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MOTIVATED

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People may define success differently, but who doesn't want to be successful? And rightly so. Both our desire for comfort and security and our yearning for meaning and fulfillment in life are inborn and universal. Why then do so many of us seem to settle for so little? Why don't we pursue our dreams more actively? There are different reasons, of course, but I think this excerpt from an article I came across recently exposes one of the most common:

"Both success and failure involve future consequences, namely inevitable rewards or unavoidable regrets. If this is true, why don't more people take time to ponder the future? The answer is simple: They are so caught up in the current moment that it doesn't seem to matter. The problems and the rewards of today are so absorbing to some human beings that they never pause long enough to think about tomorrow."

—Jim Rohn, *The Five Major Pieces to the Life Puzzle (1991)*

If that sounds like you, this issue could help get you started on a new future-focused and more successful path. *The Strangest Secret* (pg. 3) explains the importance of knowing where we're going. *Strategies for Success* (pg. 4) provides practical advice. *The Law of Mount Everest* (pg. 10) offers advice on how to succeed as a team. When we put it all together, there will be no stopping us.

So let's dust off those dreams, and gear up for an exciting, successful future.

Christina Lane
For *Motivated*

The Strangest Secret

How to live the life we desire

By Earl Nightingale, adapted

Why do some people succeed, while others always seem to fail? How can we define success? Is success the teacher who is teaching school because that's what he or she wanted to do? Or the mother who wanted to become a wife and mother and is doing a great job of it? Or the salesperson who wants to become a top notch salesperson and grow with the organization? Or the entrepreneur who starts their own company because that was their dream?

Success can be defined as the progressive realization of a worthy ideal. Is there a secret to success and failure? The answer is yes. We become what we think about.

Now, how does it work? Why do we become what we think about? Well, here's a story that parallels the human mind.

Suppose a farmer has some land, and it's good, fertile land. The land gives the farmer a choice; he may plant in that land whatever he chooses. The land doesn't care. It's up to the farmer to make the decision.

We're comparing the human mind with the land because the mind, like the land, doesn't care what we plant in it. It will *return* what we plant, but it doesn't *care* what we plant.

Now, let's say that the farmer has two seeds in his hand—one is a seed of corn, the other is nightshade, a deadly poison. He digs two little holes in the earth and he plants both seeds—one corn, the other nightshade. He covers up the holes, waters the seeds, and takes care of the land. What will happen? Invariably, the land will return what was planted. Remember, the land doesn't care. It will return poison in just as wonderful abundance as it will corn. So up come the two plants—one corn, one poison. The human mind is far more fertile, far more incredible and mysterious than the land, but it works the same way. It doesn't care what we plant...success... or failure. A concrete, worthwhile goal... or confusion, misunderstanding, fear, anxiety, and so on. But it will return what we plant.

The human mind is the last, great, unexplored continent on earth. It contains riches beyond our wildest dreams. It will return anything we want to plant.

Let's decide now. What is it we want? Let's plant our goal in our mind. It's the most important decision we will ever make in our entire life. 🍀

Earl Nightingale (1921 – 1989) is a legend in the personal development industry. His recording of *The Strangest Secret* has sold over 1 million copies. The economist, Terry Savage, called his book, "One of the great motivational books of all time."

STRATEGIES FOR SUCCESS

11 TIPS TO PUT US OVER THE TOP

By Peter Kelly, adapted

Faced with a major project or challenge? Most of us probably have a general idea of where we want to go, but we'll need a strategy, a plan or steps to take in order to reach that objective.

Planning is an investment. To plan wisely and well takes time, effort, patience, good research, and counsel—and for those of us who like to include a spiritual dimension, time for reflection. A well-formed plan will pay for itself many times over.

There are many ways to create a strategy, but here are a few tried-and-proven principles that we can undertake.

1

Define long-term objectives.

What exactly do we hope to achieve? Spell each one out on paper in concrete, concise terms. For the greatest chance of success, narrow the focus to one or two primary objectives. We can take on more or diversify later, as resources permit.

2

Set short-term goals to reach long-term objectives. In order to reach our long-term objectives, we will need steppingstones along the way. These should be smaller goals that together will get us to the final destination of our long-term objectives. They should be detailed and specific, concrete and measurable. If a goal isn't something that we'll be able to tick off as done, if it can't be quantified, then it's not specific enough.

3

Identify any obstacles. Once we have determined our long-term objectives and our short-term goals, we should take a look at any obstacles, or cons, or things that might stand in the way of achieving the results we're after. If we are alerted to potential problems, we can head them off by proactively seeking potential solutions.

4

Formulate a strategy. Once we have determined our long-term objectives and the short-term goals, we need a plan that includes specific tasks that will help us reach each of our short-term goals. Assign the specific tasks that will be involved. Determine who will be responsible for each step, when they should have it done by, and if it's possible to know at this stage, how it should be done. Accountability is vital to success.

5

Take time to reevaluate. Once we've taken the preceding steps, it's wise to take time to reflect and make sure we're going in the right direction, that we have chosen the right priorities, that we haven't overlooked anything crucial, and that our long-term objectives and our short-term goals are realistic.

6

Document the plan. Unless we document the plan clearly, things will be forgotten and left undone, and we might as well not have gone to all the trouble of having created the plan in the first place. Good documentation is vital for follow-through, accountability, and gauging progress.

7

Execute. The most common pitfall of planning is failing to implement the plan. People invest in creating a great plan, and they have the best intentions in the world for carrying it out. But things come up, life is busy, and they don't follow through.

8

Monitor progress. Set in place a means to monitor progress at regular intervals. Make sure that tasks are getting done when they're supposed to and that progress is being made toward reaching our short-term goals. If we don't stop regularly to check our "map" and see where we are, we're less likely to stay on the road to success.

9

Expect the unexpected. Be flexible. Things rarely happen exactly as we imagine they will. As we monitor our progress, we should be prepared for new factors and adapt accordingly. If something comes up that makes it impossible to carry out a task as hoped, look around for alternatives. If something isn't working, change it. Generally follow the plan, but don't set it in stone.

10

Keep it simple. Guard against additions or complications that would overload the time and resources that have been allocated to reaching a particular goal. When we first plan something, it often looks simple enough. But as we go along, the project grows—either because we keep adding new ideas, or because things are just more complicated than we thought—and usually some of both.

11

Celebrate your successes, the milestones along the way. Don't wait till the long-term objectives are reached. Celebrating the completion of short-term goals generates satisfaction and excitement. 🏆

Do you have a success story? Did you try to put these principles into effect, and did it work? We'd love to hear from you! Send your contribution to: motivated@motivatedmagazine.com



Overcoming Personal Limitations

A success story

As told by BJ Ghallagher



Kinko, they nicknamed him as a kid, referring to his head of wild, curly, red hair. Yet, teasing about his kinky red hair was the least of his problems. Paul Orfalea struggled with severe dyslexia and ADHD (Attention Deficit Hyperactivity Disorder): He flunked second grade twice, graduated from high school at the bottom of his class, and eked through college with a “C” average. He had a hard time sitting still, and could barely read or write. No one ever voted him “most likely to succeed.”

Paul applied for jobs and managed to get hired twice—but neither job lasted longer than a day. It was clear he wasn’t cut out for traditional employment in a 9-to-5 world. He knew he was different

and that somehow he’d have to find his own way in the world.

In 1970, living in a small college town, Paul noticed that there were always long lines at the copy machines. “Too many students and not enough copiers,” he thought to himself. So he borrowed \$5000 and opened his own copier business in a tiny little 9x12 foot storefront close to campus. His space was so small that he had to move the copy machine out to the sidewalk to use it. He hawked pens and pencils from his backpack as he stood outside drumming up business.

People told Paul he was crazy, but he’d been hearing that his whole life so he just ignored them. He knew his idea was a good one and he had the



determination, energy,
and persistence to pursue
it despite what anyone
said.

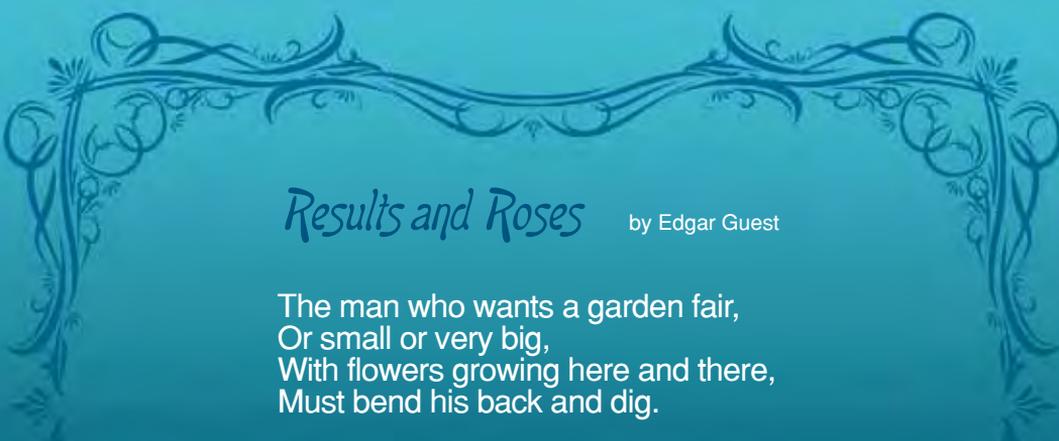
He worked long and
hard, and within a year,
he had made enough
money to expand. Ten years later, there
were 80 Kinko's stores in college towns
all around the country. In another ten
years (1990), that number expanded
exponentially to 420 stores. Just seven
years later, the stores doubled again to
840!

This curly-headed kid with severe
learning disabilities had built himself
a hugely successful business simply

by seeing a need and filling it. He
understood his limitations, so he hired
great people to do all the things he
couldn't. He was the idea man—he hired
others to execute his plans.

Paul Orfalea went on to establish the
Orfalea Family Foundation to support
causes he's passionate about, and in
2005 co-authored a successful book to
share his story and inspire others with
learning disabilities. (Copy This!—
Lessons from a hyperactive dyslexic
who turned a bright idea into one of
America's best companies.)

Finally, in 2004, Paul sold Kinko's
to FedEx for \$2.4 billion. Not bad for a
guy who can't read or write very well. 🍌



Results and Roses

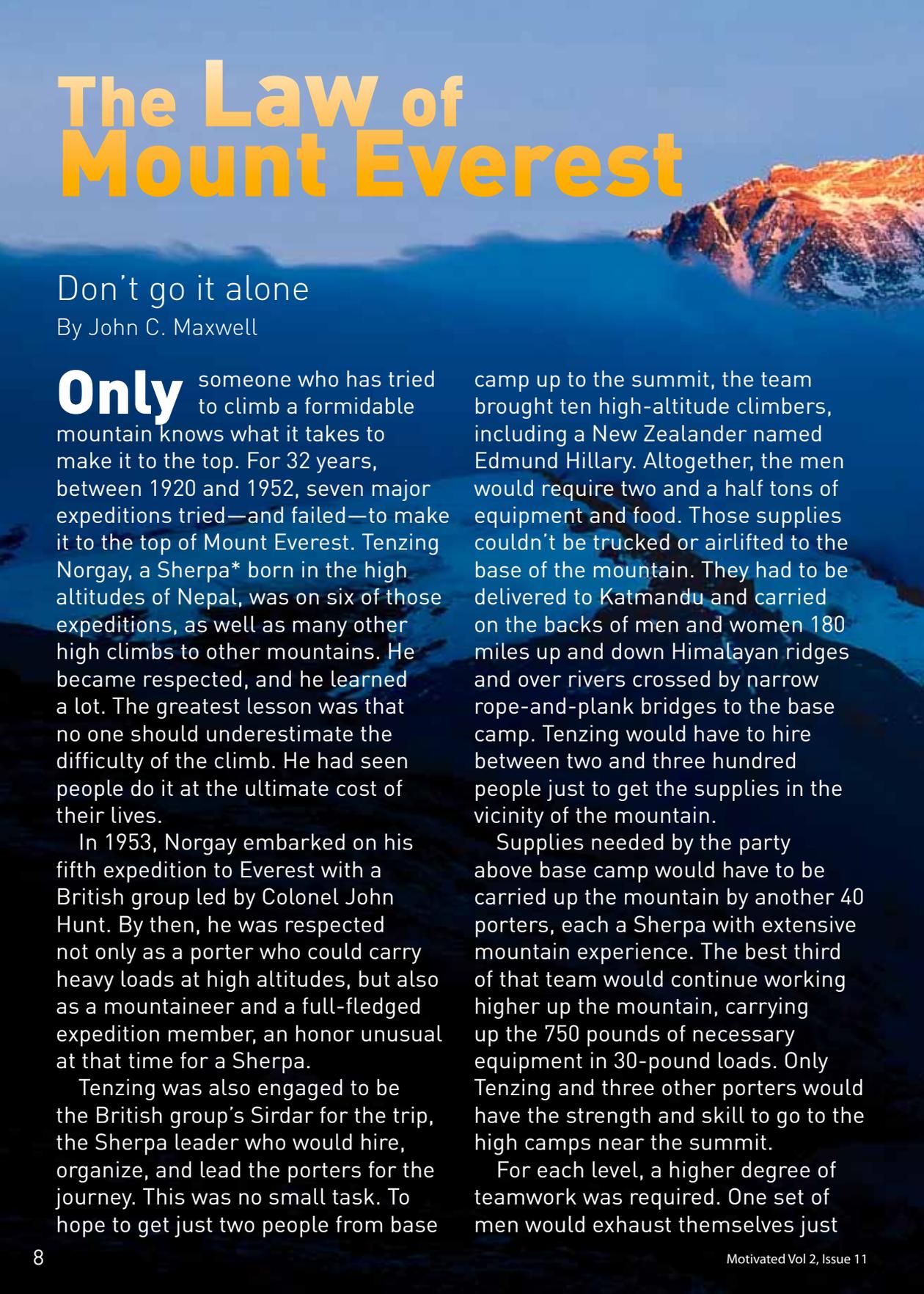
by Edgar Guest

The man who wants a garden fair,
Or small or very big,
With flowers growing here and there,
Must bend his back and dig.

The things are mighty few on earth
That wishes can attain.
Whate'er we want of any worth
We've got to work to gain.

It matters not what goal you seek
Its secret here reposes:
You've got to dig from week to week
To get Results or Roses.

The Law of Mount Everest



Don't go it alone

By John C. Maxwell

Only someone who has tried to climb a formidable mountain knows what it takes to make it to the top. For 32 years, between 1920 and 1952, seven major expeditions tried—and failed—to make it to the top of Mount Everest. Tenzing Norgay, a Sherpa* born in the high altitudes of Nepal, was on six of those expeditions, as well as many other high climbs to other mountains. He became respected, and he learned a lot. The greatest lesson was that no one should underestimate the difficulty of the climb. He had seen people do it at the ultimate cost of their lives.

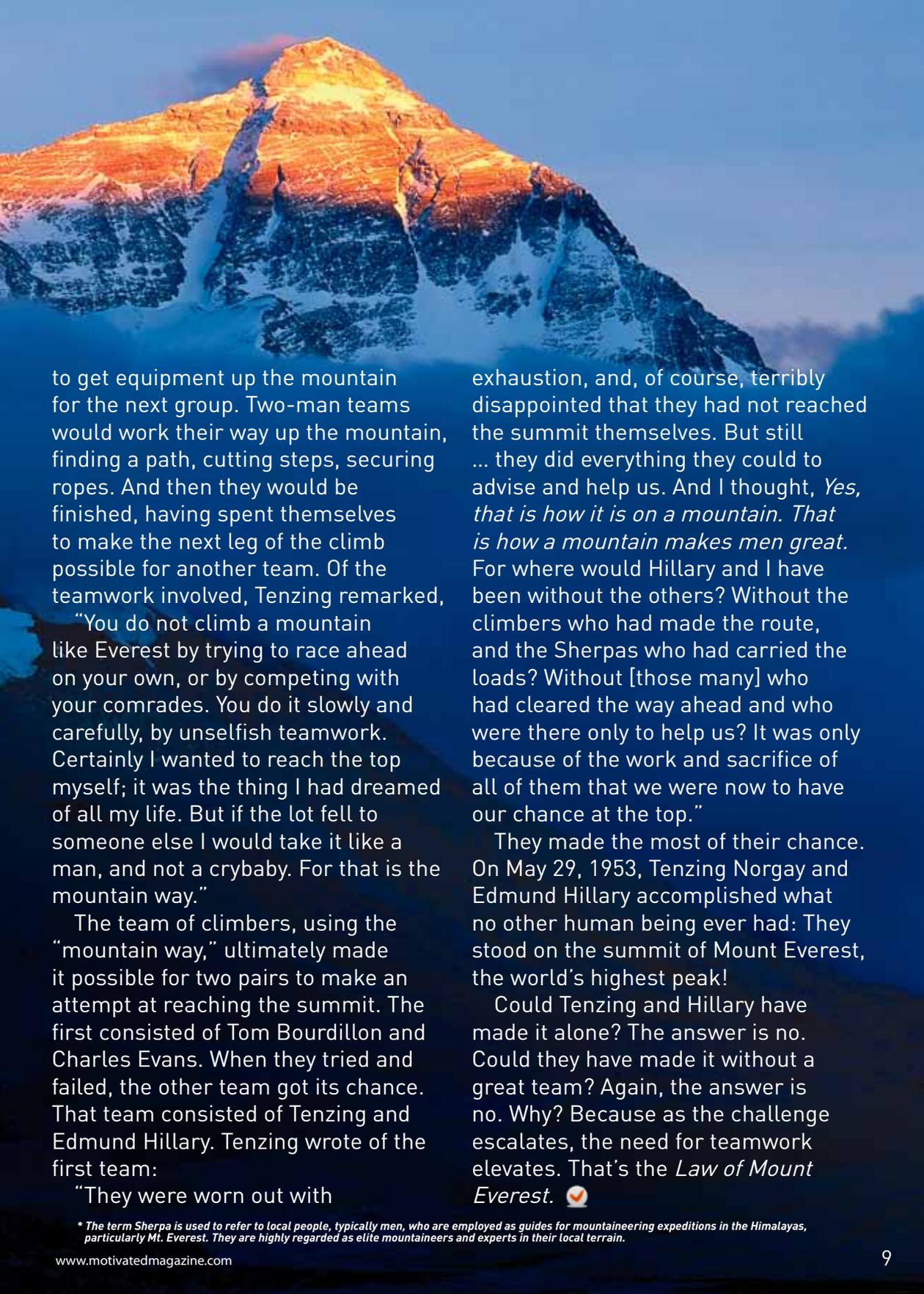
In 1953, Norgay embarked on his fifth expedition to Everest with a British group led by Colonel John Hunt. By then, he was respected not only as a porter who could carry heavy loads at high altitudes, but also as a mountaineer and a full-fledged expedition member, an honor unusual at that time for a Sherpa.

Tenzing was also engaged to be the British group's Sirdar for the trip, the Sherpa leader who would hire, organize, and lead the porters for the journey. This was no small task. To hope to get just two people from base

camp up to the summit, the team brought ten high-altitude climbers, including a New Zealander named Edmund Hillary. Altogether, the men would require two and a half tons of equipment and food. Those supplies couldn't be trucked or airlifted to the base of the mountain. They had to be delivered to Katmandu and carried on the backs of men and women 180 miles up and down Himalayan ridges and over rivers crossed by narrow rope-and-plank bridges to the base camp. Tenzing would have to hire between two and three hundred people just to get the supplies in the vicinity of the mountain.

Supplies needed by the party above base camp would have to be carried up the mountain by another 40 porters, each a Sherpa with extensive mountain experience. The best third of that team would continue working higher up the mountain, carrying up the 750 pounds of necessary equipment in 30-pound loads. Only Tenzing and three other porters would have the strength and skill to go to the high camps near the summit.

For each level, a higher degree of teamwork was required. One set of men would exhaust themselves just



to get equipment up the mountain for the next group. Two-man teams would work their way up the mountain, finding a path, cutting steps, securing ropes. And then they would be finished, having spent themselves to make the next leg of the climb possible for another team. Of the teamwork involved, Tenzing remarked,

“You do not climb a mountain like Everest by trying to race ahead on your own, or by competing with your comrades. You do it slowly and carefully, by unselfish teamwork. Certainly I wanted to reach the top myself; it was the thing I had dreamed of all my life. But if the lot fell to someone else I would take it like a man, and not a crybaby. For that is the mountain way.”

The team of climbers, using the “mountain way,” ultimately made it possible for two pairs to make an attempt at reaching the summit. The first consisted of Tom Bourdillon and Charles Evans. When they tried and failed, the other team got its chance. That team consisted of Tenzing and Edmund Hillary. Tenzing wrote of the first team:

“They were worn out with

exhaustion, and, of course, terribly disappointed that they had not reached the summit themselves. But still ... they did everything they could to advise and help us. And I thought, *Yes, that is how it is on a mountain. That is how a mountain makes men great.* For where would Hillary and I have been without the others? Without the climbers who had made the route, and the Sherpas who had carried the loads? Without [those many] who had cleared the way ahead and who were there only to help us? It was only because of the work and sacrifice of all of them that we were now to have our chance at the top.”

They made the most of their chance. On May 29, 1953, Tenzing Norgay and Edmund Hillary accomplished what no other human being ever had: They stood on the summit of Mount Everest, the world’s highest peak!

Could Tenzing and Hillary have made it alone? The answer is no. Could they have made it without a great team? Again, the answer is no. Why? Because as the challenge escalates, the need for teamwork elevates. That’s the *Law of Mount Everest.* 🏔️

* The term *Sherpa* is used to refer to local people, typically men, who are employed as guides for mountaineering expeditions in the Himalayas, particularly Mt. Everest. They are highly regarded as elite mountaineers and experts in their local terrain.

Confident Children

By Alex Peterson, adapted

PARENTING
FROM THE HEART



Parents who are concerned about their children's progress at each stage of their development, as nearly all parents are, need to realize what an important role a child's self-image plays toward that end. Children with positive feelings about themselves are far more likely to succeed.

Children make their first judgments about themselves and their abilities in the context of their home. Parents can find opportunities every day to develop their children's self-confidence, which in the end will help them grow into well-adjusted, well-rounded adults.

Problem solving

Parents are often amazed to discover how capable and resourceful their children are in solving their own problems, with a little guidance. All children encounter problems. That is a necessary part of growing up. It is through dealing with such challenges that they learn problem-solving skills that are essential for success in life. It takes time and patience to help children learn to solve their own problems, but it is a wise investment that will pay big dividends when their children get older, their problems become more complex, and the stakes are higher.

One tendency of parents is to be too quick to fix the problem or provide the answer. That may meet the immediate need, but it hinders the learning process. It's like the saying: *Give a man a fish and you feed him for a day; teach a man to fish and you feed him for life.* Teaching problem-solving is more important and more beneficial in the long run than providing solutions. Helping children work through their problems also shows that you have faith in them, which boosts their confidence and self-esteem.

Insecurity issues

No matter how much parents love their children and try to meet their needs, situations will come up that cause the children to feel insecure, and insecurity is often reflected in behavioral problems.

Bad behavior needs to be corrected, but unless the parent understands what prompted it, the correction may hinder more than help. Was the misbehavior the result of natural childish experimentation—a bad idea that seemed good or fun at the time? Or was it the result of insecurity—trying to fit in, impress, or win new friends after moving to a new neighborhood or changing schools, for example? Bad behavior is only a symptom, so correction alone is like lopping off the top of a weed; it will soon be back. Parents need to identify and go to work on the root of the problem, the underlying cause.

Depending on the age and maturity level of the child, try to help the child come to his or her own conclusions by approaching it from the problem-solving angle. That may not be easy in the heat of the moment, but remember, the goal is to correct the problem, not to punish the child. By making a clear distinction between the problem and the child and then involving the child in turning the problem situation into a learning situation, it is possible to build rather than undermine self-esteem, even in what might otherwise seem like an impossibly negative situation.

Cultivate mutual respect

Mutual respect strengthens the bond of love in a parent-child relationship. It also engenders unity, obedience, and appreciation.

Respect within a family is manifested through consideration, understanding, thoughtfulness, a willingness to listen, and loving communication. And it works both ways; if you want your children to show you respect, show them respect.

Ways that you can show your children respect include:

- Treating each child as an individual
- Being sensitive to their feelings; putting yourself in their position
- Not belittling them or using sarcasm when they falter
- Not intentionally embarrassing them
- Asking and suggesting, rather than giving commands
- Paying attention when they speak and hearing them out; not being too quick to provide your perspective
- Treating them as though they were slightly more mature than they actually are
- Giving their ideas serious consideration; thinking in terms of how you can help their ideas to work

Positive reinforcement

Praise is a superior motivator. Children thrive on praise. It's more important and more beneficial to praise a child for good behavior than it is to scold for bad behavior.

There are times when admonitions and correction are needed, but by learning to preempt problem situations with praise and other positive reinforcement, you will build self-esteem in your children and find yourself less discouraged, exhausted, and frustrated at the end of the day. It's a win-win parenting strategy.

The more you focus on the positive, the more things you will find to praise your child for and the less you will have to deal with bad behavior. Praise encourages actions that warrant more praise.

Be consistent, be sincere, and be creative—but be believable. For example, if the child tries to do something new with disastrous results, commend the effort, not the outcome. Or if the ill-fated attempt was meant to be a surprise for you, commend the thoughtfulness. Always accentuate the positive, and make the good memorable. 🍌



The path of most persistence

There will always be those who will tell you it can't be done, but throughout history, progress has always come from those who said it could be done.

—*Mottos for Success (MFS)*

The people who accomplish the most do so not because they never run into problems, but because they believe there is a solution for everyone.

—*MFS*

The great men and women of history are remembered not because they never failed, but because they didn't let their failures stop them. They kept on until they succeeded.

—*MFS*

No one can harvest glory on a bed of feathers. —*Author unknown*

A single stroke of an axe won't bring down an oak, but many will.

—*Spanish proverb*

The creative spirit demands persistence. —*Author unknown*

Success is like buried treasure: Only the most believing and persevering find it.

—*MFS*

Defeat is simply a signal to press onward. —*Helen Keller*

Good luck is another name for tenacity of purpose.

—*Ralph Waldo Emerson*

Patience and perseverance surmount every difficulty.

—*Anonymous*

Success should be measured not so much by the position that one has reached in life as by the obstacles one overcame. —*B. T. Washington*

Whoever follows patience, success will follow him. —*Author unknown*