

THE POWER OF YOU



PROPER™

Focused
Advisory

Presented by Lawrence J. Burns



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@larryburns

Almost every successful person begins with two beliefs:

1) the future can be better than the present, and

2) I have the power to make it so.

The Power of a Brand



YOU: The Brand

THERE ARE FEW THINGS IN LIFE
WE CAN CONTROL. YOUR
PERSONAL BRAND IS ONE.

DISCOVER WHAT MAKES
YOU SPECIAL

COMMUNICATE YOUR
VALUES, GOALS AND PURPOSE

OWN IT!



YOU: The Brand



POSITIVE
MIND

POSITIVE
VIBES

POSITIVE
LIFE

When you begin to see your worth,
you'll find it hard to stay around those who don't.

YOU: The Brand

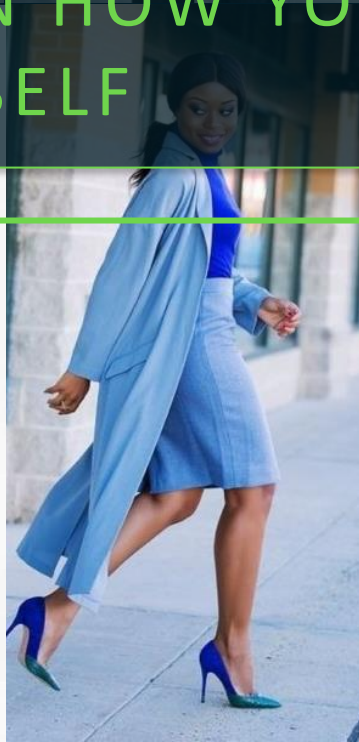
TRAITS OF LIKEABLE PEOPLE

1. Genuinely interested in other people
2. Smile at others
3. Remember others' names
4. Listen
5. Talk in terms of others' interests
6. Sincerely make others feel important





STYLE IS PERSONAL
THERE IS CREDIBILITY IN HOW YOU
PRESENT YOURSELF



“People are put into
your life for seasons,
different reasons and
to teach you
lessons.”

-Selena Gomez



YOU: The Business

YOUR LIFE IS YOUR BUSINESS

IT'S TIME TO MANAGE IT
LIKE A CEO

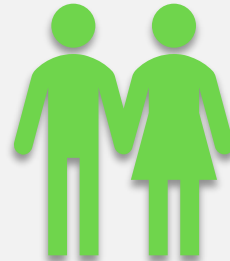
YOU: The Business

The people with whom you associate will, in large measure, determine the level of your success or failure in life.

PERSONAL BOARD OF DIRECTORS



Financial Planner



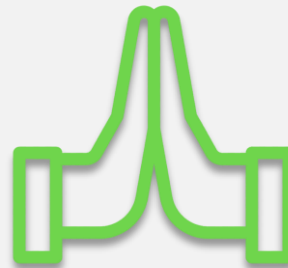
Family Member



Professional Mentor



Trusted Friend



Spiritual Coach

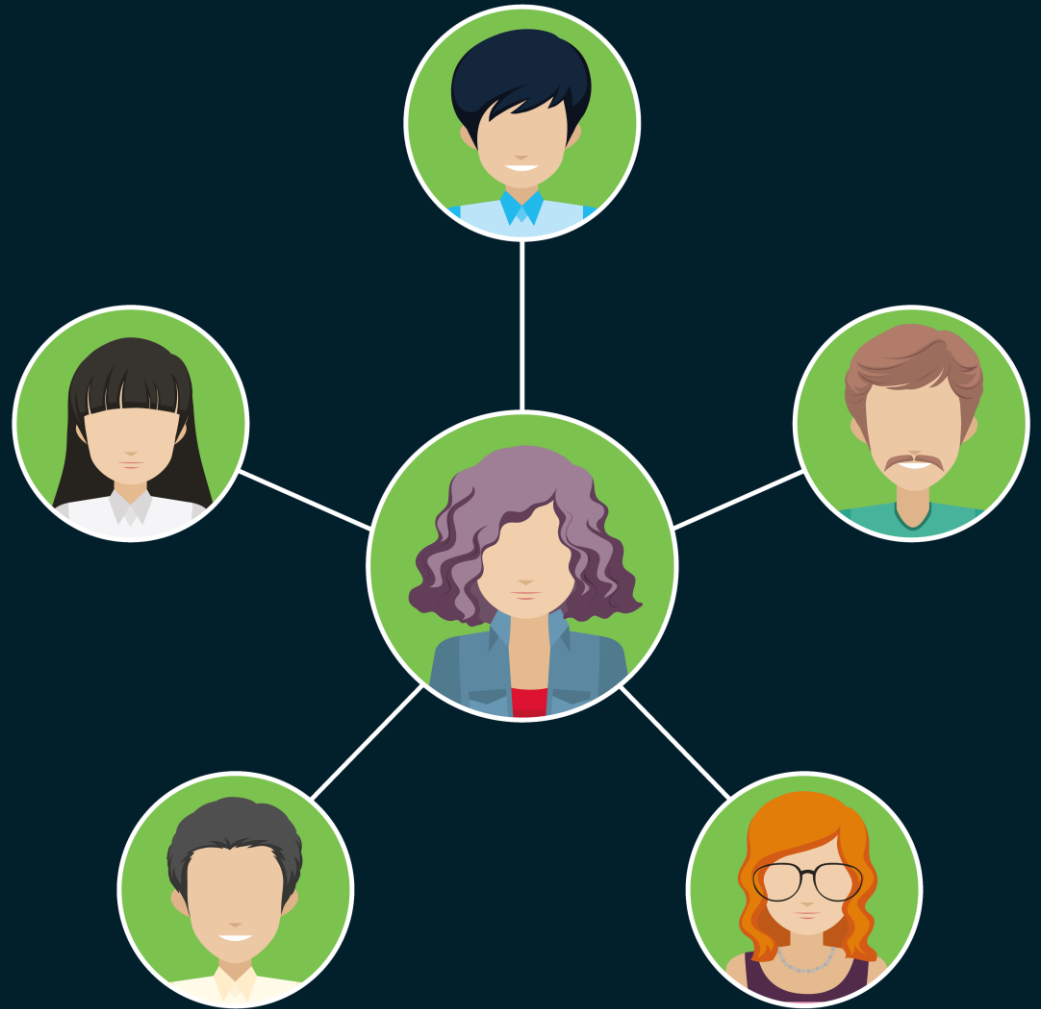


Legal Counsel

YOU: The Business

THERE ARE THREE TYPES
OF PEOPLE IN YOUR LIFE

1. Those who helped you in difficult times
2. Those who left during difficult times
3. Those who caused you difficult times



PEOPLE INSPIRE YOU OR DRAIN YOU.
KEEP THOSE CLOSE WHO MAKE YOU BETTER.

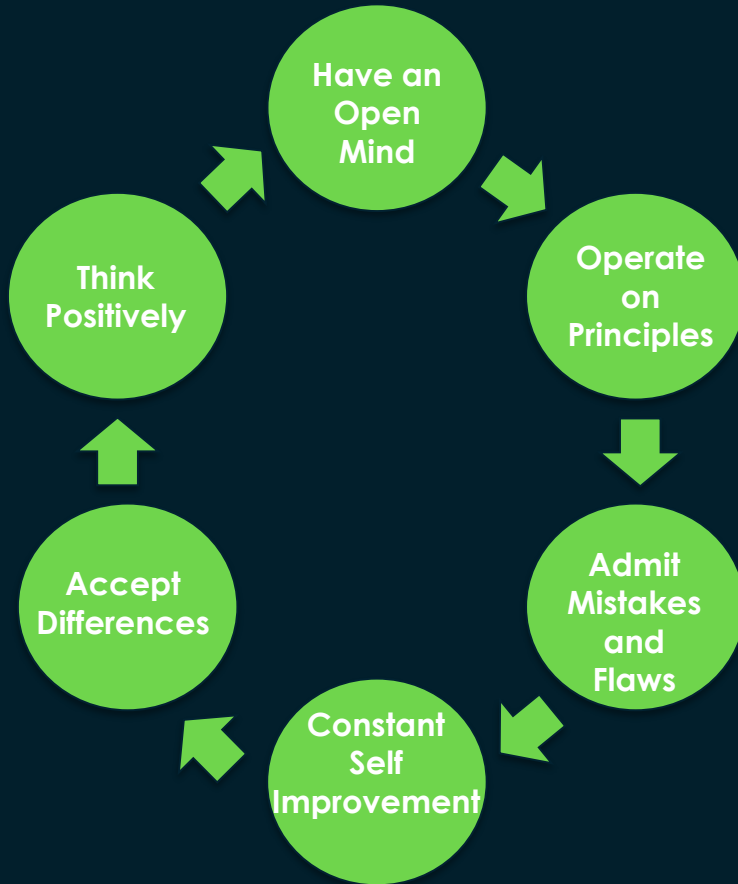
“You don’t become
what you want, you
become what you
believe.”

-Oprah Winfrey



GROWTH = SUCCESS

BUILD YOUR CONFIDENCE



GROWTH = SUCCESS

Be addicted to bettering yourself.

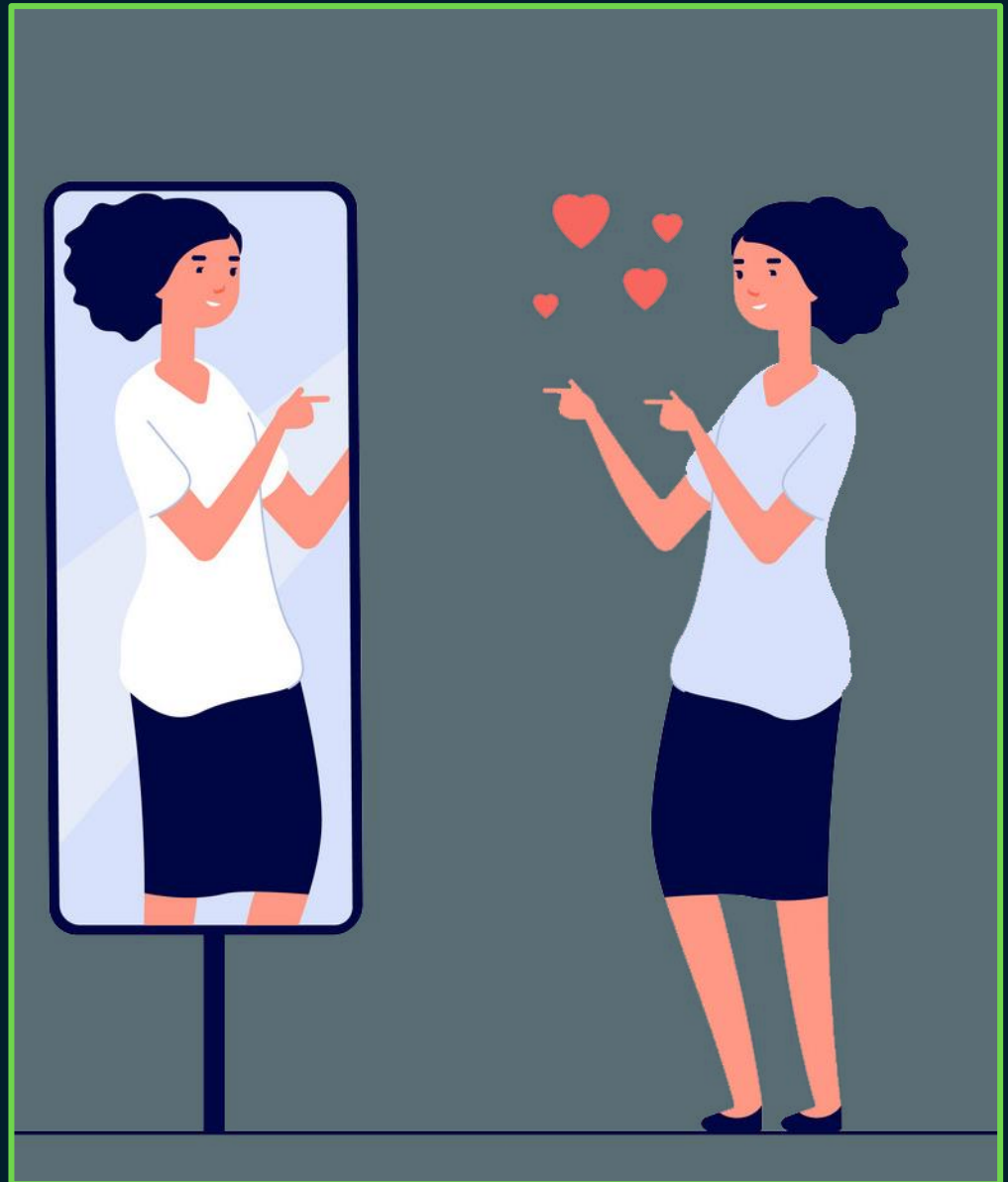
- Learn from failure
- Prioritize your goals and health
- Pursue your own path
- Be curious, ask questions
- Listen
- If you're not early, you're late



GROWTH = SUCCESS

Try each of these
for **ONE** month...

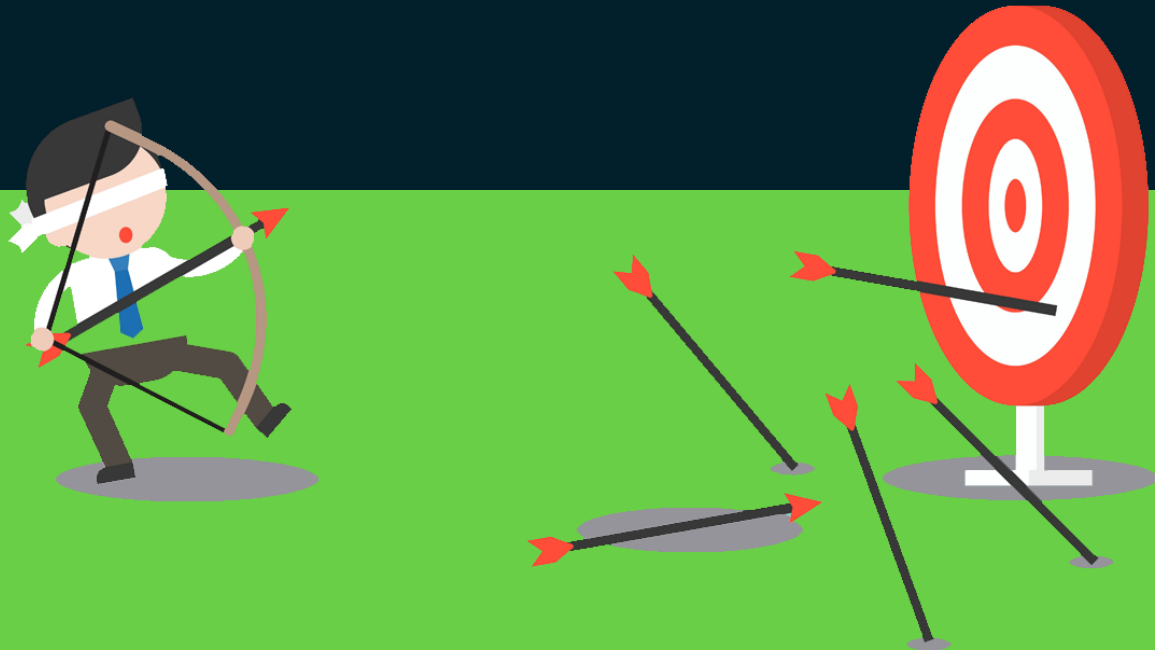
- Don't complain, appreciate how lucky you are
- Get off the phone and live in the real world, become observant
- Pick a skill you want to develop and put effort into it
- Commit to the goals you set and don't look back
- Start writing every single day to collect your ideas
- Devote at least 30 minutes per day to reading
- Fail forward - learn from every mistake



LIFE'S CHALLENGES

The harder your life,
the more obstacles you've had,
the better prepared you are for life.

You will never meet a strong person
with an easy past.



RESILIENCE

- You can overcome challenges.
- Learn from your setbacks.
- Keep a positive outlook.
- Obstacles are part of your success!

Rose Hollerman

Gold Medalist, 2016 Paralympian -Women's Basketball

It doesn't matter where you came from.
It matters where you're going.



EMBRACE YOUR GUARDIAN ANGELS



THANK YOU

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