exciting experience for me. The only thing that kept me going was the Olympic dream. And the dream was clearly in focus.

You see, I've always believed that successful people are willing to do the things that unsuccessful people are not willing to do. By acting on that belief and maintaining my focus, I was able to realize my Olympic Dream three times.

In 2008, 20 years after competing in the 1988 Calgary Olympics I found out that no one had ever competed in four Winter Olympics each in a different decade – it had never been done. That meant that if I competed in the 2010 Vancouver Olympics I would become the first person to do so. The idea of making

Olympic history made me decide to make a comeback after a 6 year break.

Before returning to the luge tracks, I called my good friend Jonathan Edwards. Jonathan competed in the 1994 Lillehammer Olympics. Jonathan actually enjoys the luge. I thought he might be able to give me some insights that would help me get over my fear of speed. By the way, if at this point you think it's ironic for a luger to be afraid of speed, I'm with you. In fact I could not agree with you more.

When I told Jonathan about my fear of speed, he said, "Ruben, you are focusing on the wrong thing. Luge is not about speed. Every luge track is fast. That's a given. You need to start focusing on what you need to be doing in each section of the curves. Focus on the steering and the fear will disappear."

It made sense. I was focusing on the circumstances – the speed. I needed to focus on the action steps that lead to a successful luge run – proper steering.

I went to the track with re-newed determination. I would focus 100% on my steering and 0% on fear. Incredibly, when I did, the fear disappeared. Overnight, simply by shifting my focus, the luge went from being an awful experience to being a fun and exhilarating ride.

Note that it did not take me weeks, months or years to transform my fear into fun. The transformation occurred the moment I stopped focusing on my circumstances and started focusing on what I needed to do to succeed.

What about you? What are you focusing on at work or at home? Are you focusing on how challenging these recessionary times are or on how you can be the best that you can be? Are

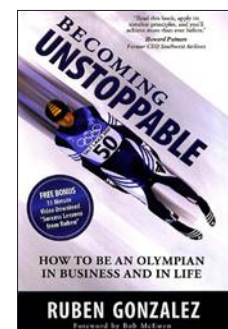
you focusing on how little the other guy does at work or how you can become the most valuable person at work?

Market conditions and other people's attitudes are out of your control. Don't focus on the challenge. Focus on what you need to do to excel– at work, at home, in your relationships and in every other area of your life.

When you do, you will immediately transform your experience and begin gaining confidence. You will start getting the best results in your life. Guaranteed!

By the way....What are you doing about your dreams? Most people spend their lives looking at their dream through a telescope. Anyone can bring their dream into focus through a telescope. Telescopes are safe. They keep hardship at a nice safe distance. But only those who bring their dreams into focus through a microscope are close enough to their dreams to actually touch them.

Ruben Gonzalez is an award-winning keynote speaker and the author of the critically acclaimed book, "Becoming Unstoppable." His experiences as a three-time Olympian and as the owner of two businesses give him a unique perspective on how to conquer the corporate struggles of today. For his free 10-Part Success eCourse, visit www.TheOlympicSpeaker.com or contact him at 832-689-8282.





Clouded Glass or Clear Transparency

Becoming a Leader People want to Follow

Kristin Kaufman

The topic of transparency in leadership continues to be in the forefront of business leaders' minds.

How much should strong leaders reveal? How vulnerable can we be to show our true authenticity and yet not appear weak? What is the better 'style' of leadership – mysterious and 'genius-like' (aka: Steve Jobs) or open and folksy (aka: Herb Kelleher)? Which style breeds successors and which style is almost impossible to follow? Which one enables sustainability within a culture?

Many are stating that transparency is the new 'leadership imperative', for CEO's. In fact, Meg Whitman, CEO of Hewlett-Packard, recently wrote a compelling blog on the importance of transparent communication in her daunting efforts to lead the turnaround of Hewlett-Packard. What are we really talking about?

We have all worked with individuals with varying levels of transparency. From my experience, the long term success of the leader and the organization they are building is tightly coupled to the level of transparency, authenticity, and trust embedded within the person and ultimately throughout the culture. There is supreme merit, not to mention power, in trusting your people and working with open transparency and authenticity. Two key points to consider:

Trust Needs Care and Attention

With any "real team", trust is at the root of it. If you have been lucky enough to be on a team such as this you know what I mean. Everyone pulls together, egos aside. Blood, sweat and tears are given in equal measure by every member. It is a fabulous experience and one that fuels itself, as the energy is constant-

ly being reborn within the team. This 'trust alchemy' does not happen by accident. Leaders foster this. Leaders nurture this. Leaders take care with this. Leaders bestow trust easily and freely.

How is this done? It's not really that hard – if we can just get out of our own way. It is done through truly listening to members of the team. We value what they say. We tell the truth – openly and transparently. We treat others the way you would want to be treated. We ask no one to do what you would not do yourself. We have faith in the team to deliver in a manner each team member would be proud. We consistently do what you say you are going to do (when you were going to do it). And we give 'tough love' (i.e. telling the truth even when it may be really hard) when it is warranted.

Finally, you will know, beyond a shadow of a doubt, if either trust or transparency is not present. and you will also know when they are.

You Get What You Give - Period

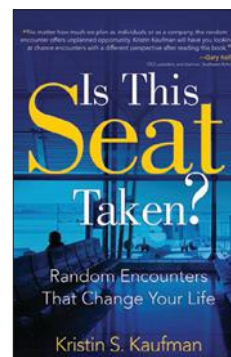
If you want to build a team of open, collaborative leaders – then be one. If you want to attract leaders into your organization who buy into your vision and your passion – then share it. If you want to create an organization where risk is valued and intentions are considered pure – then stretch, risk, and exemplify pure intentions yourself. Show your soul. Let folks get to know you – the real you.

People can spot a phoney a mile away. And those 'fake leaders', those that have read every leadership book and are simply going through the motions, do not have sustainability. They will flame out – until their core is anchored in authenticity revealed with clear transparency and vulnerability.

Finally, from my experience, leaders who freely give trust, breed trust, with and between the team members. Leaders who are fully transparent and open create a culture which is equally open, collaborative, and energized. This creates an esprit de corp which is unstoppable and unbreakable. Equally, when leaders are transparent in their aspirations, as well as their concerns, the team bonds to and with the leader in a way that is undeniable, and provides a competitive force unlike any other. Open up. Show your soul and your passion. You will attract the same – and that is a powerful force.

Kristin Kaufman is the founder of Alignment, Inc., formed in 2007 to serve individuals, corporations, boards of directors, and nonprofits in finding alignment within themselves and their organizations. Alignment Inc., is a unique services organization that works with companies and individuals to create sustainable success individually and collectively. Kaufman has brought this expertise to hundreds of people since establishing Alignment.

During her twenty-five years of corporate experience, she has held executive positions at Hewlett-Packard, Vignette Corporation, and United Health Group. In 2009 Kaufman pursued and was awarded the distinction of professional certified coach from the International Coaching Federation and also achieved the designation of certified leadership coach through the esteemed program of Georgetown University.





Unleashing Your Creativity and Innovation

Tim Levy

I spend a lot of my time speaking to groups of CEOs and entrepreneurs and I always ask them the same question – what is your single most valuable asset? They always answer ‘My vision, creativity and innovation’. Those lacking in creativity and innovation are considered merely caretakers of their businesses.

The great leaders of our time are wildly creative. So, how can you keep yourself in an optimal state for creativity and innovation? There’s a direct relationship between your personal level of energy and your personal creativity. In other words, when your energy is high, your creativity is high. When your energy is low, your creativity and energy are low.

How do you optimize your energy? How do you get your energy up? There are six key factors I use to manage my energy.

Fuel

What are you putting into your body? If you are putting things in your body that are highly toxic, highly acidic, then it’s likely to bring your energy down. If you are filling yourself up with burgers and fries, alcohol and cigarettes, then you are most certainly bringing your energy down. The opposites are things like green foods, super foods, fruits and vegetables, things that bring your energy up.

Location

There is energy associated with place. Sitting in some kind of bleak, beige cubicle, surrounded by stressed and unhappy people, it’s a low energy place. If you are outdoors, sitting by a lake in a beautiful location, then you just feel highly charged. How

about a church or a place of worship where people have been praying optimistically for hundreds, if not thousands, of years?

People

Are the people around you offering an energy surplus, or an energy deficit? There are people who, when you hang out with them for five minutes or an hour, you know they’re going to moan and vent, and you’re going to end up feeling worse about life. Those are energy deficit people. But how about those people you think about or call or email, and you just feel better? They’re the givers. Whether you’re working or hanging out socially, they’re energy surplus people.

Sound

Are you trying to do work right next to a construction site, with jackhammers and people calling out? Or are you in a peaceful or quiet place, maybe surrounded by the sounds of nature? Maybe it’s just music, your favorite album.

Ritual

I don’t mean dancing naked around a bonfire in the moonlight! I’m talking about a personal ritual that gets your energy up. What is that thing that you do? Whether it’s riding around on a motorcycle, going to the gym, walking on the beach or watching funny movies, most people have a ritual that brings their energy up.

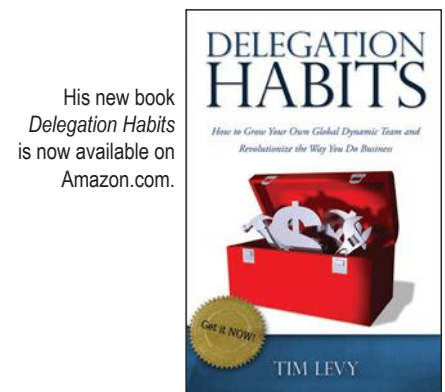
Things to Avoid

At least avoid in excess. For example, alcohol. I’ve noticed that the first glass of wine and even the second beer can relax you and put you in a good, creative space. However, when you hit that fifth or tenth glass of

wine, your energy begins to dissipate. Your access to creativity and innovation disappears into a drunken stupor.

With awareness of these six factors you can manage your own personal energy level. You can consciously bring your energy up, and when your energy goes up, you are in the most optimal and conducive state to access the amazing creativity and innovation that wants to come through you. Whether you’re painting a picture, writing music, or hoping to coming up with a revolutionary new business idea complete with extraordinary new income streams – the process remains the same. When your energy is good, you have the best possible chance of accessing your true genius and ultimate vision.

Tim Levy is an author, speaker, consultant and coach. He works with CEOs and entrepreneurs on clarity, strategy and mindset. He has a particular focus on web technology and digital content including books, CDs, online training and broadcast television. His clients report transformational shifts and rapid growth in their business and personal lives.



His new book
Delegation Habits
is now available on
Amazon.com.



***How would you like to have
your own personal Sales Team?***

Belonging to BNI® is like having dozens of sales people working for you!

...because all of them carry several copies of your business cards around with them. When they meet someone who could use your products or services, they hand out your card and recommend you. It's as simple as that! It's simple because it's based on a proven concept by **BNI Founder, Dr Ivan Misner**, called "**Givers Gain®**" If I give you business you'll give me business and we'll both benefit as a result.

Every year, members of BNI pass millions of referralswhich generate *billions of dollars' (U.S.) worth of business for the members!* BNI is a business and professional networking organization that allows only one person per professional classification or specialty to join a chapter.

BNI provides a structured and supportive system of giving and receiving business.

It does so by providing an environment in which you develop personal relationships with dozens of other qualified business professionals. By establishing this "formal" relationship with other people, you will have the opportunity to substantially increase your business.



**BNI's Founder &
Chairman,
Dr. Ivan Misner**

With over 5,800 active chapters, and over 133,000 members throughout every populated continent worldwide, BNI is the largest and most successful business referral organization in the world. BNI was founded in 1985 by Dr. Ivan Misner. In 2010 alone, members of BNI passed 6.5 million referrals, generating 2.8 billion dollars' worth of business.

**Join a BNI Chapter Near You!
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Changing the Way the World Does Business®



Be Responsible for Yourself

There's a Clue

Harvey Mackay

We can learn a lot about responsibility from bugs.

The ant works hard in the sweltering heat all summer long, building its house and loading up on supplies for the winter. The grasshopper thinks the ant is a fool and laughs and dances and plays the summer away. Come winter, the ant is warm and well fed. The grasshopper has no food or shelter, so it dies out in the cold.

The lesson? Accept responsibility for your actions. We've had it drilled into our heads that actions have consequences. So why are people surprised when the consequences are less desirable than they anticipated?

Take it from Albert Einstein: "Man must cease attributing his problems to his environment and learn again to exercise his will his personal responsibility." When people fail to take responsibility for their own actions, the blame game begins. There's always a scapegoat nearby, but that strategy doesn't take long to unravel.

I recently watched a program about people in prison. It was fascinating to hear so many deny responsibility for their actions. Nothing was their fault, especially the incidents that landed each of them in jail. They expected others to be responsible for them. Others understood that their sentences were justified, given their actions. They acknowledged their mistakes and learned their lessons the hard way. They were determined to change their lives. This is why taking responsibility for yourself and your actions is so powerfully important.

My buddy Denis Waitley, who writes and lectures on personal, professional and financial

success, says, "A sign of wisdom and maturity is when you come to terms with the realization that your decisions cause your rewards and consequences. You are responsible for your life, and your ultimate success depends on the choices you make."

Responsibility – like discipline – is one of those words that has been pounded into our heads so many times from authority figures that we often turn a deaf ear. That's a big mistake. Accepting responsibility is an indication of good character. In your work life, it is certainly also a major asset. The boss or employee who says "The buck stops here" earns the trust and respect of managers and co-workers.

Another good friend Brian Tracy, a motivational speaker and life coach, said, "Peak performance begins with your taking complete responsibility for your life and everything that happens to you." Understand that responsibility is earned. It's not something you're entitled to. If someone is hesitant to give you additional responsibility, it might be because you've been nonchalant with the responsibilities you already have. A responsible person does what they said they'd do, because they said they would. Period.

So if you want to be seen as more responsible, think about the responsibilities you already have, and take them more seriously, no matter how pointless they might seem. Consider it a way to pay your dues.

In ancient Rome, when the scaffolding was removed from a completed Roman arch, the law read that the Roman engineer who built the arch had to stand beneath it. The point was, if the arch came crashing down, he would experience the responsibility first

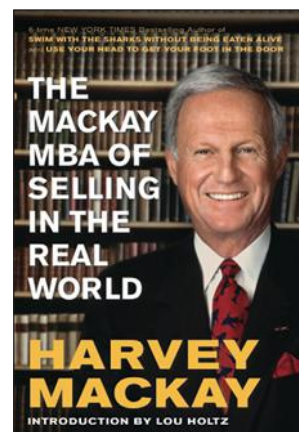
hand. As a result, the Roman engineer knew that the quality of his work was crucial and would have a direct personal impact on his life.

You may never have to place yourself in such physical danger, but you may have to stick your neck out when you accept responsibility for your actions. That means you are able to hold your head high!

Mackay's Moral

When you take responsibility you take control of your life.

Harvey Mackay has written six New York Times bestselling books, two of which were named among the top 15 inspirational business books of all time – *Swim With The Sharks without Being Eaten Alive* and *Beware the Naked Man Who Offers You His Shirt*. His latest book, *The Mackay MBA of Selling in the Real World* (November 2011), is his seventh New York Times bestseller. Harvey is a nationally syndicated columnist and has been named one of the top five speakers in the world by Toastmasters International. He is chairman of the \$100 million MackayMitchell Envelope Company, a company he started in 1960.





Understanding the Mental Architecture of the Solo Entrepreneur for Life Long Development

Applying the "Player Capability Index™"

Dr. Jeffrey Magee, PDM, CSP, CMC

If you set a goal only to meet it and never exceed it, was it really a goal at all? Understanding the difference between the mind of the complacent and the mind of the entrepreneur is critical to self-acceleration and to identifying, within others, that rare talent gene called entrepreneur.

The entrepreneurial spirit and energy is at the root of any success and innovation. With USAToday and Gallup research revealing that as much as 71% of society, at any given time, is looking to perform the minimal of work product possible, while expecting the maximum of performance pay, it is no wonder that the entrepreneur has become the rarest among species!

So what does the mind of the solo entrepreneur reveal? More can do with constructive stimulant references as opposed to negative and can't impressions. It reveals the catalyst to wonderment, innovation (not imitation), advancement, and capital market generation. It shows a methodical Mental DNA blueprint to creation and a GPS for advancement. It also reveals, in many situations, a keen understanding of their lack of business acumen and therefore a continuing need for the business-management talent acquisition. The Mental DNA has a mystical axis, weighted disproportionality as an entrepreneurial AmeriCAN as opposed to the USATODAY/Gallup research of the newly shaped AmeriCANT.

So, what are some of the Mental DNA characteristics of an entrepreneur mind?

Creative approaches to the obvious, which reveal alternate pathways to and beyond a goal.

Results oriented responsiveness to market needs, demands, and foresight to needs yet revealed.

Attitude of victory, champion of optimism, and a self-belief that radiates out and becomes contagious to others to want to associate with calling and cause. This Attitude makes it possible to continuously drive for gains in Aptitude to unleash their solo entrepreneurial abilities, where others remain mystified.

Zest for the unknown and a belief in possibilities, a sense of urgency to leverage, capitalize and execute ROI. Their passion feeds their mind to assume ownership in finding connectivity where others do not, and continuously explore Application opportunities to learn, apply, and advance.

Yearning to see the best in people, organizations, and distribution channels and deliverables to advance any situation in life.

You will find that the solo entrepreneurs surround themselves virtually and literally with like-minded challengers and advocates, which fuels their sense of **CRAZY** as viewed through the lens of outsiders. Yet keeping a balance to allow productive ROI for right now and evolving ROI of tomorrow.

The real **CRAZY** mind of the solo entrepreneur is really about understanding the "Player Capability Index™" as the mental architecture for life long development? Over the past two decades, through working with clients ranging from NASA and the DoD to Harley-Davidson and Farm Credit Services banking groups, to the National GUARD and NASBA, I have learned that understanding the human capital talent within an entrepreneur or institutional employee, comes down to a simple matrix I have designed and call "The Player Capability Index."

Your ability to understand objectively within yourself and others the depth of what each

"letter" represents will directly connect you to the entrepreneurial energy and capacity of a person. The letters reveal the now and reveals what contributions may need to be calibrated into a person to enable them to function ahead of market needs tomorrow. The formula:

$$C = (T_2 + A + P + E + C) E_2 \times R = R$$

R = Results

Starting on the right side of the equation, the last letter in the formula represents Results, any output or ROI desired. So how do you get to that R, you must objectively and thoroughly understand the chemistry of the C at the opposite left side of the equation.

C = Capability

Capability is the driver of the solo entrepreneur that enables significant results to be continuously generated. The greater the depth of any and every subsequent letter enables the Results, conversely for the complacent among us, it is their diminished desire to not draw upon any lettered capability driver nor their desire to add any real-time relevant depth to any lettered category that serves as the cancer to entrepreneurialism. So the letters within then parenthesis drive the Capability level.

T2 = Training

Training as represented by any deliverable of knowledge, whether, formal or informal education, technical or non-technical education, certification driven or simple the OTJ knowledge acquisition. The number two adjacent to the C simply reminds you of two applications of the T, one is for total T gained from birth to present tense so T1 is Past tense Training and the T2 would be for Future tense train-

ing needs. Entrepreneurs are always seeking more T acquisition!

A = Attitude

Attitude that projects winner and not whiner.

P = Performance

Performance reflective of past accomplishments, records, participations, leadership and follower positions that would serve as a mental imprint of self-belief and awareness of what can be done.

E = Experiences

Experiences from birth to present tense are enormous windows through which entrepreneurs see themselves and from which one can draw strategically from for entrepreneur Results.

C = Culture

Culture awareness and upbringing also calibrate performance and self-worth, what you

know you can draw upon, what you know you can manage. But what you fail to recognize may be the driver of results or implosion.

E2 = Expectations

Expectations calibrate what rally shows p, the entrepreneur or the complacent individual. The first interpretation of E is yours, how you see yourself calibrates whether you bring you're a-Game or B-Game to the show. And the second E is the other persons E of you. Knowing the two and calibrating them together allows for entrepreneurial effectiveness.

R = Relationships

Relationships that a person has can serve as the multiplier to the entire formula and that is how entrepreneurs leverage everything. Or sadly for far too many today their entrepreneurial energy is snuffed out because of the ever-increasing circle of negative influencers and stimulants around them.

If you set a goal only to find that you can easily exceed it, was it really a goal at all? Understanding the solo entrepreneur mind and how to singularly take control of your destiny by inventing an ever-growing "Player Capability Index" is the DNA that CRAZY is made from!

Jeff Magee (Ph.D., PDM, CSP, CMC) is the "Thought Leader's Leader."

Jeff is the publisher of PERFORMANCE360 Magazine (www.ProfessionalPerformanceMagazine.com), Editor of Performance Execution and Performance Driven Selling Blogs, a nationally syndicated Radio Talk Show Host (www.CatalystBusinessRadio.com), as well as a published author of many books including *Performance Execution* and *The Managerial-Leadership Bible*. He is also a columnist and motivational-leadership speaker. The recipient of the USJC TOYA Award and the United States he is one of the most impactful sought after Keynoter's in the World today!

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Developing Discipline

Dr. John C. Maxwell

H.P. Liddon said, “What we do on some great occasions will probably depend upon what we already are, and what we are will be the result of previous years of self-discipline.” I believe that with all of my heart.

Discipline is doing what you really do not want to do, so you can do what you really want to do. What makes it hard is that in our own human nature, we do not want to do certain things, and so therefore, what happens is we have a tendency to be undisciplined in the areas that we do not care to do.

Three areas to develop discipline:

Disciplined Thinking

George Bernard Shaw said, “Few people think more than two or three times a year. I have made an international reputation for myself by thinking once or twice a week.”

I am in the process of writing a new book. The whole book is based on the idea that people who understand how to get to the top and stay there are people who think their way to the top.

One of the major differences in this discipline of thinking is that people that think their way to the top have the ability to do what I call “sustained thinking.” They have the ability to think on an issue for a long period of time, until that issue becomes clear on the decision that should be made.

People who do not think their way to the top have the unwillingness of discipline to master sustained thinking. They will think about something for a while, and then they will get off it and go on to something else.

They have never learned how to discipline their thoughts by writing them down. I always keep a pad with me of things that I am thinking. I write thoughts down so that I can stay concentrated and disciplined in that area.

Disciplined Emotions

We have choices when it comes to our emotions:

- A. We can master them, or
- B. They can master us.

I was playing golf the other day at East Lake Country Club, a great golf course here in Atlanta. It is known for being the links where Bobby Jones played. As you may or may not know, he is a legendary golfer who won a major tournament at twenty-one. By age twenty-eight, he had already won the grand slam and retired.

Jones had an uncle who said that by the time he was fourteen, Bobby was probably already the best golfer in the world. He certainly was popular. However, Jones was also known for his temper because he would throw his clubs when he got irritated. Jones’s uncle sat down with him and said, “Bobby, your problem is you’ve mastered the game of golf, but you haven’t mastered your emotions; and until you master your emotions, you’ll never be a champion in golf.”

Disciplined Actions

I call the two actions of initiating and closing the “bookends of success” because I really think they are.

I know some that can initiate but they can never close; I know some people that can

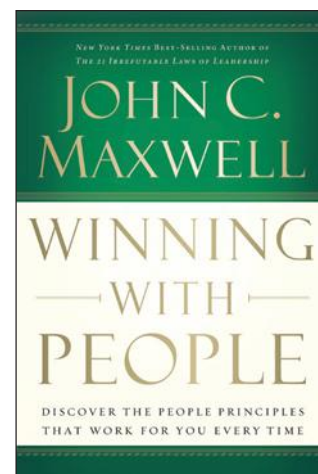
close but they can never get it cranked up. You have to kick start them every time. When you can do both, initiate and close, you have the bookends to success.

Allow me to leave you with this closing thought about developing discipline: you cannot give what you do not have, and self-improvement precedes team improvement.

The only way that I can keep leading is to keep growing. The day I stop growing, somebody else takes the leadership baton.

That is the way it always is.

John Maxwell is an international business consultant, best selling mega author, inspirational mentor to thousands, and a Christian Minister of global recognition.





10 Ways to Waste Your Time in a Networking Group

Dr. Ivan Misner

Referral business from networking groups can pay-off handsomely, so make the most of every meeting.

Word-of-mouth marketing is a sure-fire way to generate new business. A single referral can start a chain reaction of new business as positive word spreads. It's no wonder networking groups pay-off in referral business and that membership in a good networking group can be worth a considerable amount of money; especially if you calculate the time you spend each month and the value of that time.

So make your time and efforts worthwhile. Don't squander your opportunity by doing the wrong things in those meetings.

Success in a networking group comes when the rest of the group members trust you enough to open up their best referrals to you. Unless they've seen your work, you have to earn that trust by demonstrating your professionalism to them. Since founding BNI (the World's largest networking organization) almost 25 years ago, I've seen how people truly succeeded in networks and I've seen how people totally waste their time in them.

Here are 10 Mistakes to avoid if you don't want to waste your time in a networking group:

1. Go ahead, air your grievances among your fellow networkers and guests; after all, they really want to hear about your complaints.
2. Wing it in your regular presentations to fellow members--don't worry, you have a mulligan.
3. Use one-on-one meetings to talk about your networking groups' issues instead of learning more about each other.
4. Focus your efforts primarily on selling your services to members of the group.

5. Don't rush to follow up on a referral when someone gives you one. Hey, they know where to find you if they really need you.
6. While other people are doing their introductions, that's the perfect time to think about what referrals you can give that week.
7. Never invite your own guests, just focus on those who show up.
8. Don't worry if you get to the meeting late. No one will notice.
9. Absenteeism, it's no big deal. You can just call in your referrals ... right?
10. Take that phone call and check your messages during a meeting. No, no, it doesn't bother anyone; actually it's a sign of real professionalism that everyone admires.

Imagine how you'd respond if someone in your networking group continually exhibited the behaviors above. Would you be enthusiastic to pass them referrals? Of course not! You'd be hesitant, rightfully, because they've convinced you that they are unprofessional and irresponsible. Of course you'd withhold your valued connections.

We all need to beware of these common pitfalls and take great care to avoid them. They're great reminders that doing business through word-of-mouth marketing requires a special ingredient that only you can supply--commitment.

Commit to the process from the beginning. You have to be an active, responsible, professional, accountable participant and show your fellow networkers the respect, attention, and support that you want them to give you.

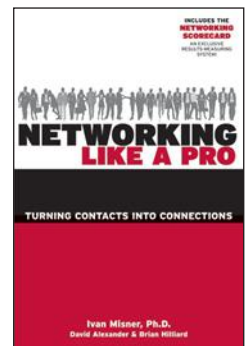
You see, the key concept in referral marketing is relationships, and referral relationships

don't just spring up full grown--they must be nurtured. Avoid the 10 mistakes on this list because they're detrimental to growing your referral relationships; they will cause the time you spend in your networking meetings to be nothing more than a waste.

Focus on growing your referral relationships by acting in ways that are exactly opposite of what's described above and concentrate on building relationships based on mutual trust and shared benefits. You'll get a lot more out of your group and so will your fellow members.

Remember, if you start putting together your network when the need arises, you're too late. The better way is to begin developing relationships now with the people whose help you will need in the future. Your networking group meetings offer the perfect opportunity and the perfect place to do this. Make the most of this opportunity because there's no room for wasted time. And if you see chronic offenders at your next meeting, print out this list and pass it along.

Called the "father of modern networking" by CNN, Dr. Ivan Misner is a New York Times best-selling author. He is the Founder & Chairman of BNI, the world's largest business networking organization. His latest book *Business Networking and Sex* will be released in early 2012 and can be previewed at www.BusinessNetworkingAndSex.com. Dr. Misner is also the Sr. Partner for the Referral Institute, an international referral training company, and writes a regular blog at www.BusinessNetworking.com.





Entrepreneur 101

One Boy – One Acid Free Coffee

One Mission

Tyler Ornstein

Entrepreneur 101, ok, so essentially that statement is an oxymoron, because there is no real 101 or 102 on how to be an Entrepreneur. Then what is it? When you are an entrepreneur, you are fueled by your Passion. A successful entrepreneur never says, "I'm going to fail. Let me start a business." Instead they say, "This is a great idea, and I'm passionate about it. I would love to start a business."

So how have I taken something as simple as my passion for coffee and made a successful business? Simple, by doing; not telling. If I hadn't gone door to door on my bicycle at 14, Tyler's Coffee would have never began since I would not have seen that this idea was more, a lot more. Instead of the world having Tyler's Acid Free Coffee as an option, the world would not even know acid free coffee is an option.

So let me tell you my Secret to Success. Ready? Have passion and follow it – plain and simple. If you can show your passion, they will buy. A sales person will never be successful. But those who show the customer what they want according to their need will be enormously successful.

There is no secret for formula that turns your business or idea into a success. That is completely and inevitably up to you at the start. Being an entrepreneur is, doing it all yourself for quite a while. Sure you can hire friends, family, etc., but it is still up to you to make sure that this foundation is built correctly. If while building this foundation, you stray from your core passion, the possibility of whether or not your business will look how you dreamed arises. i.e.: When cooking, if you incorrectly season your dish, it is much harder and sometimes downright impossible to fix. Instead, be sure to make sure you season the right way the first time

Passion needs a helper though. Knowledge is by far your second strongest advantage when being an entrepreneur; for everything. The union of your passion and knowledge builds the fortitude around you, your product or service and your business.

In the end, we didn't sell them, we told them what the difference really is, stood by it, acted on it, fulfilling the promise time and time again. As a result, everyone is excited about your business; building that fan base. So don't give your customers "Buyer's Remorse", give them "Buyer's Satisfaction."

Remember... Give, do not take, and customers will love you. Everything will fall into place by watching, seeking and being ready for when those opportunities present themselves. And they will.

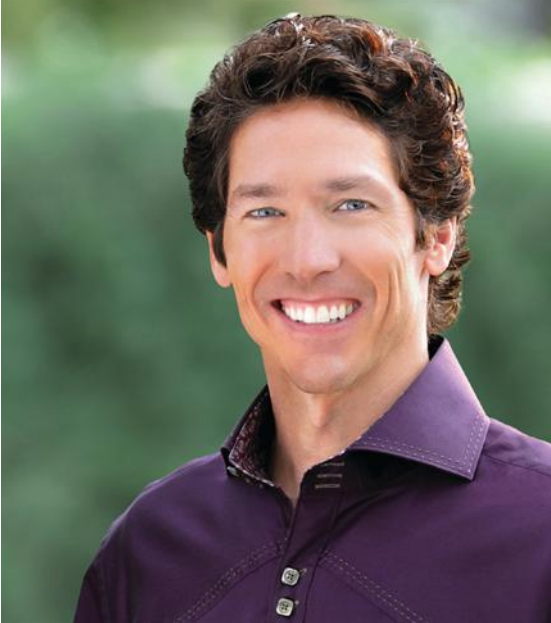
Tyler Ornstein, One Boy. One Acid Free Coffee. One Mission. Acid free coffee did not happen by accident. I have loved coffee since first sip. In 2006, I was sixteen years old when my father asked me, "What is

the second largest commodity item in the world?" After a little research, I found that the first is Oil, and the second is Coffee. My father (a bio-chemist) designed the Z-Roasting process, effectively designing a way to roast coffee beans perfectly without letting tannic or lipid acids form. Aware of my love for coffee, he then presented me with a 2oz. silver bag of acid-free. With an entrepreneurial spirit, I set off door to door on my bicycle. My backpack full of silver packets, I rode all around my neighborhood selling coffee to my neighbors.

After I sold several cases, my father knew I was serious and had ten more cases made. I continued selling the coffee to friends, family and neighbors, and everyone eventually (perhaps inevitably), started calling it Tyler's Coffee. And thus, a business was born. My love and passion for coffee is as strong to this day as it ever was. We use the same delicious AAA Arabica beans for our superb flavor and quality. With unmatched smooth flavor distinctly lacking in any after-bite, I can personally guarantee that you will not find another coffee like Tyler's.

Now I operate with a full warehouse and staff. We are redefining the way that coffee drinkers view their morning cup of Joe by introducing a healthy option designed to help your body, rather than harm it. tyler@tylerscoffees.com.





Preparing for Promotion

Joel Osteen

There's nothing quite like that feeling you get when your boss, or maybe a coach or someone who's important in your life says, "I believe in you, and you're doing a fantastic job. I see so much potential in you that I've got a higher position for you."

The great news I have for you today is that God sees the very best in you. He wants to promote you! He desires to take you to a new level of joy, productiveness and fulfillment.

I want to help you prepare for promotion. I want you to be successful in your work...enjoy a satisfying, loving marriage...see your finances grow...build meaningful relationships...and experience victory over any circumstance! Here are the key, biblical principles that will help you get ready for promotion:

Have faith that God can help you rise above any adversity.

When you're in a difficult situation and something is going on that you don't like, very often this is simply a test of your faith. If this is you, I hope you will find some comfort in the fact that God has your best interest at heart. Regardless of your current circumstances, let me encourage you to follow Him faithfully. As you do, God will begin to turn things around for your good and His glory.

Live with a soft heart and teachable spirit.

If you're going to be ready for your promotion, it's so important that you have a teachable spirit. We should always be willing to learn. Stay open to new ideas and new ways of doing things. If others are critical of you, don't get defensive — take the opportunity to do a self-evaluation and use it to motivate yourself to grow and improve.

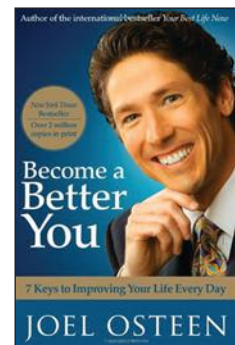
A big part of being teachable is to be humble, especially with those God has placed in authority over you. That's a soft heart and a teachable spirit!

Get involved: Serve others and be a blessing.

One of the easiest things to do when you're facing trials is to turn inward and become self-focused. But every day we should look for opportunities to do good and make a difference in other people's lives.

A good way to wake up each morning is to ask, "Where is there a need that I can meet? How can I bless someone today?" If you take time for others, God will look out for your needs. Live a lifestyle of giving!

Joel Osteen is Pastor of Lakewood Church in Houston, Texas — a vibrant and diverse church that Forbes calls the largest and fastest-growing congregation in America. Joel shares a positive message of hope and encouragement that extends all around the world. This message reaches all across America and 100 nations of the world. Joel's books, *Your Best Life Now* and *Become a Better You*, quickly became #1 New York Times' Bestsellers and are distributed worldwide in several languages.





Imagination

Play It Forward

Bob Proctor

Have you ever wondered how children can sit through replays of their favorite Lion King or Little Mermaid video? It amazes me that they'll watch the same show every day without a single complaint or request for something new.

What's more amazing, though, is that adults do the very same thing with their days. The majority of men and women play "movies" in their heads day after day relentlessly focusing on past events, most of which are unpleasant and disturbing experiences.

If they're actually able to stop their contemplation of past events, then they allow impressions of their current surroundings and recent results to govern their thoughts. If they contemplate the future it is usually by worrying about it, or wishing that something better might come along. Then they wonder why bad things keep happening to them, or why they never rise above the issues and obstacles in their lives.

While it is true that people are free to think anything they please, as long as they remain set in their ways, there is very little that can be done to change the unpleasant experiences that keep cropping up in their lives.

Recently, the study of the mind and its veritable unearthly power is at last taking its proper place in modern civilization. Proper use of the mind and its various faculties will give you anything you choose – but the emphasis here is on the word "proper." To move in this direction requires study and focused, consistent effort with a good measure of creativity stirred in.

Just as the oak tree develops from the gene that lies within the acorn and a bird develops from the gene that lies asleep in the egg, so

too will your achievements grow from the organized plans that first begin with your imagination. An image in your mind is the first stage of the creative process in life. From your imagination your visions and plans arise.

In his best selling book, *Think and Grow Rich*, Napoleon Hill wrote, "You will never have a definite purpose in life; you will never have self confidence; you will never have initiative and leadership unless you first create these qualities in your imagination and see yourself in possession of them." He went on to say, "... imagination is the most marvellous, miraculous, inconceivably powerful force the world has ever known."

There is a concept called "Fantasy - Theory - Fact." The premise underlying this concept is that everything has its origination in the form of Fantasy, which some adventurous souls dare turn into a theory and then boldly turn into fact.

Give this serious thought for a moment. The idea of moon landings, communicating by email, traveling on jets, cellular phones or wearing synthetic garments was, a very short time ago, sheer fantasy. Today, they are considered commonplace.

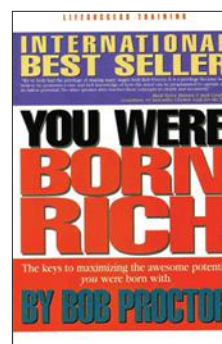
Your marvelous mind has factors that you can, with little effort, develop to use to improve the quality of life, not just for yourself, but for human kind. Imagination is one of those creative faculties. The individuals who were responsible for the conception and creation of the email, cell phones and any of the thousands of modern conveniences we enjoy today had a highly developed imagination. Furthermore, they were not easily influenced by the opinions of the masses, the naysayers who historically have criticized and ridiculed anything they do not understand. These pio-

neers used their mental faculties to fantasize, to build wild and wonderful pictures in their mind. Then, holding their thought with their will, they watched their fantasy unfold into a theory and then into fact. They seemed to have an innate awareness that if they could visualize it, they could do it.

Use this power to let your mind play. Fantasize a much better life than you presently enjoy. Draft your future with imagination, ponder and calculate with intelligence and awareness, then knit it carefully with care. Next, devise paths and find tools to help get you there.

Commit to reach new goals. The only barrier separating you from your goal is ignorance – ignorance of how simple and simply powerful, your mind really is.

Bob Proctor is widely regarded as one of the living masters and teachers of The Law of Attraction. Featured in the blockbuster hit, *The Secret*, Proctor has worked in the area of mind potential for over 40 years, is the best-selling author of *You Were Born Rich*, and has transformed the lives of millions through his books, seminars, courses and personal coaching. © LifeSuccess Productions. www.bobproctor.com





Rebooting

A Strategy for Staying Engaged, Resilient and On-Purpose

Steve Sisgold

"We can't solve problems by using the same kind of thinking we used when we created them."

Albert Einstein

Studies in the workplace show that stress, burnout, health issues and conflict between people is at an all time high. With the ability to stay connected to work 24/7 through our phones, tablets and laptops we leave little to no time to rest, and as a result it gets harder to stay innovative and in tip top physical and emotional shape.

I've coached many executives who have told me, "Taking any time away from working could result in me getting behind or missing an opportunity." I even heard from one CEO that when he showers, he experiences anxiety about all of the timely calls or texts he isn't responding to.

Our minds are not designed to be multi-tasking machines that never turn off, and our bodies are not storage tanks for consistent chronic stress; so recharging yourself regularly throughout the day will help you feel energized vs. exhausted.

Do You Have 5 Minutes?

When I ask people in talks or trainings, "What do you do when your computer gets stuck or isn't functioning at its best?" They always reply, "Reboot." Well, our body/minds need to reboot and unplug from the information overload too. Otherwise, we can fall into procrastination, burn out and lose the passion for our work and our life.

Here is a 5-minute remedy I recommend you try 2x a day to reduce anxiety and energize yourself. I tested this in a medical clinic where the doctors hooked their patients up to machines before and after, and on average,

stress was reduced by 55% and heart rates went from erratic and choppy to coherent and steady. Enjoy.

Step One: COMMIT - Commit to unplug and place all of your attention on your body and your breathing.

Step Two: BREATHE - Take three slow, deep breaths in through your nose and out through your mouth. Relax and fill your belly on each inhalation, then release the breath and belly as you exhale. When you breathe high up in your chest, you activate your sympathetic nervous system, (fight or flight) which keeps you anxious, speeds up your heart, tenses your muscles and, after awhile, tires you out.

Step Three: SCAN - Notice what is happening in your body. Are you squinting or straining in any way? Are your shoulders and neck crunched? Observe for 60 seconds or more, and discover what is happening in your body. (i.e.: Sensations, posture, tension, etc)

Step Four: DECLARE - State to yourself what you notice. For instance, "I am noticing that my breath is shallow and my fists are closed," or "I am noticing how relaxed my belly and chest feel."

Step Five: ACT - Now, take an action that benefits you right now. For instance, if you notice that your shoulders are raised, relax them and let them drop. If you are hunched over your computer, sit back and lift your head up.

Step Six: VISUALIZE - Breathe comfortably in and out like a calm ocean. Fill your belly on the in breathe and let your jaw drop open on the exhale. Relax and see a simple wave form as you breathe in and out very slowly.

Step Seven: CENTER - Sit comfortably with your legs uncrossed, hands, arms and shoulders at ease, belly relaxed and eyes open. Take one more conscious breath in and out. Focus on one important intention and go actualize it!

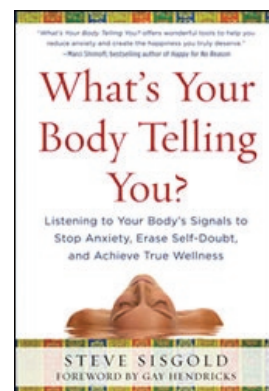
Feeling refreshed?

Steve Sisgold has taught thousands how to use their innate body intelligence through his Whole Body Intelligence (WBI) Methods, to create better health, prosperity and richer, more authentic relationships. Prior to being a successful author, speaker, trainer and executive coach, Steve Sisgold applied the principles he teaches in the business world. He owned and directed a successful Advertising and PR firm, was #1 in 500 salespeople and a national sales trainer with a Fortune 500 company.

He has appeared on major radio and TV shows including PBS, Oprah and Montel, and blogs for Psychology Today.

Steve holds an M.A. in marketing, a B.S. in business, and certification in body-centered psychotherapy.

His book, *What's Your Body Telling You?* launched at #7 on the S.F. Chronicle Bestseller List and #1 on Amazon.com in several categories. Steve can be reached through his website www.SteveSisgold.com.





Abundance and Scarcity

Jim Stovall

Your world view is the lens through which you view your life and everything around you. Few things are more important to our success than our world view, and most people don't even recognize that they have a world view, much less understand it.

Since the beginning of time, there have always been two basic kinds of people in the world relating to abundance and scarcity. There are people who believe that the way to succeed is to grow, build, and create; and then there are people who believe, in order to be successful, you must get what someone else has. These are two opposing world views.

If you believe that the world is abundant, you will feel that you can get everything you want, but you will not be threatened when others around you get what they want. If you believe the world is limited, finite, and suffering from scarcity, you will look upon the success of others as an attack on yourself.

I want to point out that people who succeed feel that the world is abundant and can bring them and everyone around them all the success they want. If you believe that success comes when you take something that belongs to someone else, both you and they are diminished.

When the pilgrims first settled on the eastern shore of North America, they struggled mightily for the first few years just to feed themselves. They operated what could be called a collective farm. Everyone worked and shared equally in the yield from their farm. If one person took more than their share, someone else would be left with less. It was a miserable failure, and in desperation, it was determined that they would divide up the

land and let everybody provide for themselves and their families. The result was abundance. Everyone celebrated their own success and celebrated the success of their neighbors.

I believe one great indicator of anyone's potential future success is how much they celebrate or resent the current success of others around them. The headlines are filled with people who create new products, new inventions, and whole new industries. They do not take anything from anyone else but create out of their own ingenuity and the abundance in the world.

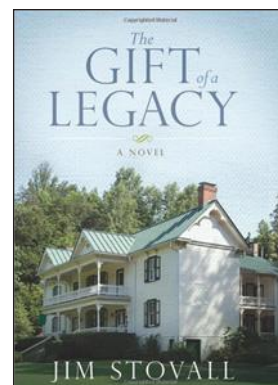
Power questions to determine if you operate from Abundance or Scarcity mentality:

1. Do you feel you have all the resources you need to get where you want to go? Or do you feel you need to receive specific things from specific people in order to succeed?
2. Are you sincerely happy when other people succeed in any area of life?
3. Are you willing to help others succeed even if you don't receive the credit for doing so?
4. Do you understand that the only legitimate, long-term personal, professional, or business relationship is win-win?
5. Do you feel a true responsibility toward those less fortunate?
6. Do you regularly give time and money to people and organizations in need?

As you go through your day today, realize that no one needs to fail so that you might succeed. The world is much greater than that.

Today's the day!

Jim Stovall is the president of Narrative Television Network, as well as a published author of many books including *The Ultimate Gift*. He is also a columnist and motivational speaker. He may be reached at 5840 South Memorial Drive, Suite 312, Tulsa, OK 74145-9082; by email at Jim@JimStovall.com; or on Facebook at facebook.com/jimstovallauthor.





Crack the Personality Code for Selling Success & Take It to the BANK

Cheri Tree

Tony Robbins made a huge impact statement when he told an audience of sales professionals to “Let your prospect determine your presentation.” This concept dates back all the way to Ancient Egypt with the theory of the four temperaments, or personality types. The Greek physician Hippocrates made this theory popular when he developed it into a medical theory dating back to 460-370 B.C.

In modern day application, experts have expanded the personality type theory to include communication habits, patterns of action, sets of characteristic attitudes, values, talents, personal needs, and even contributions to the workplace and roles in society. What has never been explored, until now, is applying the concept of the four personality types directly to sales and selling practices.

The most common mistake most salespeople make is that they deliver their sales presentation to their prospect based on their dominant personality type, without taking into consideration the profile of their prospect. Consequently, they only connect with 25% of their audience, and fail to connect with the remaining 75%. By integrating the four personality types into their sales scripts and daily sales practices, they can essentially increase their sales closing ratio up to 300%.

Jeff Magee changed the connectivity-field when he wrote in *it!* and *Performance Execution* that as a salesperson, “understanding the four differing personality styles is an instant connector.” Imagine meeting a prospect for the very first time and instantly understanding exactly what makes that person tick and exactly how to position your value in such a way that you trigger a deep, subconscious de-

sire for your offer. If you’re a sales manager, imagine the connectivity and leveraging ability having a system so simple and practical and yet so profound that you are able to consistently raise the game of your entire team?

1. Review your last and next word doc proposal for connectivity adjustments?
2. Review your last and next contract for connectivity adjustments?
3. Review your last and next text for connectivity adjustments?
4. Review your last and next voice mail message for connectivity adjustments?
5. Review your last and next GoToMeeting for connectivity adjustments?
6. Review your last and next presentation for connectivity adjustments?

Now imagine what this will do for your personal bank account!

Review, adjust and connect more effectively with those around you. Global XTS, Xtreme Training Systems, has just launched a revolutionary new sales training tool called the B.A.N.K.™ Personality Sales Training System. Training your global sales force to ‘Crack the Personality Code’ can dramatically improve sales results and drive recruiting momentum throughout the entire sales organization.

Cheri Tree is the Founder & CEO of Global XTS Author & Creator of B.A.N.K.™. A serial entrepreneur and real estate investor, Cheri speaks globally to audiences on the art of entrepreneurial selling and networking.

With more than 20 years experience in sales and a Multi-Million Dollar income, Cheri Tree is a leading authority on sales and sales training systems. Using the B.A.N.K.™ system, Cheri took her annual income from \$72,000 to over \$500,000 in 12 months and over \$1 Million within three years. A recipient of numerous awards & recognition, she is best known for her sales income record of \$8,000 to \$261,000 in 28 days! As a coveted speaker and trainer, Cheri teaches the B.A.N.K.™ system to top sales organizations worldwide.





Do You Believe

Alan Weiss, PhD

The First Sale is to Yourself

That first sale had better include the intrinsic belief that you're helping your customer/client, and that you are absolutely, totally, completely convinced of your worth in providing it.

Efficacy deals with how good you are at something. We can't be effective at everything. I can write and speak pretty well, but I can't play a musical instrument. (A testing service warned me not even to play the radio.) The key is to achieve efficacy in your chosen field of expertise.

Esteem, however, deals with self-worth. No matter how well you might do something, do you feel good about yourself having done it? People who can do things well but don't possess high self-worth often act like "imposters" who will be "found out" some day. (And those with high self-worth, but poor efficacy—they can talk a good game but can't play one—are often seen as merely facades, "empty suits.")

Refusing to Appreciate Talents

The finest business acquirers I've ever met believe entirely in the merits of their products and services and in their own value. That's the first sale of all, the one that precedes all others.

I've seen media stars receive awards and then worry if they'll ever work again. I've heard salespeople who have had a marvelous year say that "I'm a bum again on January 1, far behind my goals." I've observed gifted athletes who don't want the ball in a pressure situation because they feel in the clutch they'll fail.

I've been mentoring and coaching entrepreneurs, executives, and solo practitioners for 25 years—thousands of people. And I can tell

you confidently that about 75 percent of them suffer from some degree of poor self-esteem, from having small doubts to being traumatized by actions required of their position and standing. Most of this is not demanding of therapeutic intervention (which is why I coach them on a business basis, not as a clinician would). Most of it is the refusal to appreciate one's own talents and accomplishments as more than accident and happenstance, but rather as intelligence and application.

Many of these people accept a wide range of beliefs, whether religious or scientific, generational or generic. But they can't accept the belief that they, themselves, are excellent and worthy people.

Replicate the Causes of Success

When that first sale isn't made we undermine our ability to help others. That's why the first sale must always be to ourselves. We've all met insurance people who are passionate about insurance and are convinced they can help us and our families. We've met realtors who seem to stop at nothing to find the best living environment for our families. Some of us have had bosses who seemed to genuinely take pride in our achievements as if they were their own.

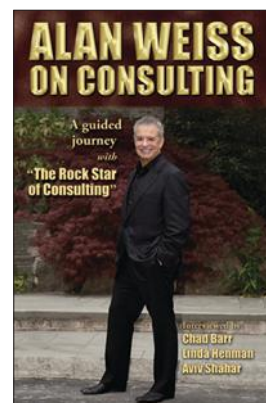
That's Because They Are

Ask yourself what it is that makes you successful and effective (efficacious). When you do that, you begin to understand why you're successful, and will realize it's neither luck nor someone else's mistake. You'll also be able to replicate that cause of your success, so that you'll be effective every time. (When we perceive our success as luck, we don't know the cause, and therefore can't consistently repeat it.)

We need to make the first sale to ourselves, every day. If we don't, and we go through the day (or, worse, our lives) doubting our own worth, we'll never be able to help others as much as we're able. If we think we're simply "making a sale" we fear we're imposing.

But if we think we have tremendous value to help others, we feel it's our obligation to reach out.

Alan Weiss, PhD, is the author of over 50 books appearing in 11 languages. The "rock star of consulting," he is the sole non-journalist in the 90-year history of the American Press Institute to receive its Lifetime Achievement Award. He is a member of the National Speakers Hall of Fame® and has been named a Fellow of the Institute of Management Consultants, one of only two people in history honored with both designations. He can be reached at alan@summitconsulting.com or <http://www.contrarianconsulting.com>. His newest book is *Million Dollar Business*, due early next year from McGraw-Hill.



A guided journey with "the rock star of consulting." Estimated publication date August 15, 2013.



The Immigrant's Attitude

Zig Ziglar

Some time ago, my associate, Krish Dhanam, and I were returning from an engagement in Tampa, FL, where we had spoken for the Greater Tampa Chamber of Commerce. The flight was uneventful; we landed at the Dallas/Fort Worth Airport, got our luggage and loaded it on one of the rental carts. The walk was fairly lengthy and the first two hundred yards were uneventful; then we came to the moving sidewalks.

The rules regarding carts on moving sidewalks are fairly clear--you just don't do it. Krish, pushing the cart, dutifully headed for the side and I laughingly said, "Krish, on Saturday they waive the rule. It's okay to take the cart on the moving sidewalk." A nearby flight attendant said, "No, it's against the rules." Krish appeared hesitant, but I encouraged him, "Aw, come on, Krish, nobody else is on, let's do it." Krish is from India. His culture, background and training and the fact that I was his boss, created a dilemma. He knew the rules, but he respected me. He therefore complied with my rather insistent suggestion that we use the moving sidewalk.

Once we got on the conveyor, I sensed that Krish was having a real struggle, so when we had the first break in the walk, I laughingly

told Krish that it would be okay for him to do what he wanted to do and walk alongside the moving sidewalk. With a noticeable look of relief, he did exactly that.

The purpose of the message is not to tell you about my misdeeds, but to emphasize one reason legal immigrants, regardless of where they're from, are four times as likely to become millionaires in America than those who are born here. Their gratitude for the opportunity and freedom America offers is such that most of them are very conscientious about obeying our laws. As a result, these legal immigrants make real progress in achieving the American dream.

Message...

Adopt the "immigrant's attitude," and I'll See You at the Top!

When you admit you made a mistake and apologize to the offended party, you are simply acknowledging that you are wiser now than you were when you made the mistake.

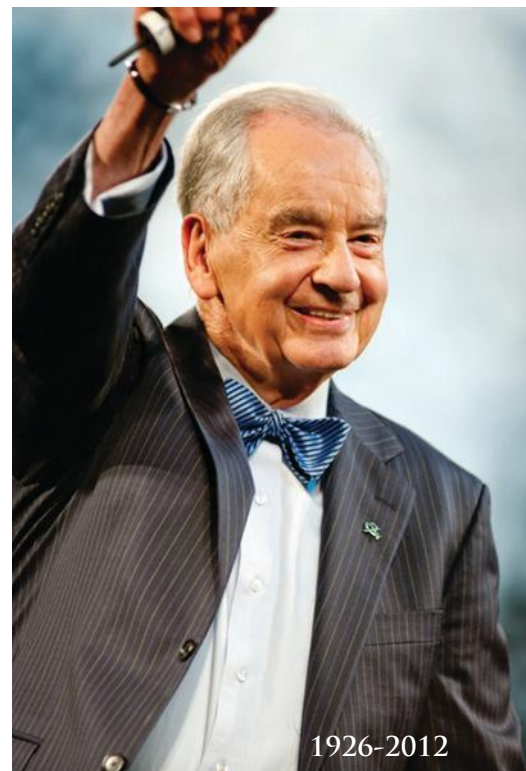
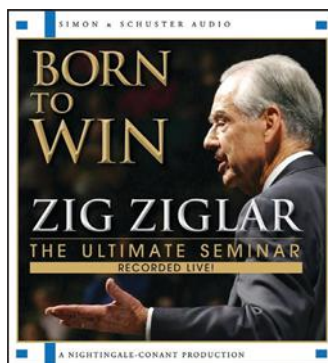
Zig Ziglar was known as America's Motivator. He authored 32 books and produced numerous training programs. He will be remembered as a man who lived out his faith daily. www.Ziglar.com.

*You were born to **WIN**,
but to be a winner,
you must **Plan** to win,
Prepare to win, and
Expect to win.*

☞ Zig Ziglar

*You can have anything
you want in life if
you help enough other
people get what
they want in life!*

☞ Zig Ziglar





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