

E1357

E1357  
32 Summer Camp on  
Entrepreneurial

ON

Due Date	Signature of borrower

Call Number

E1357  
32 Summer Camp on  
Entrepreneurial

**ENTREPRENEURSHIP  
DEVELOPMENT  
INSTITUTE OF INDIA**

**Please return this book  
on or before the last  
date stamped above.**

**Please check that the book is not damaged before your borrow.  
You will be asked to pay for the book if returned in a damaged  
condition.**

FOR CLASS ROOM DISCUSSION ONLY

Organized by:



**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA  
E1357 AHMEDABAD**

Tel: (079) 23969159, 23969161, 23969163 Fax: (079) 23969164

E-Mail: [info@ediindia.org](mailto:info@ediindia.org) Website: <http://www.ediindia.org>



EDII LIC P.O. Bhat-382428



E1357

E1357

# 32<sup>nd</sup> SUMMER CAMP ON ENTREPRENEURIAL STIMULATION FOR CHILDREN

[29<sup>th</sup> April - 04<sup>th</sup> May, 2018]

Venue:

EDII CAMPUS, Ahmedabad

## CAMP MATERIAL

For class room discussion only

Organized by:



**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA**  
**E1357** **AHMEDABAD**

Tel: (079) 23969159, 23969161, 23969163 Fax: (079) 23969164

E-Mail: [info@ediindia.org](mailto:info@ediindia.org) Website: <http://www.ediindia.org>



EDII LIC P.O. Bhat-382428



E1357

## CONTENT

Sr. No.	Topic	Page Number
1	A Thought	1-2
2	Blueprint Your Life	3-24
3	How Habits really Work	25-46
4	Being Ambitious	47-54
5	Persistence	55-58
6	The Success Attitude	59-70
7	Developing a Pleasing Personality	71-84
8	Enhancing Your Self-Image	85-98
9	Being Confident	99-106
10	Leadership of Self and Others	107-112
11	Being Creative	113-120
12	Accept Responsibility	121-138
13	Handling Adversity	139-144
14	Embracing Opportunity and Optimism	145-150
15	Do It Now	151-160
16	Ups and Downs	161-174
17	Greatest Failures of Icons	175-181

# BEING UNIQUE

*How do you make yourself utterly fascinating, completely indispensable, and invaluable? By being unique. Value the things about yourself that distinguish you from other people. Cultivate the abilities and traits that set you apart from others. Learn new languages. Offer new ways of approaching problems. Generate fresh one-of-a-kind ideas. Find a niche and master everything there is to know about it. Stand out. This makes you excellent.*

# BLUEPRINT YOUR LIFE!

*Strong lives are motivated  
by dynamic purposes!*

KENNETH HILDEBRAND

**Y**OU MUST KNOW YOUR PURPOSE! CREATE A PURPOSE worth crusading for! Commit to something bigger than your own personal wishes! Learn to reach for a higher cause. Determine your purpose and pledge allegiance to it! Take a stand. It has been said that if you don't stand for something, you will fall for anything!

High achievers always know their purpose. This comes first! Eminent psychologist Abraham Maslow in studying high achievers observed several consistent factors and patterns among them. They efficiently perceive reality and are comfortable with it; they accept themselves and others; they

Larry James, *The First Book of Life Skills*, Embassy Book Distributors

## THE FIRST BOOK OF LIFE SKILLS

---

have deep feelings of identification, sympathy and affection for human beings in general; they are spontaneous and appreciative; they have deeper and more profound relationships and are capable of more bonding and greater love than most people. They manifest a sense of humor; they are creative; they are more concerned with end results than with methodology. They resist enculturation (while not especially unconventional, they are relatively independent of their culture); while not being loners, they appreciate their privacy; they are autonomous - active, responsible, self-disciplined, deciding agents rather than pawns of others. As a result of his studies, Maslow concluded that above all else, people who know their purpose or as he called them, self-actualized people, are devoted to something outside of and larger than themselves. He also found that self-actualizers work at something that brings them immense joy and that is precious to them. Maslow's conclusion about purpose is worthy of our attention.

What is purpose? It is defined as the object toward which one strives or for which something exists. Choose a purpose you can exist for! Purpose is a higher cause than the goals you choose to fulfill that purpose.

*It is the first of all problems for a man to  
find out what kind of work he is to  
do in this universe.*

THOMAS CARLYLE

## *Blueprint Your Life!*

---

What is your purpose in life? Most people haven't spent ten minutes even thinking about this question! This is a tough one for most people. I was having enough trouble deciding what goals to set, and now I had to choose my purpose? It is my belief that not knowing your purpose is what is missing in most people's lives! Having a purpose is the single most important step in getting what you want in life! You must give it thorough consideration!

No purpose, no goals! It's that simple. Confusion about purpose causes confusion about setting goals! Until you determine your purpose, you may always be in a state of confusion about setting goals! If you don't know why you are here and what you are here to accomplish, how can you effectively design a blueprint for your life that works? Remember, a purpose is something bigger than your own personal wishes; it is something for which you exist!

What is a purpose you could design that you could stay committed to for life? What is that something that fires your soul; that something that when everything seems to be going wrong, you can hold onto; that something that you know you can stand for; that something that has you feel you are making a contribution; that something from which you gain courage; that something that gives you the strength to continue?

Some years ago a very successful businessman asked me what my purpose in life was. I began telling him about my goals. He let me go on and on about my goals, then again asked, "Larry, what is your purpose in life?" I was ashamed to admit that I didn't know nor had I ever considered the ques-

## THE FIRST BOOK OF LIFE SKILLS

---

tion. He added, "How do you know what kind of goals to set if you don't know what your purpose in life is?" I suddenly realized that many of the goals I had were inconsistent. They weren't in sync with each other. I had always had problems deciding what I wanted. Maybe this was the answer! It was! I thought about it for weeks. It was on my mind daily! I started asking myself a lot of questions! What was I really up to in life?

After much thinking, I determined that I felt best about myself when I was in the service of others; when I was making a contribution to someone who needed assistance. Most of my life, I had been involved in projects where those who were closely associated with me received a benefit and so did I. Purpose for me had to be a win-win situation; something that was mutually beneficial! I decided to sum it all up in four words; "Helping others help themselves!" That was it; a purpose I could exist for!

I also decided that I would be okay with whatever I did that helped me fulfill that purpose! The key was to decide! Once the decision was made, I experienced a freedom I had not known before. This was a major breakthrough for me. I now felt free to do whatever I needed to do, instead of feeling that I had to be locked into a particular line of work. If my actions were consistent with helping me fulfill my purpose, I continued. If they weren't, I altered my position and approached it from another angle.

Nothing should be cast in bronze except your purpose! Goals may change; purpose, never! When you know your purpose, what you do to fulfill that purpose generally will

## *Blueprint Your Life!*

---

show up when you are ready to do it! You must always be willing to change direction! Do something different if what you are currently doing doesn't support you in fulfilling your purpose! Do something different if your goals get out of alignment with your purpose! Be flexible! Be willing to change!

Discover your purpose and design a 'specific intention' to make the most of life while you are here! It is solitarily your most important responsibility.

Stop! Take a quick break before you go any further! For just a moment, close your eyes and imagine what your life would be like to be committed to a purpose that would qualify you as a self-actualized high achiever! Do it! Close your eyes! Imagine!

Now it's time to write what you've imagined in the space below. You may change it later, but write something down now! What is your purpose in life?

**My purpose in life is:**

## THE FIRST BOOK OF LIFE \$KILLS

---

Some of you may be like I used to be. When I read books that instructed me to take a moment and think about my purpose or write what my purpose was, I almost always kept on reading and said to myself, "I'll come back to that." This is too important to come back to! Do it NOW! Besides, most of you will read this book and never bother to get back to writing your purpose. Remember, if you have no purpose, how can you effectively set goals? Don't try to determine your purpose, do it! (More about "try" later.) Spend some time with this one. It will change your life! Are you ready for that?

Know purpose, know goals! When you are clear about your life purpose, your goals tend to fall into place. To say the least, you will notice when you are getting off track. If something comes up that you think you want to accomplish, stop, take a minute and ask yourself, "Does this goal align with my purpose in life?" If it doesn't, either set it as a low priority or forget it! When you have a purpose, you get to say what's next. Without a purpose you accept things as they happen as though you have no choice about them.

**No Purpose! No Goals!**  
**Know Purpose! Know Goals!**

Let's say something about trying. Don't try to determine your purpose in life or try to blueprint your life, do it! Try is a four letter word! Get rid of it! Scratch try from your vocab-

*Blueprint Your Life!*

---

ulary! Try is a weasel word. People who are not committed to do, weasel out of doing by trying to do! Try to stand up! You don't try to stand up, you either stand up or you don't stand up! Trying to blueprint your life, doesn't work. It is the doing that counts! When you are in action relative to your purpose and your goals, resist the urge to let ordinary set in. Doing extraordinary things produces extraordinary results!

*Goals allow us to control the  
direction of change in our life.*

BRIAN TRACY

Can you imagine what it would be like to try to build a new home without a blueprint? Going to the grocery store without a list of what you want, especially when you are hungry, is bad enough. But to begin construction of a home without a plan is not very smart. Where would you begin? Who would you call on to help you? You wouldn't consider building a home without a plan. Why would you consider going through life without a plan?

If you want to control the direction of change in your life, you must decide what you want and design a blueprint. In other words, set some goals that will assist you in getting what you want! If you don't know what you want, you won't notice when it shows up!

There is power in being specific! I call goals "specific intentions." When you get specific about what you want, you

## THE FIRST BOOK OF LIFE \$KILLS

---

can then begin to get focus in your life. What are your specific intentions? Decide what they are and stay focused! Focus helps you develop a singular preoccupation with your specific intentions. Honor your specific intentions! Haven't you found that what you intend to do usually gets handled? Avoid randomness! Be specific!

What do you want? Ask yourself a lot of questions about what you want out of life. How could you design a plan to achieve what you want? What is it that you could do or have done that makes you feel good about yourself? Does it bring you joy, pleasure, and satisfaction? Does it serve you as well as others?

A recent survey tells us that 87 percent of the people around you do not have a blueprint for their life. They set no goals! There is no design to their future! The survey further states that ten percent have goals but never write them down. Only three percent of the people surveyed had goals and wrote them down. According to the survey, those three percent will accomplish 50 to 100 times more in their lifetime than the ten percent who have goals and never write them down. You must operate from written document, not thought!

*To follow a path all one's life without knowing  
where it really leads,  
such is the behavior of the multitude.*

MENCIUS

### *Blueprint Your Life!*

---

Why do people refuse to set goals and write them down? Maybe they don't know what they want. Maybe they are afraid that if they commit what they want to paper, they will get it! Maybe they are afraid that if they write them down they will be embarrassed if they don't get them! What will their friends say? There must be a thousand reasons why people are hesitant to make commitments in writing. I haven't found a good reason yet. Setting goals and committing them to paper works! As long as you don't write your goals down, you don't have to be responsible for the results!

It would be ludicrous for me to ask, "Do you have a plan for failure that you are totally committed to?" Your answer would obviously be, "How absurd! Of course not! Nobody plans to fail!" If you don't have a plan for success, you have a plan for failure!

People who do not design a blueprint for their life pretty much have made the decision to accept anything that comes their way. This is not controlling the direction of change in your life.

The only thing constant is change. Think about it! Change occurs minute by minute. Change occurs and we are surprised! Life for the masses is a continuous process of getting used to things we hadn't expected! Expect change! Change is inevitable. Never will we become so sophisticated that we are above the need for change. From change springs opportunity, growth, and achievement! Change will nurture you when you let it.

Accept change! When you learn to manage change, you begin to control the progress you make in your life. It takes

## THE FIRST BOOK OF LIFE \$KILLS

---

courage, effort and patience to change the old way of living to the new way! Change allows us to experience our lives fully! Trust yourself that you have chosen the best path and trust in a Higher Power for guidance. You will find fulfillment and satisfaction in the acceptance of change.

Embrace change! Don't resist it! Be excited about the changes that occur in your life. Learn from them! If you think you do not have a choice in managing change, think again!

Highlight this next sentence. You do have a choice in the matter! Your greatest power is choice! You can choose to set goals or you can choose not to set goals. Whether you consciously set goals or not, you set goals. When you think, what comes from your thinking, in essence, is a goal and that goal becomes reality. You get what you think about most of the time.

Belief is the foundation of all activity. Belief has a lot to do with setting goals. Belief in your work and in yourself. Belief in the benefits of the goals you set. You can always sell something you believe in. Sell yourself on the benefits of setting goals and on the benefits of the goals that you set.

*When your belief in the benefits of  
the goals you set is stronger  
than your fear and equal to your  
courage, you can have anything  
that you decide to have!*

### *Blueprint Your Life!*

---

Dr. Robert Anthony says that you can have anything you want if you will give up the belief that you can't have it. Never limit your idea of what will be by what has been! Keep looking forward! You will never get to where you are going until you have come from where you have been!

Undefined goals are unreachable. Defining your goals takes some work. First, you have to get past the concern about whether you think you can accomplish them. It is so easy to be too quick to judge what can be done. This kind of concern comes from your history. Now is not the time to recall the things that didn't work yesterday or last year. Don't worry about that right now. If you get bogged down with worry, you will never get started. Blueprinting your life requires that you make some changes in the way you are currently doing things. If you always do what you've always done, you will always get what you've always gotten!

Your greatest power is choice. Your second greatest power is imagination. To begin setting goals, start with a clear picture in mind of what you would like to have happen. Visualize. You visualize all of the time anyway, why not do it on purpose. Put your imagination to work constructively. Project ahead! Visualizing is thinking about! It's thinking about and seeing what hasn't happened yet. See yourself winning! Jonathan Swift said, "Vision is the art of seeing things invisible." Think about it! Imagine how it will look, smell, taste, sound and feel when you reach your goal.

Only "positive" visualization is allowed! Where we get into trouble is when we begin to worry about and visualize negatively. Negative visualization works too! Be too smart to get

## THE FIRST BOOK OF LIFE SKILLS

---

hooked into imagining what you don't want! Visualize health! Imagine wealth! What do you want? See that! When you learn to see the invisible you can have the impossible! What you think about, and speak about, you bring about. So be careful what you think about, you may get it!

*Without this playing with fantasy  
no creative work has ever yet come  
to birth. The debt we owe to the play  
of imagination is incalculable.*

CARL JUNG

There are five areas to consider when setting goals. Design specific intentions in all five areas!

1. **Spiritual Goals.** Make this one your highest priority. Remember, you can't do it by yourself. You need a support system. Read the Bible or a good inspirational book; listen to an inspirational cassette; attend your church or synagogue; visit a shut-in. Do whatever you think you need to do, but set goals in the spiritual area.
2. **Family/Relationships Goals.** Never allow yourself to become so busy that you forsake your family or friends. Be with the ones you love! When you are with them, really be with them. Plan time to be with your kids. They need you now, not when you think you have time for them or when you can fit them into your busy schedule! You may be thinking that when you are with

*Blueprint Your Life!*

---

your children, it's quality time! Maybe! Are you fooling yourself? Think about it! You most likely didn't get to be as close as you are to your spouse or significant other by spending 15 to 20 minutes of quality time with them each day. Remember, a lot of quality time is necessary to develop a good, close, lasting relationship! Your children need your presence, more than your presents! Achieving goals in the area of family/relationships will help you reach your goals in the other four areas. When you have close personal and professional relationships, the people you have those relationships with can support you in reaching goals in other areas. They can offer assistance, information, inspiration and encouragement. Look at it as developing a network of support! Your relationships with your family and friends are too important to be too busy for or to not be present with them when you are in their presence. You must never take these relationships for granted. What you take for granted, disappears!

3. **Mental/Educational Goals.** Spend more time working on yourself than you do on your work! You must consistently strive to be the best you can be. Listen to cassettes that will put some good "stuff" in your head. Read a good book. Most people will tell you that they never seem to find the time to read. Lack of time is an excuse, not a reason. Shakespeare reminded us to, "Take all the swift advantage of the hours." You never have time to do the things you don't want to do. Did

## THE FIRST BOOK OF LIFE \$KILLS

---

you know that if you read only fifteen minutes each day, you can read over eighteen average sized books each year? I recommend that you read just before going to bed. People who know say this is when reading can be most productive. Isn't it better to put good stuff into your head before going to sleep, rather than to go to sleep worrying about all of the things that you can't do anything about? Maybe you'll sleep better. Try it! We do things because of a perceived value or benefit in it for us. Believe me, the benefits of doing your mental/educational goals can put your relationships and career on fast forward. Go to seminars, workshops or whatever supports you in your purpose. Plan to spend no less than five percent of your yearly income in this area. Benjamin Franklin knew the value of education. He once said, "If a man empties his purse into his head, no one can take it away from him. An investment in knowledge always pays the best interest."

4. **Social/Recreational Goals.** Never get too busy to play! Have fun! Be a kid again! It's never too late to have a happy childhood! Plan your playtime! Life is too short! Have your period of recreation be a time when you purposefully get your mind off of your business and be with yourself, your family and your friends. Too busy to be social or to find time for recreation is too busy! You need time to think about something other than your work or your problems. Find something new to do that excites you, that will have you focus on having fun for a change! Or just rest and recreate! Everyone needs

## *Blueprint Your Life!*

---

time to recharge their batteries. Make time for social and recreational events. You can often tell what makes a person tick by the way they unwind! Plan something different this weekend besides mowing the grass or laying around the house watching the football game!

5. **Financial Goals.** When you have balance in the first four areas of goal setting, the financial will almost always take care of itself. And you have to plan and "do" for it. How much income do you want each week, month, quarter, year or even five years from now? You get to decide. And you get to create a plan of action to get it. For your financial goals to work, you must work your plan!

Having specific intentions in all of the above five areas will assist you in maximizing your personal and professional potential! When you don't design a blueprint for your life, you refuse to accept responsibility for how good you can become!

Begin blueprinting your life by planning your day, everyday! Create tomorrow the night before. When you get up in the morning, know what you are going to do! Things get done when you plan to do them! Make a list of the things you need to do each day. Set priorities on each item. Use this system:

1. **Must do.** These things come first! Complete them before moving to #2.
2. **Should do.** These things are things that you probably should do, but if you don't complete the "must dos" at

## THE FIRST BOOK OF LIFE SKILLS

---

the top of your list, they can wait! They will become the "must dos" of tomorrow!

3. **Could do.** These things are the lowest priority. These are the little things that need to stay on your list, and when you get to them, you get to them.

*He who every morning plans the transactions of the day, and follows out that plan, carries a thread that will guide him through the labyrinth of the most busy day. The orderly arrangement of this time is like a ray of light which darts itself through all his occupations. But where no plan is laid, where the disposal of time is surrendered merely to the chance of incidents, all things lie huddled together in one chaos, which admits of neither distribution nor review.*

VICTOR HUGO

When you set goals in all areas of your life, you begin to create balance. To have balance in your life must be a high priority. Balance keeps you well rounded. It keeps you from going overboard in one area. Life never works as well as it could when you have all your eggs in one basket. Expend an equal amount of energy in all of the five areas of goals and watch what happens! Work, work, work makes Jack and Jill and everyone else a dull boy or girl!

By when? A "specific intention" or goal must have a dead-

### *Blueprint Your Life!*

---

line to work. It needs a "by when." The "by when" takes the "whether you want to" out of it! There is magic in "by when." Setting deadlines on goals calls attention to the kind of commitment required for their accomplishment.

Deciding to draft or write your own blueprint is the toughest part of planning your specific intentions. Don't waste time worrying about putting your goals in writing! Just do it! What are you afraid of? Are you afraid if you write them down you will have to do them? Are you uncertain about what you want? Do you have self-doubts about whether you can accomplish them? Ask yourself these questions! They will help you get to the root of the problem. Don't kid yourself. If you do not have written goals, you have a problem! When you know what the problem is, you've got it half solved! You must determine why you hesitate, work on the problem and make a decision! Do it now! Don't put it off!

Now it's time to think with ink! Take a few minutes and write down several "specific intentions" you would like to accomplish. Be specific. Set your priorities. Which one do you want to accomplish first. Remember the "by when".

#### **Goals I will accomplish:**

Example:

1. I am now the supervisor  
in my department!

**By when?** One year from  
today (Be specific - put a  
date here!)

## THE FIRST BOOK OF LIFE SKILLS

---

**Now it's your turn!**

1. **By when?**

2. **By when?**

3. **By when?**

4. **By when?**

5. **By when?**

6. **By when?**

*Blueprint Your Life!*

---

Next comes your plan of action. What can you do, right now, to begin? Who do you know that may be willing to offer suggestions or assistance? Ask someone to help you with your plan of action. Network with other people. Offer to assist them in return for their assistance. Could you get more information from someone who is already doing what you want to do? Use your imagination! Be creative! Exercise your creative muscle, your brain! List several things that you can do today to get started. Stay with #1 until you accomplish it! When you complete #1, #2 will become your new #1 goal. That way you are always working on your #1 goal!

**My plan of action for my #1 goal:**

THE FIRST BOOK OF LIFE SKILLS

---

*What you get by reaching your goals isn't nearly  
as important as what you become  
by achieving them.*

ZIG ZIGLAR

**List a few changes you could make that would assist you in  
becoming the person you would like to become:**

**Now set a "By when!"**

*Blueprint Your Life!*

---

*The young man (or woman) who addresses himself in stern earnest to organizing his life, his habits, his associations, his reading, his work, stands far more chance of rising to a position affording him opportunity to exercise his organizing abilities than the fellow who dawdles along without chart or compass, without plan or purpose, without self-improvement and self-discipline.*

B. C. FORBES

We all live our lives like a movie. We write our own scripts. Let's all do a little bit better writing happy endings to the many scenes in our movie. We are the star of our own show. How does that feel?

Write a script that will have you operating at peak performance! If you don't feel good about how your movie is progressing then maybe you need to stop and rewrite a script that will eliminate all negative possibilities.

Know that you have the power. This is your movie. You get to have your life be and end the way you write it. Your life is in your hands! Write in some leisure activities when you begin to feel that "life is hard" and you don't think you can do it! Take a break to recharge your batteries! Write some fun into your movie!

Write the script so it gets you what you want. Remember to create a plan for the action! If what you want is ambitious, plan to work as smart as you can. Write a script that will get

## THE FIRST BOOK OF LIFE SKILLS

---

you excited about what you are doing and the direction you are taking. You may discover that it takes doing more than you are willing to do to get what you say you want. You have two choices. You can either decide to do more or decide to accept less.

It's your choice! Once you've made the choice, rewrite the script. Be flexible. Script writers have lots of rewrites. Play the role with vigor! All actresses and actors take risks. You must take risks to get ahead! Those who take no risks perhaps take the greatest risk of all. Whatever you decide to do, do it! Be the star! Put in your finest performance yet! Remember, regardless of what you choose, do the best you can do. The best you can do is always good enough! Have it be your finest hour! Make your life's movie one you will be proud to show your audience. Make it one that when the people of the world have seen it, the world will be a better place. Give an Academy Award performance. You deserve it!

*Stake your claim!  
Plan your game!  
You've plans to make  
And actions to take!  
It won't be the same  
When you've got fame  
From winning the game!*

## How HABITS Really Work

### YOUR HABITS WILL DETERMINE YOUR FUTURE

What is a habit? Simply stated, a habit is something you do so often it becomes easy. In other words, it's a behavior that you keep repeating. If you persist at developing a new behavior, eventually it becomes automatic.

For example, if you learn to drive a car with a standard gearshift, the first few lessons are usually interesting. One of the big challenges is figuring out how to synchronize the clutch and accelerator pedals so you have a nice, smooth gear change. If you release the clutch too quickly, the car stalls. If you press down too hard on the accelerator without releasing the clutch, the engine roars but you don't go anywhere. Sometimes the car jumps down the street like a kangaroo, surging and stopping as the new driver struggles with the pedals. However, with practice, the gear change eventually becomes smooth and you don't think about it anymore.

LES:

"For years I dabbled at playing golf and my scores proved it. I'd take an eight or a nine at several holes and end up with a score north of one hundred. Occasionally I took lessons and noticed some improvement. Then I wouldn't play for months and I'd still expect to produce a reasonable score. This is called living an illusion! I finally set a goal—to break ninety consistently. To accomplish this, I decided to create new habits; practice a little every day, study the top players, take regular lessons, and play twice a week. It's working—I just shot an eighty six!"

The great news is that you can reprogram yourself any time you choose to do so. If you're struggling financially, this is important to know!

Let's say you want to be financially independent. Doesn't it make sense to check your financial habits? Are you in the habit of paying yourself first every month? Do you consistently save and invest at least 10 percent of your income? The answer is either "yes" or "no." Immediately you can see if you are moving in the right direction. The key word here is consistent. That means every month. And every month is a good habit. Most people dabble when it comes to growing their money. They are very inconsistent.

Suppose you start a savings and investment program. For the first six months you diligently put your ten percent away according to plan. Then something happens. You borrow the money to take a vacation, and you tell yourself you'll make it up in the next few months. Of course you don't—and your financial independence program is stalled before it even gets off the ground! The solution is called a **no exceptions policy**. In other words, you commit to your better financial future every single day. It's what separates the people who have from the people who don't have. (In chapter nine, Taking Decisive Action, you'll learn a lot more about wealth creation.)

Let's look at another situation. If maintaining excellent health is high on your list of priorities, exercising three times a week may be the minimum standard to keep you in shape. A **no exceptions policy** means you will maintain this exercise habit no matter what happens, because you value the long-term benefits.

People who dabble at change will quit after a few weeks or months. And they usually have a long list of excuses why it didn't work out for them. **If you want to distance yourself from the masses and enjoy a unique lifestyle, understand this—your habits will determine your future.**

It's that important. Remember, successful people don't drift to the top. It takes focused action, personal discipline and lots of energy every day to make things happen. The habits you

develop from this day forward will ultimately determine how your future works out. Rich or poor. Healthy or unhealthy. Fulfilled or unfulfilled. Happy or unhappy. It's your choice, so choose wisely.

## YOUR HABITS WILL DETERMINE YOUR QUALITY OF LIFE

Many people today are concerned about their lifestyle. Phrases like, "I'm looking for a better quality of life," or "I just want to simplify my life," are now commonplace. Recently, many people are rethinking their lives after experiencing devastating financial losses in the stock market or losing their homes to foreclosure. It seems the headlong rush for material success and all the trappings of a so-called successful life are now out of reach. Here's a critically important point to digest. To be truly rich includes not only financial freedom but developing rich, meaningful relationships, enriching your health, and enjoying a rich balance between your career and your personal life.

The nourishment of your own spirit or soul is also an essential requirement. This takes time to explore and expand. It is a never-ending process. The more you learn about yourself—how you think, how you feel, what your true purpose is and how you want to live—the more your life will flow.

Instead of just working hard every week or worrying about your job, you will begin to make better choices based on intuition and instinctively knowing the right thing to do. It is this higher level of awareness that determines your daily quality of life. In chapter ten, *Living On Purpose*, we'll show you a unique system that will make all of this possible for you. Reassessing your options regularly is a very good habit to develop.

## THE RESULTS OF YOUR BAD HABITS USUALLY DON'T SHOW UP UNTIL MUCH LATER IN LIFE

*Please make sure you are really alert before you read the next two paragraphs. If you're not, go splash some cold water on your face so you will not miss the importance of this fundamental concept.*

More people than ever are living for immediate gratification. They buy things they can't really afford and put off payment as far down the road as possible. Cars, furniture, appliances, entertainment systems, or the latest "toy," just to name a few. People in the habit of doing this have a sense of playing catch-up all the time. There's always another payment next month. This often results in working longer hours or taking an additional job just to make ends meet, creating even more stress.

Taken to an extreme, if your expenses constantly exceed your income, you will have an ultimate outcome. It's called bankruptcy! When you develop a chronic bad habit, life will eventually give you consequences. And you may not like the consequences. Here's what you need to really understand: Life will still give you the consequences. Whether you like it or not isn't the issue. The fact is, if you keep on doing things a certain way you will always get a predictable result. Negative habits breed negative consequences. Successful habits create positive rewards. That's just the way life is. And sadly, in The Great Recession of 2008, millions of Americans discovered the harsh reality of this fundamental truth.

Let's look at a few other examples. If you want to enjoy longevity, you must have healthy habits. Practicing good nutrition, exercising and studying longevity play a major role here.

The reality? Most of the population in the Western world is overweight, under-exercised and undernourished. How would

THE POWER OF FOCUS

you explain that? Again, it's a live-for-the-moment attitude, with little or no thought given to future consequences. There's a long list when it comes to health. Here are a couple—working fourteen hours per day seven days a week will lead to eventual burnout. When you're eating fast foods or junk food on the run as a daily habit, the combination of stress and high cholesterol produces a much greater risk of heart attacks and strokes. These are life-threatening consequences, yet many people ignore the obvious and roll merrily along, undaunted by the fact that a major crisis may be looming just around the corner. For example, according to 2008 American Heart Association statistics, more than 82 million people have a significant risk for heart disease. The cost of this in 2007 was over \$286 billion!

Look at relationships. Marriage is in trouble, with almost 50 percent ending up in divorce. If you are in the habit of starving your most important relationships of time, energy and love, how can you expect a happy outcome?

When it comes to money, your bad habits may lead you to a never-ending cycle of work in your later years, when you'd rather be enjoying more time off for fun.

Now here's some really good news:

YOU CAN TURN NEGATIVE CONSEQUENCES  
INTO POSITIVE REWARDS



*Simply By Changing Your Habits Now.*

JACK:

Personally, my best new habit is getting more sleep. I had been living on 6½ hours for a long time because I could. Between 6½ and 8 hours of sleep is when the human growth hormone kicks in, which keeps the body young and also builds muscle. That last hour and a half is also when the body does the most cleansing. The immune system does the most healing on the body in deep sleep, so I've just committed to sleeping more. I'm going to bed more at 11 PM and getting up at 7 AM. instead of going to bed at 1 AM and getting up at 7 AM.

The other big habit is, I'm networking more than I used to. I was so tied up reading to expand my knowledge base and doing searches on the internet that I wasn't building my relationships. If you don't talk to people, you don't have any kind of ability to deepen the relationship. If you continuously nurture your most important relationships, then when you need something, they're willing to help you because you're not just calling them only when you need them.

Another essential business habit in today's world is for people to become better storytellers. Good salespeople and good CEOs know how to tell a story, because what Velcro's to a person's mind is a story. I remember my dad telling me about the guy who started National Cash Register (NCR), the company where my dad worked. He was showing some Japanese prospects his cash registers and hoping they'd buy a bunch of them. These were the old style cash registers where you pushed down keys like the old typewriters. The drawer would pop open and the numbers would appear in the glass above. The owner was taking these people around illustrating how one of them worked—and it didn't work! Noticing a sledgehammer nearby, he picked it up and just beat the crap out of the cash register. Then he said, "That's what we do with cash registers that don't work at NCR. They never leave

## THE POWER OF FOCUS

the building!" You tell that story to illustrate that you are committed to excellence.

### DEVELOPING SUCCESSFUL HABITS TAKES TIME

How long does it take to change a habit? The most common answers to this question are, "about twenty-one days," or "three to four weeks." This is probably true for making small adjustments in your behavior.

What you'll find is, that after twenty-one to thirty experiences with a new habit, it's harder not to do it than to do it. Before you can change a habit you need to first check how long you have owned it. If you have been doing something repeatedly for thirty years you may not be able to let go of it in a few short weeks. Acknowledge the fact that a deeply entrenched habit has long roots. It's like trying to sever a multistranded fiber that has molded itself, over time, into a single powerful rope. It's very hard to break. Long-time smokers know how difficult it is to break the nicotine habit. Many never do, despite the overwhelming evidence that proves smoking can significantly shorten your life expectancy.

As well, people with a long history of low self-esteem won't transform themselves into highly confident individuals, ready to take on the world, in twenty-one days. It may take a year or more to develop positive belief systems. These important transitions can affect both your professional and personal life.

Another factor about changing habits is the potential for slipping back into your old patterns. This can happen when stress levels rise or an unexpected crisis occurs. The new habit may not be strong enough to resist these circumstances, and more time, energy and effort will be required. To ensure consistency, astronauts use a checklist for every single procedure to ensure the same results every time. You can create

a similar fail-safe system. It just takes practice. And it's well worth the effort, as you'll see shortly.

Imagine if you only changed four habits every year. Five years from now you would have twenty positive new habits. Now, here's the thing—would twenty positive new habits make a difference in your results? Of course. Twenty successful habits can bring you all the money you want or need, wonderful loving relationships, a healthier and more energized physical body, plus all sorts of new opportunities. And what if you created more than four new habits every year? Think of the possibilities!

## UP TO 47 PERCENT OF OUR EVERYDAY BEHAVIOR IS HABITUAL

LES:

I remember losing my keys on a regular basis. At the end of the day I'd park the car in the garage, march into the house and toss my keys anywhere they happened to land. Later I'd be going out to a meeting and, of course, I couldn't find my keys. As the treasure hunt for my keys took place, my stress level would noticeably increase, and after the keys were finally found, I'd rush off to my meeting twenty-five minutes late, owning an attitude that would not be described as positive.

The solution to this recurring problem was simple. One day I nailed a block of wood to the wall facing the garage door. It had two hooks on it and a large label that said, "keys."

The next evening I came home, strode past my new parking spot for the keys, and tossed them in some remote corner of the room. Why? Because that's what I'd always done. It took me almost thirty days of forcing myself to hang them on the wall before my brain got the message:

## THE POWER OF FOCUS

"I guess we're doing something different now," and a new habit was finally formed. I never lose my keys anymore, but it took a considerable effort to retrain myself.

As mentioned earlier, many of our daily activities are simply routines. From the time you get up in the morning until you retire at night, there are hundreds of things you do the same way. These include the way you dress, get ready for the day, eat breakfast, brush your teeth, drive to the office, greet people, arrange your desk, check your email, set up appointments, work on projects, attend meetings, answer the phone and so on. If you've been doing these same activities for years, you have a set of firmly entrenched habits. They involve every area of your life including your work, family, income, health, relationships and many more. The sum total of these habits determines how your life operates. Simply stated, this is your normal behavior.

As creatures of habit we are very predictable. In many ways this is good because others may view us as reliable, dependable and consistent. (It's interesting to note that people who are very unpredictable also have a habit—the habit of inconsistency!)

However, with too much routine, complacency sets in and life becomes boring. We settle for less than we are capable of. In fact, many of the activities that make up our everyday normal behavior are performed unconsciously—without thinking. Here's the point: Your everyday normal behavior has a lot to do with the results in your life. If you're not happy with these results, something has to change.

NOTHING MUCH IN YOUR LIFE WILL CHANGE,  
UNTIL YOU DO!



ONCE A NEW HABIT IS WELL-DEVELOPED,  
IT BECOMES YOUR NEW  
NORMAL BEHAVIOR

This is great news! By superimposing a new behavior on top of your present behavior, you can create an entirely new way of doing things. This new normal behavior then becomes your new standard of performance and productivity. In other words, you simply start replacing your old bad habits with new successful habits.

For example, if you always show up late for meetings, your stress levels are probably high and you feel unprepared. To improve this, make a commitment that you will arrive ten minutes early for every appointment during the next four weeks. If you discipline yourself to complete this process, you will notice two things:

1. The first week or two will be tough. In fact, you may need to give yourself a few mental pep talks just to keep yourself on track.
2. The more often you show up on time, the easier it becomes. Then one day it becomes normal behavior. It's like being re-programmed. And you'll discover that the benefits of the new program far outweigh the results of the old one.

**By systematically improving one behavior at a time you can dramatically improve your overall lifestyle.** This includes your health, income, relationships and time off for fun.

THE POWER OF FOCUS

MARK:

Regarding health habits, I'm at the fittest I've ever been. I'm more conscious now, thanks to my wife Crystal's expertise and support. I'm more aware of the way that my body moves. I was starting to slump over because, you know, older people forget to take their vitamins and they forget to exercise at least an hour a day. Physically, you've got to have flexibility, and you've got to have balance. And each one of these requires a decision regarding the amount of effort you are going to expend to maximize your fitness as you grow older. I spend a lot of money on my health using acusopes and myoscopes, which are sophisticated electronic instruments for energetic healing.

My best new habit regarding business is meditating every day in order to get in what I call an athletic zone, or the vortex, experiencing the "feeling" consciousness. This creates the habit of awareness, being where you want to be before you actually get there. You've got to be at the end result. For example, I could see *Chicken Soup for the Soul* was going to be number one while everyone was rejecting us, saying, "That will never work." However, we took ownership and it happened.

DECISIVENESS SEPARATES GREAT LEADERS  
FROM DREAMERS AND TALKERS.



## How to IDENTIFY Bad Habits

### BE AWARE OF THE HABITS THAT ARE NOT WORKING FOR YOU

Many of our habits, patterns, idiosyncrasies and quirks are invisible, causing renowned author Oliver Wendell Holmes to observe, "We all need an education in the obvious." So let's look more closely at the habits that are holding you back. You are probably conscious of a few right away. Here are some common ones we have received from clients in our workshops.

- Not returning phone calls on time.
- Being late for meetings and appointments.
- Poor communication between colleagues and staff.
- Never updating your website.
- Not allowing enough travel time when going to meet clients or prospects for outside appointments.
- Not attending to paperwork quickly and efficiently.
- Wasting time on the Internet.
- Allowing bills to go unpaid, resulting in high interest penalties.
- Not following up consistently on long overdue receivables.
- Talking instead of listening.
- Forgetting someone's name sixty seconds (or less) after being introduced.