

MAXIMUM ACHIEVEMENT

**THE KEYS TO PEAK PERFORMANCE
AND PERSONAL LEADERSHIP**



LEARNING TO LEARN IS YOUR KEY TO THE FUTURE!

REASONS

Your ability to learn and apply new ideas is essential to your long-term success. Today, continuous learning is the minimum requirement for success and advancement in any field.

ARE

The keys to more rapid learning are:

THE

1. **Relevance** - the ideas you learn must be relevant to your work and life at the moment - or you'll forget them before you get a chance to use them.

FUEL

2. **Applicability** - the new ideas must be consistent with your knowledge, your needs and your current situation so you can apply them to improve your results.

IN

3. **Simplicity** -the new methods must be easy to learn and use. They must not be complex or require you to change your current habits.

THE

4. **Multi-Sensory** - the new ideas should ideally activate your senses of sight, sound and movement, thereby involving your whole brain in learning and remembering. (*Facilitated video assisted learning with workbooks, exercises, interaction and action commitments are ideal for this.*)

FURNACE

5. **Immediacy** - you must be able to take and use the ideas right after learning them so they become part of your long-term memory.

OF

6. **Repetition** -the "mother" of learning -comes from your using the new ideas several times until you become comfortable with them. Otherwise you can slide back into older, less effective ways of acting.

MOTIVATION

7. **Motivation** - you must have personal reasons for wanting to learn new ideas and become more effective. The higher your level of self-motivation, the more you will learn, and the faster you will apply it.

Your brain is like a muscle. The more you learn, the stronger it becomes, and the more you can learn.

Commit yourself today to becoming one of the best educated, most skilled and most effective people in your field. Go for it!

HOW TO GET THE MAXIMUM VALUE FROM THIS LEARNING PROGRAM

1. **Prepare to learn** - Give yourself ample time to prepare for a learning session. Sit comfortably. Relax. Take several deep breaths and calm your mind. It will be more ready to absorb new ideas.
2. **Learn “on purpose”** – Be here for you! See this as an opportunity to learn about 300 practical “How To” ideas to enrich your personal and professional life. These are skills for lifelong employability!
3. **Assume the body language of rapid learning** - Sit up straight, lean forward and face the screen. Be prepared to focus and concentrate throughout. This makes you more alert and increases retention.
4. **Eliminate all distractions** - Put away papers, coffee cups, cell phones, cigarettes and anything else that could take your attention away from what you’re learning.
5. **Make notes of key words and ideas** - As the video plays; write down the key words and points. Evaluate and prioritize each action idea.
6. **Ideas for Action** - Write down your best “Ideas for Action” and prepare to share these with others. The video program is designed to stimulate your imagination, and one good idea could change everything you’re doing. As R.W. Emerson said: “Beware of an idea whose time has come!”
7. **Homework: Complete the “Application Exercises”** - This is a very important part of learning: **thinking** about and **discussing** what you learned and how you can apply it immediately to your personal & professional life.
8. **Teach Others:** The best way to really learn something is to teach it to others! You will find the benefits multiply quite dramatically as you share your knowledge generously with others.

IDEAS To Live By...

The great secret of success is that there are no secrets of success; there are only timeless principles that have proven effective throughout the centuries.

If you change your thinking, you **change** your life.

It doesn't matter where you're coming from; all that matters is where you are **going**.

You have great, untapped reserves of potential within you. Your job is to **release** them.

Decide what you want, and then **act as if** it were impossible to fail.

Learn from the **experts**; you will not live long enough to figure it all out for yourself.

The more reasons you have for achieving your goal, the more **determined** you would become.

You are in the **people** business, no matter what you do or where you do it.

There are no limits on what you can achieve with your life, except the limits you accept in your own **mind**.

You are a potential **genius**; there is no problem you cannot solve, and no answer you cannot find somewhere.

Your success will be largely determined by your ability to **concentrate** single-mindedly on one thing at a time.

If there is anything you want in life, find out how **others** have achieved it and then do the same things they did.

If you conduct yourself as though you expect to be successful and happy, you will seldom be disappointed.

It is not what you say, or wish, or hope or intend, it is only what you **do** that counts.

Everything you have in your life you have attracted to yourself because of the person you **are**.

Success is a Journey, not a destination. Decide to enjoy it!

The Maximum Achievement Seminar Online

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A WELCOME from Brian Tracy



Welcome to the next step on the journey toward personal excellence and maximum achievement. In this exciting program, based on time-tested and proven methods and techniques, you will learn to be more positive, more focused and more effective in every area of your work and personal life.

Fully 80 percent or more of your success is *mental*. What you achieve is determined primarily by the way you *think* about yourself, your life, and the people around you.

As you change the quality of your thinking, you will change the quality of everything you do!

The potential of the average person is like a huge ocean unsailed, a new continent unexplored, a world of possibilities waiting to be released and channeled toward some great good.

The secrets of success are not *secrets* at all. They are timeless truths and practices followed by high-achieving men and women throughout the ages. As you learn and apply these ideas, you will begin to enjoy the same results achieved by the most successful people in our society.

There is very little you cannot accomplish once you put your mind to it.

Good luck!

"There are no limits on what you can achieve with your life, except the limits you accept in your own mind."

MODULE 1

The Keys to Peak Performance and Personal Leadership

Why are some people more successful than others? Some of the smartest and most insightful men and women of every civilization have sought the answer to this question for more than 2500 years.

In the 20th century, countless millions of dollars and thousands of hours have been invested in searching for the answer. Thousands of books and articles have been written on the subject.

The good news is that today, we know more about how to achieve success, in more areas, than we have ever known before. Today, for the first time, success is predictable.

In this session, you will learn some of the key ideas and principles that have been discovered by other successful people throughout the ages. When you learn and apply these principles you will begin to get the same results that they do. **You will specifically learn:**

1. The true definition and ingredients of success.
2. The three essential results or benefits of success.
3. The key to learning and peak performance.
4. The definition of personal leadership and four key qualities of leaders
5. The seven rules for peak performance and personal leadership.

Action Ideas: What one thing are you going to do as a result of what you have learned in this session? E.g.: I will pay special attention to learning about:

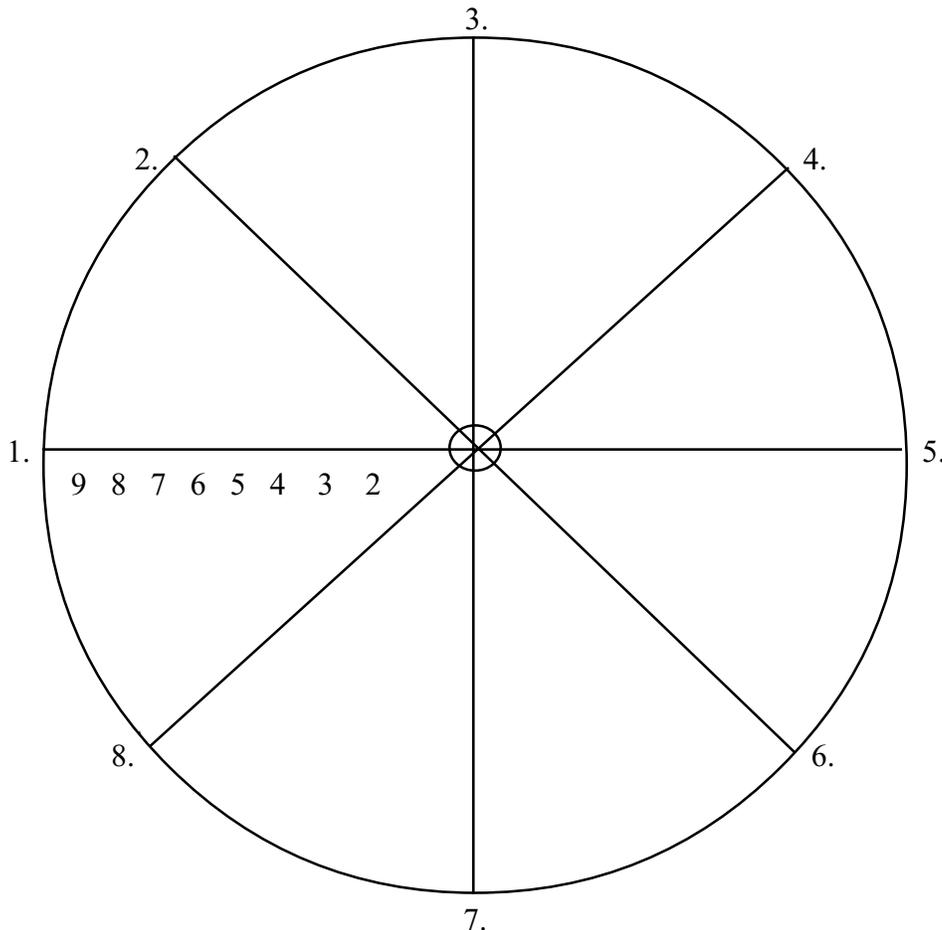
"Action-orientation, the willingness to move fast when opportunity presents itself, is the key quality for success in every area."

THE INGREDIENTS OF "SUCCESS"

Maximum Achievement

Score yourself on a scale of 1-10 on each of the following 10 = HIGH and 1 = LOW
Then transfer these scores to the Wheel, to SEE where you need to FOCUS your learning

1. _____ PEACE OF MIND
2. _____ GOOD HEALTH & ENERGY
3. _____ GOOD RELATIONSHIPS
4. _____ MEANINGFUL WORK
5. _____ FINANCIAL INDEPENDENCE
6. _____ FEELING OF SELF-ACTUALIZATION
7. _____ FULFILLMENT....LIVING YOU LIFE IN YOUR OWN WAY
8. _____ WRITTEN: WORTHY GOALS & IDEALS



MODULE 2

Seven Mental Laws or Principles to High Performance

You have within you the ability to be, have and do far more than ever before. Throughout the ages, ordinary men and women have risen to great heights and accomplished extraordinary things. By learning and applying the principles that these men and women have used, you can achieve vastly more than perhaps you may have ever imagined.

Throughout the ages, the underlying laws and principles of happiness, prosperity and peak performance have been researched and studied by some of the greatest thinkers that have ever lived. We now know that the average person has talents and abilities vastly beyond any they may have ever used before.

In this session, you will learn about seven mental principles, some of which go back more than 5,000 years, that are used by all high performing men and women to accomplish extraordinary things. You will find a total of 28 mental laws throughout the seminar, which you may want to list these in summary form as you are introduced to them in the various modules. You will learn how to apply these laws and principles in every part of your life. You will learn how you can quickly move to peak performance in everything you do. **Notice carefully:**

1. The one thing that makes you unique and different from all other people.
2. How you create your world with your own thinking.
3. The key to mental well-being and personal power.
4. The principle that governs the lives of most people.
5. The “Iron Law” of human destiny.
6. Why your beliefs determine your reality.
7. How your expectations become your own self-fulfilling prophecies.
8. Why and how you attract certain people and circumstances into your life.
9. The one factor that determines most of the circumstances of your life.
10. Three principles that can change your life.

“The biggest mental roadblocks that you will ever have to overcome are those represented by your self-limiting beliefs.”

Module 3

The Key to Peak Performance

In all of history, perhaps the most important discovery in human performance is contained in the words, “You become what you think about, most of the time.”

Your external world is largely a reflection of your internal world. The way you think and feel inside determines your attitudes, your expectations, your values and your behaviors. The key to peak performance is for you to understand clearly why you learn to think and feel the way you do. With understanding comes the ability to change.

In this session you learn about the greatest breakthrough in the field of human potential in the 20th century. You learn how your self-concept — the way you think and feel about yourself — determines everything that you say, do and believe. **You learn how** you can take systematic, purposeful control over your thoughts and feelings, and how you can begin building your self-esteem and self-confidence to the point where you are more effective in everything you do.

YOU WILL LEARN:

1. Where low self-esteem comes from and what can you do to build a high self-esteem for yourself and others.
2. The formula for individual human potential.
3. The most important discovery in self-development in the 20th century.
4. How you can use far more of your inborn potential.
5. The three ingredients of your self-concept and how you can affect each one of them.
6. The two major negative habit patterns that hold you back.
7. The process of new, positive habit pattern development.

Module 4

Taking Charge of Your Life

You are far more capable, competent and powerful than you imagine. You have within you, right now, the ability to vastly exceed all of your previous levels of accomplishment. You are capable of taking complete charge of your life, in every area, and directing your future in any way that you deem desirable or necessary.

The attitude of self-responsibility, of being proactive rather than reactive, is a common quality of all high achieving men and women. By accepting responsibility for your life and for everything that happens to you, you develop a “sense of control” that makes you more positive, more creative and more focused in every area of your life.

In this session, you learn a series of specific ideas that you can use to take charge of every part of your life. You learn the characteristics and qualities of highly responsible people, and how by changing your attitude, you can become the primary creative force in your own life. **You will learn:**

1. The difference between pro-activity and reactivity.
2. How to gain a greater sense of personal control and power.
3. How you move from immaturity to maturity.
4. The challenge-response theory of history and how it applies to your life story.
5. The difference between responsibility and irresponsibility and how it affects our society.
6. Why personal responsibility is mandatory if you want to fulfill your potential.
7. The characteristics of a fully responsible person.

“You have the ability right now to exceed all your previous levels of accomplishment.”

“You are where you are and what you are because you have decided to be there.”

Module 5

Releasing Your Brakes and The Power of Forgiveness

You have enormous potential and possibilities that you have not yet begun to tap into. Most people have mental “blocks” that hold them back, whether they know about them or not. Your ability to identify your mental blocks and to release them is essential to your becoming everything you are capable of becoming.

Negative, re-active responses to emotions of all kinds, are the primary reason why people are unhappy and ineffective. Your ability to understand your negative responses and to learn how to pro-actively release them will free you to accomplish far more than you ever imagined possible.

In this session, you learn how you can pull the plug on most of your negative responses. You learn how to liberate yourself from feelings of anger; fear, guilt and resentment that may have been holding you back in the past. You learn a series of tested, proven techniques that you can apply to free your mind, release your brakes and unlock your potential. **You will learn:**

1. The foundation quality of self-esteem, self-respect and personal pride.
2. The relationship between a sense of responsibility and a sense of control.
3. The “negative emotion tree” and how it applies to the way you think and feel.
4. The critical factors that cause negative responses, of all kinds.
5. How to eliminate your negative responses with a simple, powerful affirmation.
6. The importance of learning how to release your brakes on a regular basis.
7. How to identify your “hot buttons” and learn how to be a happier person.

Ask yourself: When you choose to be resentful, whom are you punishing? And, when you choose to be forgiving, whom are you setting free?

“You are positive, creative and happy to the degree you can eliminate negative RESPONSES from your life.”

Module 6

Managing Your Responses to Your Emotions

Your main goal in life should be to become everything you are capable of becoming and to be a really outstanding human being.

Thousands of successful people have been studied over the years to ascertain the qualities that enable them to accomplish extraordinary things and to have a positive influence on the world around them.

Truly successful, happy people are in control of their responses to their emotions. They are calm, confident, positive and centered in everything they do. They have a realistic, objective way of looking at themselves and life, without becoming anxious, fearful or excited. They don't take things personally.

In this session, you learn how to manage your responses. You learn how to take complete control over your inner feelings so that you can express yourself more positively and effectively in everything you do. You learn the importance of the principle of forgiveness and how, by applying it to every part of your life, you can become a happier and more effective person. **You will learn:**

1. How to gain complete control of your responses to emotions.
2. The major cause of negative responses of all kinds and how they are learned in the first place.
3. The root causes of feelings of guilt and unworthiness, and how to eliminate them.
4. The major indicators of unconscious feelings of guilt and how to recognize them.
5. A five-part formula to eliminate feelings of unworthiness that hold you back.
6. The importance of forgiveness and how to incorporate it into your life.

*"Decide today to design and build the ideal relationship in your life.
It's up to you!"*

*"Everything you do in life is either to get love or to compensate
for lack of love."*

Module 7

Programming Your Mind for Success

Your mind, the way you think, determines everything that happens to you. If you change the quality of your thinking, you change the quality of your life.

There is a series of mental laws and principles that has been taught and practiced for thousands of years. As you learn and apply these mental principles, you become a much more effective and powerful thinker. You become more capable and competent in everything you do. You become more influential and persuasive in all your interactions with others.

Successful people are those who have developed the **habits of success**. The primary habits are personal and attitudinal. They are the result of the way you think and act. As you develop the mental thinking habits of the most effective people, you begin to get better and better results in everything you do.

In this session, you learn a series of ideas, methods and techniques that you can use to become more flexible, focused and capable in everything you do. **You will learn:**

1. How your outer world is an inner reflection of your inner world.
2. Why and how what you dwell upon grows and increases in your life.
3. The biggest obstacle to positive change in your life and how to remove it.
4. Four statements that you can use to become more flexible and effective.
5. How your emotions determine everything that happens to you and how you can control your responses.
6. The “end of the movie” method for achieving your goals faster and easier.
7. The three keys to developing positive new habit patterns of thought and action.

“You must become the person you want to be on the inside before you see the appearance of this person on the outside.”

“Everything you have in your life you have attracted to yourself because of the person you are.”

Module 8

Changing Your Self-Concept

Your self-concept precedes and predicts your levels of performance and effectiveness in everything you do. All changes, all improvements in your outer life begin in change and end in improvement in your self-concept.

You change your self-concept very much the way that you would program a new set of instructions into your computer. You use a series of mental tools and commands to change the way you think and feel about yourself. As you are thinking and feeling the changes, your attitudes, beliefs and expectations change as well. Your behavior then begins to reflect on the outside the person you are becoming on the inside.

Your self-concept has been developed over the course of your lifetime as the result of a series of "data inputs." You can take full control of the quality and quantity of new ideas and information that you allow into your subconscious mind. By deliberately and systematically programming yourself with the words, pictures, ideas and the emotions that you desire, you can take full control over the shaping and development of your own personality and temperament.

In this session, you will learn a series of powerful techniques that you can use to change your self-concept for the better. As your self-concept changes and improves, your levels of performance and effectiveness improve in everything you do. **You will learn:**

1. The three steps necessary to begin changing your self-concept.
2. How to use the power of verbalization to articulate your new, desired self.
3. The major factor that determines your emotions every minute of every day.
4. How to design affirmations that can make your potential unlimited.
5. How to tap into the full powers of your subconscious mind.
6. The power of your subconscious mind and the critical determinant of personality change.
7. How you can use all these techniques together to become an excellent public speaker.

"To be successful, do what other successful people have done and keep doing it until you get the same results."

Module 9

The New Mental Diet

You know that if you change your physical diet, carefully selecting the foods that you will eat and the exercises that you will do, you can totally change your physiology and your levels of fitness in a very short period of time.

By the same token, when you change your “mental diet,” you can become extremely fit mentally. You can become positive, optimistic, creative, personable, outgoing and fully in command of yourself and your life.

Everything you are or ever will be is a result of the way you think. When you learn how to systematically feed your mind with the positive words, ideas, pictures and messages that are consistent with the person you want to be and the life you want to live, you will transform your thinking and your personality in a very positive and healthy way.

In this session you learn how to think the way that the very most positive and successful people think. You learn how to take complete control of your suggestive environment. You learn a series of techniques and methods that you can apply every hour or every day to be a more effective person. You learn how to turn your entire life into an on-going affirmation of positive thoughts, words and mental pictures. **You will learn:**

1. How to become an exceptional leader and role model in everything you do.
2. The Law of Accumulation and how it applies to every area of your life.
3. How to develop and implement your own “mental fitness” program.
4. The importance of your reference group and how to choose the right people.
5. How to eliminate previous ideas that may have held you back and trade them for new positive concepts for the future.
6. The keys to maintaining an ongoing attitude of positive expectancy.
7. The process of changing your thinking completely, moving from disbelief to belief.

“Within every setback or obstacle there is the seed of an equal or greater advantage or benefit. Find it.”

Module 10

The Master Skill of Success

A wise man once wrote that, "Success is goals, and all else is commentary."

Developing the ability to set goals and to make plans for their accomplishment can help you more to achieve great success and happiness than perhaps any other skill that you can learn.

People with clear, specific, written goals accomplish more in a few months or a few years than most people accomplish in a lifetime. Fortunately, goal-setting is a skill that you can learn through instruction and practice. Once you have this skill, your future will become unlimited.

In this session, you will learn some of the most important ideas and concepts ever developed in the field of goal setting. You will learn a series of questions that you can ask throughout your life to keep yourself focused toward accomplishing the things that are most important to you. You will learn how to develop a personal mission statement that will enable you to feel terrific about yourself and accomplish more than perhaps you ever have before. **You will learn:**

1. How and why goals activate your positive mind and make you more effective in everything you do.
2. How to activate your success mechanism to override your failure mechanism.
3. Statistics show that goal setters achieve ten times as much as people without written goals.
4. The major reasons people don't set goals and how you can overcome them.
5. The seven keys to setting goals.
6. The seven key questions to help you set the best goals for you.
7. How to develop and write out your own personal mission statement.

"Rewrite your major goals every day, in the present tense, exactly as if they already exist."

Module 11

Seven Steps to Goal Achievement

High achieving men and women use a series of systematic processes and plans to achieve their goals. Unsuccessful men and women, on the other hand, throw themselves at their goals in a random way and are always surprised that they accomplished so little.

Any plan is better than no plan. In this session you will learn the most powerful goal-achieving process ever developed. This process has been used by literally millions of men and women to accomplish extraordinary things in life.

The process of goal-achieving, following up on the process of goal-setting, is one of the most powerful skills that you can ever develop. With this skill, you can achieve virtually any goal that you can set for yourself in your personal or business life.

You can learn any skill that you need to learn to achieve any goal that you set for yourself. There are several steps to this goal-achieving process and you can learn each of these steps via repetition and practice, until you master the entire process.

When you learn how to set and achieve goals as naturally as breathing in and breathing out, you will accomplish more, in a shorter period of time, than you can presently imagine. **You will learn:**

1. How to create your own personal blueprint to achieve any goal for yourself.
2. How to decide exactly what it is you really want and then to write it down.
3. How to set deadlines and sub-deadlines on each goal and each part of it.
4. How to determine the knowledge and skills you will need to achieve your goal.
5. How to identify the critical people and resources you will need to accomplish your goal.
6. How to create a detailed plan of action to achieve your goals.

"You can learn anything you need to learn, to achieve any goal you can set for yourself."

Module 12

Focal Point — The Power of Concentration – Time Management

Your ability to make plans, set priorities and then to work single-mindedly on the most important thing you could possibly be doing is the key to your success.

All successful people have developed the ability to concentrate single-mindedly on one thing, the most important thing and to stay with it until it is done.

There are some skills that are peripheral to success and there are some skills that are central. **Your ability to concentrate on your highest value task is the key to you getting more done, sooner.** It is the key to your maximizing your value and your productivity. The ability to concentrate is the critical determinant of your success in everything you accomplish in life.

In this session, you are going to learn some of the most powerful techniques ever used to turn your mind and energies into a laser beam that will enable you to cut through enormous amounts of work and get more done than anyone else around you.

When you begin to apply the power of “focal point” to every single part of your life, you will be amazed at how productive you become, and how powerful and energetic you feel. **You will learn:**

1. The difference between being a knowledge worker and an average employee.
2. The primary difference between successful people and unsuccessful people.
3. The two-part key to peak performance and high achievement.
4. How to gain two extra hours of productive time each day.
5. How to separate the urgent from the important in everything you do.
6. The theory of constraints and how you can use it to increase your productivity.
7. The Law of Forced Efficiency and how it applies to maximizing your output.

“Always work on the 20% of your activities that contribute 80% of your results. What are they?”

“Knowledge is power, but only knowledge that can be applied to practical purposes in some way.”

MODULE 13

The Challenges of Change

According to some futurists, information is doubling approximately every 18 months. We are in the technology revolution. The rate of change is not an option!

The most important single factor affecting your life today is the rate of change. You make more decisions affecting your life in one year than your grandparents did in an entire lifetime.

The successful men and women of the future will be those who have developed the ability to operate confidently and successfully in a world of more rapid change than has ever been seen before.

The most effective men and women, in every business, are those who practice a series of methods, techniques and strategies to deal with change that they cannot slow down or even predict. When you learn and practice these same tools and techniques, you will feel more positive, more confident and more in control of every part of your life.

In this session, you will learn the “Seven Rs” for change and how you can identify where these principles can be applied to give you a greater sense of control and well being. You will learn:

1. How to become a master of change rather than a victim of change.
2. The three major factors that are driving change in every area of your life.
3. The key to meaningful competitive advantage in times of turbulence.
4. How to apply “Zero-Based Thinking” to every part of your work and personal life.
5. How to apply the principle of “Creative Abandonment” to everything you are doing.
6. The Seven Rs for change in your personal and work life.
7. Three keys to success in managing change in the 21st century.

*“If you were starting over today, what would you do differently?
Whatever your answer, start doing it now.”*

Module 14

Managing Your Career

Job Security, as we once knew it, no longer exists!

Job security exists as individuals choose to create high personal and professional value through self-directed lifelong learning. Taking Charge of Your own Destiny is the path towards Lifelong Employability. An attitude of “If it’s to be, it’s up to me!” is the key!

Lifelong employability is based on having both the Personal Management Skills and the Technical Skills necessary for an employer.

Your ability to manage your career can have more of an impact on what you accomplish in your work life than any other factor. And it is completely up to you!

The world of work has changed dramatically in the last few years, and it’s never changing back. For the rest of your life, you are responsible for every aspect of your career. You are on your own. You are the architect of your own destiny and the master of your own fate.

The fact is that you work for *yourself*. You hire out your services to various employers over the course of your work life. You choose to be an independent contractor, moving from job to job over the years, offering to trade a certain quality and quantity of services for a certain quality and quantity of rewards and benefits. But you are self-employed.

In this session, you will learn the critical ideas, methods and techniques practiced by the most effective men and women in every area of our economy. You will learn how to take complete responsibility for your career and how to make a maximum contribution to yourself and your organization in everything you do. **You will learn:**

1. How to take responsibility for your career for the rest of your work life.
2. How to become more valuable to yourself and your company.
3. How to use your job as an opportunity to perform at your very best.
4. How to identify and develop your core competencies for the present and for the future.
5. How to identify your area of excellence for your future career goals.
6. How to become indispensable to your current employer.
7. The four keys to personal strategic planning and how to implement them in every area of your life.

“A business organization is a group of people brought together for the sole purpose of creating and keeping customers.”

“Your rewards in life will be in direct proportion to the value of your service to others.”

Module 15

High Performance Team Work

Teamwork is central to your success. All work is done by teams. Your ability to function as part of a team, to make a valuable contribution as a team member, is perhaps the most important way you can make a valuable contribution to your organization.

Fully 95% of people who are let go from organizations are let go because of their inability to work well with others. Only 5% of lay-offs are triggered by lack of technical ability or competence.

Extensive research at Stanford University has shown that the most outwardly identifiable characteristic of a person destined for the executive suite is his or her ability to work well as part of the team, at every stage of his or her career.

In this session, you will learn the critical skills necessary for you to function as a valuable member of any team and to continually increase the value of your contribution to your organization. **You will learn:**

1. How to be a team player and a team contributor in your work.
2. The importance of focusing on contribution rather than recognition.
3. How to become one of the most valuable and respected people in your organization.
4. How to be a valuable team player and later, a valuable team leader.
5. A five part method for building a high performance team in your organization.
6. Four management styles you can use as a team leader.
7. The four stages of group development and how to recognize each one of them.

"Stress and unhappiness come not from situations, but from how you respond to situations."

Module 16

Eliminating Stress and Tension

Your ability to manage the inevitable ups and downs of daily life is your key to high performance, happiness and personal satisfaction.

Your ability to identify the major sources of stress in your life, and then to cope with them competently and effectively, can do more to increase your effectiveness as a person than any other skill.

The “Iron Law” of the universe is cause and effect. There are specific causes for specific stresses in your life. When you learn to identify the specific causes and then to neutralize those causes, using methods that have been used by many other successful people, you will become a low-stress, peak performance personality.

In this session, you learn the primary causes of 95% or more of all the stress, worry and tension that you will experience. You will learn simple, powerful, proven techniques and methods to eliminate those sources of stress and give yourself a greater sense of control and personal power. **You will learn:**

1. The primary reason for stress.
2. How to develop a “hardy personality.”
3. How to become your own psychotherapist.
4. How to identify and eliminate the major causes of stress in your life.
5. A proven technique to neutralize the fear of failure.
6. The solution to “Type A” behavior.
7. How to deal with denial and neutralize anger.

“You are 100% emotional in everything you think, feel and decide. You decide emotionally and justify logically.”

Action Ideas: What are you going to do as a result of what you have learned in this session?
Regarding “denial”, is there any unpleasant reality in your life that you are not facing right now?
How could you deal with it today?

“Your best ideas and most profound insights come after a period of rest and relaxation.”

Module 17

Doubling Your Brainpower

We have entered from the age of manpower to the age of mindpower, from the age of brutepower to the age of brainpower. Throughout all of history, wealth has been contained in land, raw materials and capital. Today, the primary source of wealth is knowledge and ideas.

Your mind is absolutely remarkable! With the proper use of your brainpower, you can solve every problem, overcome every obstacle and achieve every goal that you possibly imagine for yourself. You can start with what you have, right where you are, and by applying your brainpower to your world, you can create a wonderful life for yourself.

Your mind is like a tool, and like any other tool, you must learn how to utilize it in the very best way.

In this session, you learn a series of powerful ideas that will start you on the process of expanding your brainpower and utilizing more of your mind than perhaps you ever dreamed possible. **You will learn:**

1. Why it is that you are a potential genius.
2. The different intelligences you have that you can use to improve your life.
3. The three factors that control your current level of creativity.
4. The “Law of Creativity” and how you can apply it to every area of your life.
5. The two basic types of thinking used by everyone.
6. How to keep your mind stimulated on a regular basis.
7. The importance of “solution-orientation” in activating your creative powers.

“The most successful people in our society think the furthest into the future. They are willing to make sacrifices in the short-term in order to enjoy greater rewards in the long-term.”

Action Ideas: What are you going to do as a result of what you have learned in this session? In what ways are you a “potential” genius? What examples of “genius” have you demonstrated in the past?

“You can develop habits of success by practicing and repeating success behaviors over and over until they become automatic.”

Module 18

Unlocking Your Creativity

Your ability to solve problems, make decisions and achieve results is the key determinant of your success and happiness in life. Because your mental abilities are virtually unlimited, your potential for success and happiness is virtually unlimited as well.

Unlocking your creativity is a skill, like riding a bicycle or typing with a typewriter. It is something that can be learned with repetition and practice. The most successful men and women, in every field, are those who are utilizing far, far more of their inborn creativity than the average person.

If you have the right numbers, in the right sequence, you can open any combination lock. When you have the right “numbers” in creative thinking methods, you can solve any problem and achieve any goal. You can dramatically improve any part of your life by learning how others have done the same thing in the past and then applying it to your current situation.

In this session, you will learn some of the most important creative thinking techniques ever discovered. These techniques have done more to help more people to be more successful than any other creative thinking ideas. **You will learn:**

1. How to become a more effective problem solver.
2. The four requirements for creative thinking.
3. The three factors that stimulate creativity in any situation.
4. The most successful method of problem solving ever discovered.
5. A systematic approach that you can use to solve even the most complex problem you are faced with.
6. How to use brainstorming to maximize creativity and teamwork.
7. The keys to decision making and how to apply them.

“You are surrounded right now by unlimited opportunities disguised as insurmountable problems.”

Action Ideas: What are you going to do as a result of what you have learned in this session? The 20 Idea Method is a most powerful method of generating endless solutions to almost any problem. Select a problem or goal and write it below in the form of a question... beginning with: What can we/I do to... then don't quit till you have at least 20 answers. Then prioritize and take action!

“Your super conscious mind automatically and continuously solves every problem on the way to your goal.”

Module 19

Developing A Success Personality

Your ability to get along with others will affect your happiness and determine your success more than any other factor.

How much you like others, and how much they like you, will determine your ability to influence, negotiate, persuade and to be effective with others in your work and personal life.

You can develop the kind of personality that makes you popular and welcome wherever you go. No one is born with the personality characteristics of success. These qualities and behaviors are all learned. You can learn whatever you need to learn to achieve any goal you can set for yourself.

In this session, you will learn how to raise the self-esteem of other people, how to be popular, how to be well-liked and how to be more effective in all your relationships with other people, both at home and at work. **You will learn:**

1. The primary source of success and happiness in life.
2. How to define a healthy personality.
3. The essential mental laws that apply to relationships.
4. The “Law of Indirect Effort” and how you can apply it in your life.
5. The seven keys to building a powerful personality.
6. The “boomerang” principle in human relationships.
7. The golden rule and its relationship to personal effectiveness.

“You always act in a manner consistent with your expectations, and your expectations influence the attitudes and behaviors of the people around you.”

Action Ideas: What are you going to do as a result of what you have learned in this session? The Law of Gratitude says: “The more you give thanks for, the more you have to give thanks for.” What are you thankful for in personal and work life?

“Thinking positively about your money as you save it turns you into a money magnet. More money comes to you.”

Module 20

Appreciating Differences In People

Families and organizations today are made up of many different kinds of people. Your ability to interact effectively with different kinds of people will largely determine your success or failure in your work and personal life.

Each person is unique. No one person is exactly like any other person. Nonetheless, there are many commonalities among personalities that you can learn to recognize and respond to effectively.

Each person is moved and motivated by the different values, expectations, thoughts, feelings and behaviors of others. Effective men and women are those who have personality “flexibility” and are therefore able to work effectively with a greater number of people.

In this session, you learn four different ways that people differ, in general, and how to recognize, respond and react effectively in dealing with each of these different types of personalities.

You will learn:

1. The three ingredients of happiness for each person.
2. The purpose of an organization regarding different people.
3. Two key rules for understanding different people and personalities.
4. The personality styles model and how to recognize each kind of person.
5. The three primary sources of motivation that affect each person.
6. The DISC profile of people and how you can identify these qualities in others.
7. The three different methods that people use to process information.

“The golden rule is still the best principle for success: Do unto others as you would have them do unto you.”

Module 21

The Integrating Principle – Customer Service

There is a single principle that integrates all of your actions and behaviors at work and in your relationships with other people. This integrating principle is called “service.”

Everyone earns their living by *serv*ing other people in some way. Those who are the most effective at serving others are also the most successful in their work and personal lives.

Some interesting statistics on why companies or people lose customers:

1. 1% of lost customers die.
2. 3% just move away.
3. 4% just naturally float.
4. 5% change on a friend’s recommendation
5. 9% can buy it cheaper elsewhere.
6. 10% are chronic complainers
7. 68% go elsewhere because the people they deal with are indifferent to their needs.

If a customer is upset, they will tell an average of 10 people about their bad experience. Each of those 10 people is likely to tell at least 5 other people. Adding it up: 1 annoyed customer tells 10 others plus they tell 5 others (50), equals 61 unsatisfied customers!

Your job, in your work and family life, is to integrate yourself into the lives and activities of others in such a way that you make a valuable contribution. Your job is to enhance and enrich the lives of other people. In so doing, *your* life is also enhanced and enriched as well.

Your greatest source of lasting satisfaction and deep down happiness in life will come from knowing that you are making a real, *positive* difference in the lives of other people.

In this session, you will learn the key concepts of service and how to “integrate” these ideas into everything you do. **You will learn:**

1. Your *real* job title and responsibility.
2. The way you correctly define the “customer.”
3. The four different levels of customer satisfaction in your work.
4. The key to market dominance in your business and in your activities.
5. Your primary customers, both within and outside of your company or organization.
6. The two measures that tell you whether you are truly satisfying your customers.
7. How to dramatically increase your effectiveness with customers in everything you do.

“Market success comes from concentrating single-mindedly on those specific customers who can most benefit from the unique competitive advantages of your product or service.”

Module 22

Building Superior Relationships

Everyone wants to be happy. Your ability to build and maintain long-term, loving, happy relationships with other people is central to your happiness, your health and to everything you accomplish in life.

Although every relationship is different, all relationships have certain essential elements in common. When you can identify the most common problem areas and resolve them, you can dramatically improve the happiness of your relationship with that other person.

All relationships are based on certain key principles. When you can identify these principles and analyze them in terms of your own relationships, you can often find ways to dramatically increase your happiness and the happiness of the other people around you.

In this session, you will learn the fundamental building blocks of superior relationships.

You will learn how to identify the problems that can arise, and how to neutralize them. You will learn how to identify the strengths that make relationships endure, and how you can enforce them in your own relationships. **You will learn:**

1. The central nature of relationships in building a happy life.
2. The six major problems experienced in relationships.
3. How to deal with jealousy, self-pity and negative expectations in relationships.
4. The factor of “incompatibility,” and how to recognize and deal with it.
5. The key qualities of excellent relationships and how you can incorporate them into your life.
6. The importance of “communications” and how you can communicate better, as a man or as a woman.
7. The four stages of healthy personality development and how to make them part of your relationship.

“Make a total commitment today, to yourself, your goals and your relationships. Hold nothing back.”

Module 23

How To Raise, Happy High Self-Esteem Super Kids

Perhaps the most important relationship in your life is the relationship between you and your children. This relationship begins with your child's birth and endures as long as you both live, and often beyond.

The biggest regret that adults ever have is their failure to spend enough time with their children when they were growing up. Perhaps the second biggest regret is the mistakes they made during the time that they did spend with their children.

Your goal should be to raise the happiest, healthiest, most self-confident children that you can imagine. Fortunately, this subject has been researched and explored exhaustively. We now know that there are specific behaviors you can engage in that will help your children to turn out in a wonderful way.

In this session, you are going to learn some of the most important ideas ever discovered to help you to raise “super kids.” You will learn how to solve problems between you and your children from the past and how to make your future happier and more satisfying than ever before. **You will learn:**

1. The skills of successful parenting.
2. The biggest single mistake parents make in raising their children.
3. How to assure that your children receive a high quality and quantity of love.
4. The emotional ingredients children need from their parents for healthy growth and development.
5. How you can tell your children both verbally and non-verbally that you love them every day.
6. The most common quality of parents who raise high-achieving young people.
7. A powerful method to make up for mistakes you have made in the past.

“Love only grows by sharing. You can only have more for yourself by giving it away to others.”

Module 24

Achieving Balance In Life

One of your primary goals should be to live a long, healthy, happy life. This requires that you achieve balance among the various elements and pressures of your life that pull you in different directions.

Your ability to achieve balance is a key measure of how well you are doing with your time and your life. Balance is like walking a tight rope, requiring continuous adjustments, every hour of every day. You never fully attain it. You merely strive toward it.

Fortunately, there is a series of attitudes and behaviors you can practice on a regular basis that will enable you to achieve a far higher level of balance and coordination in your life.

In this session, you will learn some of the most valuable principles ever discovered about how you can live a highly effective, fully balanced, fully functioning life in the midst of the daily pressures of the modern world.

You will learn:

1. What should be your chief *aim* in life?
2. The most outwardly identifiable characteristic of a well-balanced person.
3. The primary source of your happiness in life.
4. How to apply the principle of “Zero-Based Thinking” to achieve better balance in your activities.
5. The Law of the Excluded Alternative.
6. How to determine your highest goal and how to organize your life around it.
The key to balance with your family and work.

“Everything happens for a reason. For every cause there is an effect, and for every effect, whether you know it or not, there is a specific cause or causes. There are no accidents.”

