

GPS for Success: Skills, Strategies, and Secrets of Superachievers

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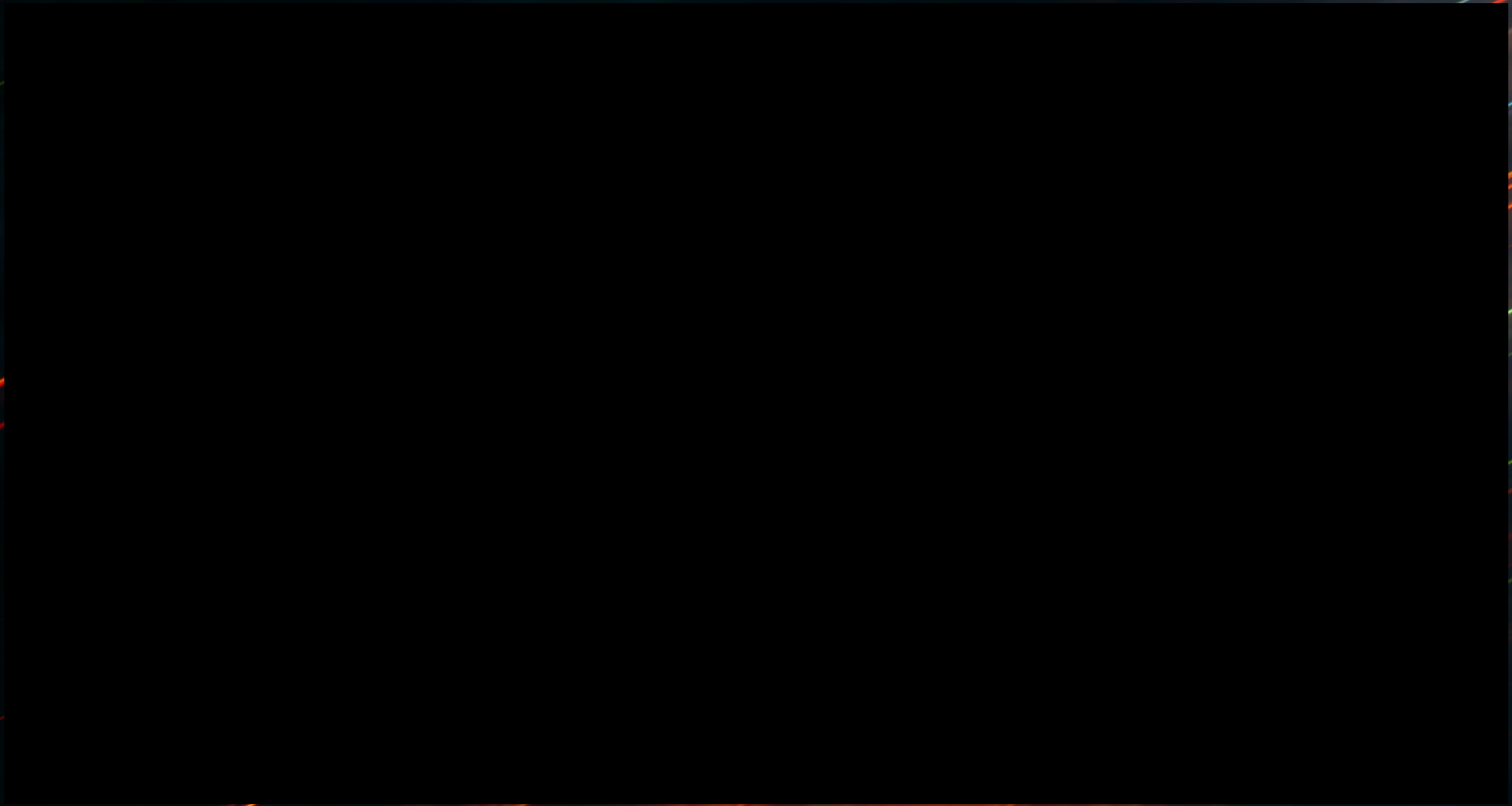
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No Disclosures

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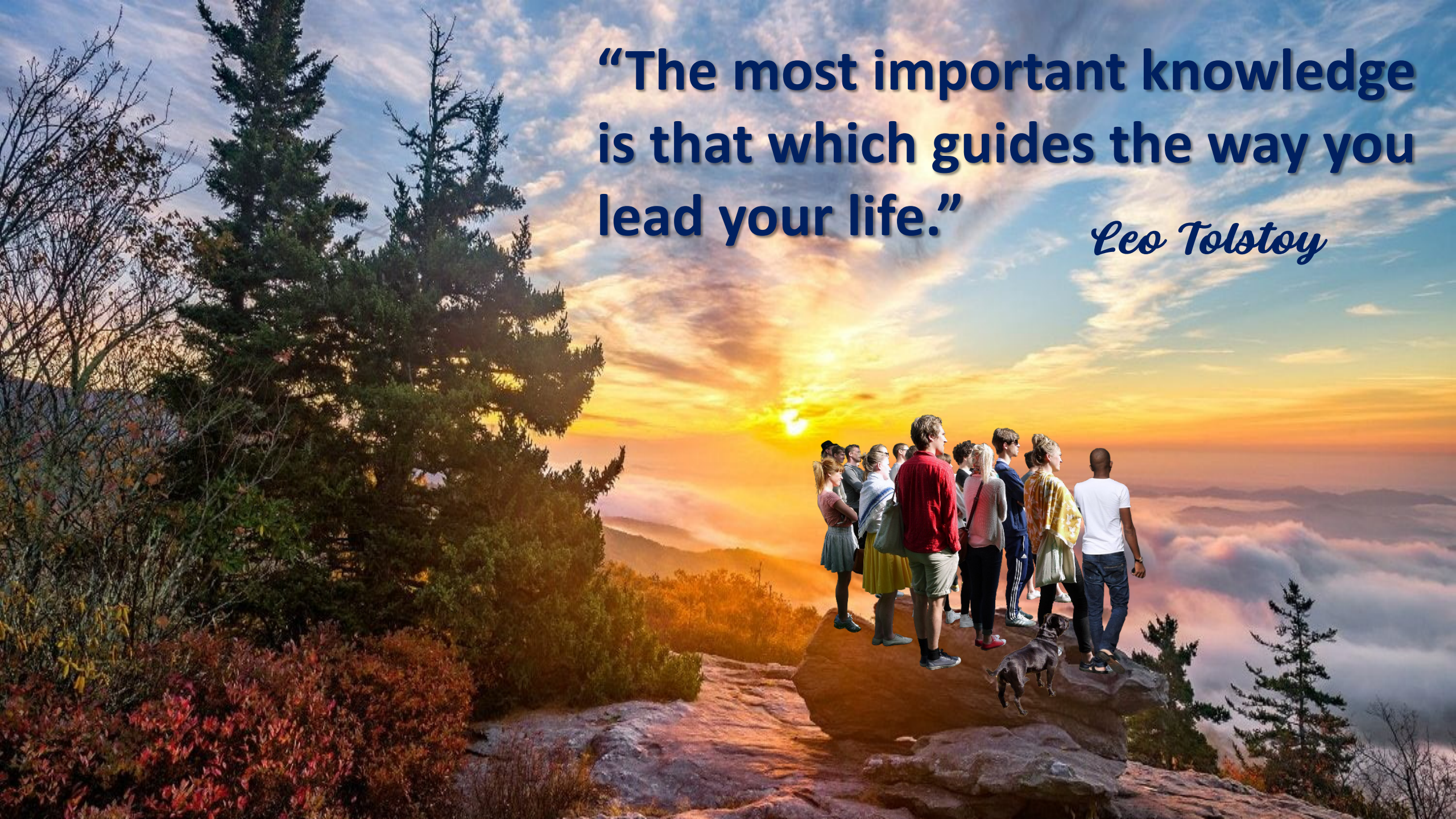


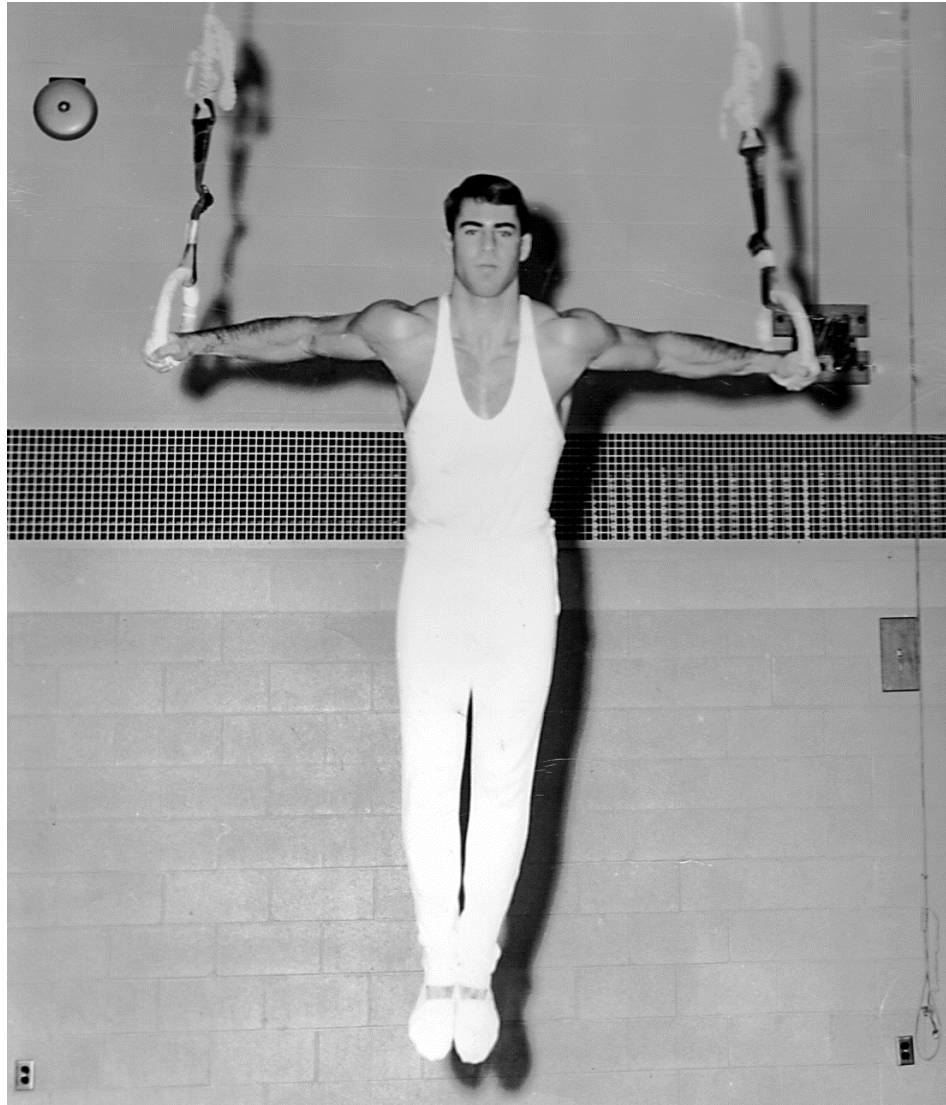




**“The most important knowledge
is that which guides the way you
lead your life.”**

Leo Tolstoy





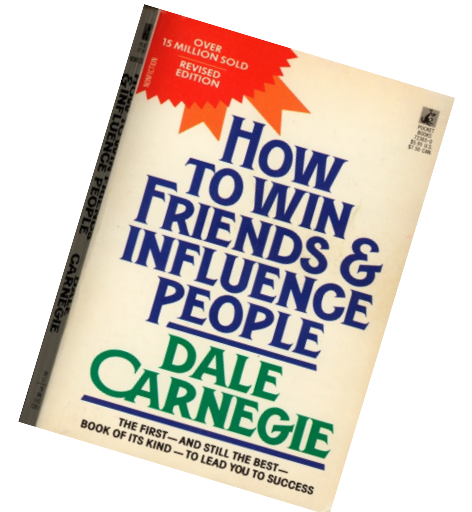
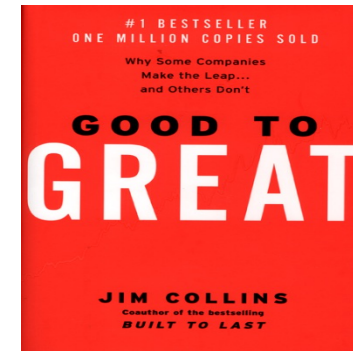
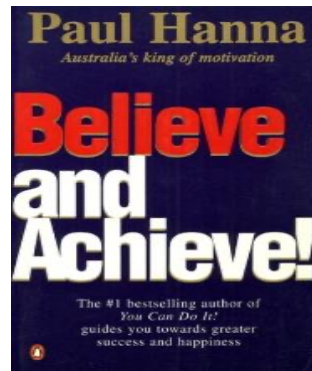
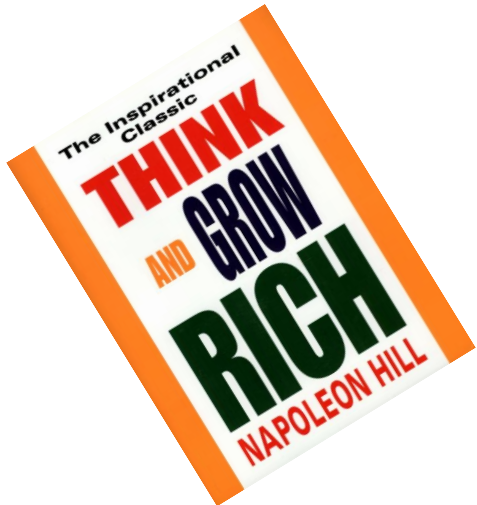
My Life Aspirations in 1967

Kent State University, Oct.12, 1967

Peter Drucker's Recommendation: Find a Secondary Pursuit—and Make it more than just a Hobby

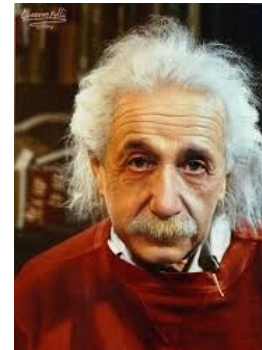
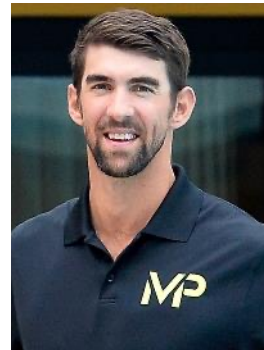
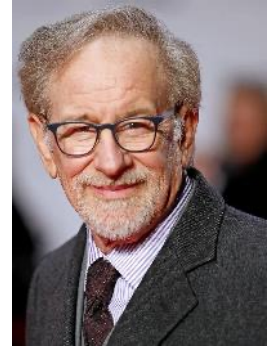
Why do some people thrive, while others seem to tread water and merely survive ?

Leadership, professional, and financial opportunities don't just happen. YOU CREATE THEM.

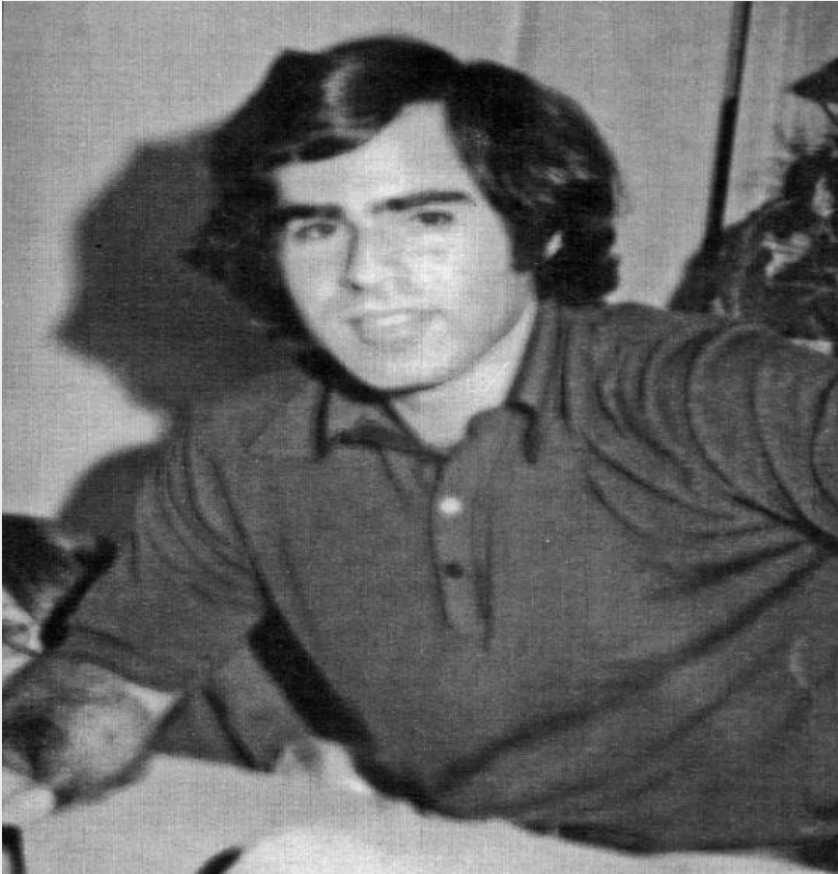


“You are your own fortune cookie”

Regardless of the field, everybody would love to be in the top of their class. I'm going to tell you how, based on....



What I Learned on the Road to Success ? Research, Personal Experiences and Inspirational Stories....



50 Years 
45 minutes



“If you want the rainbow, you’ve got to put up with the rain.”

Dolly Parton

“Experience is often the most valuable thing you have to offer.”

Randy Pausch

Forerunners of Success: Qualities to Embrace ?

Many people believe: if you are successful, you'll be happy, optimistic, and grateful. *But compelling research suggests that the reverse is true.* Individuals who score high on optimism/happiness scales are the most successful in every field. Moreover, people who believe that good things invariably happen to them find that future opportunities arise. Finally, whoever exemplifies gratitude will attract more to be grateful for.

Happiness + Optimism + Gratitude → Future Success

LAW OF ATTRACTION---You become/attract what you think about often (i.e., daily).

The Practice of Gratitude: An Infallible Law of the Universe

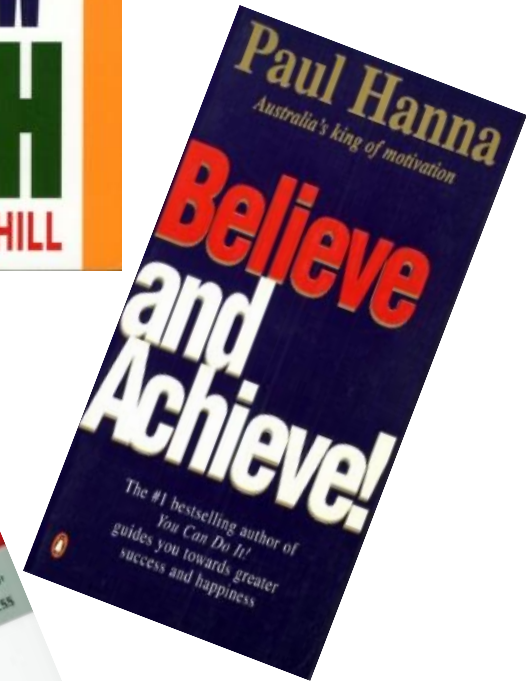
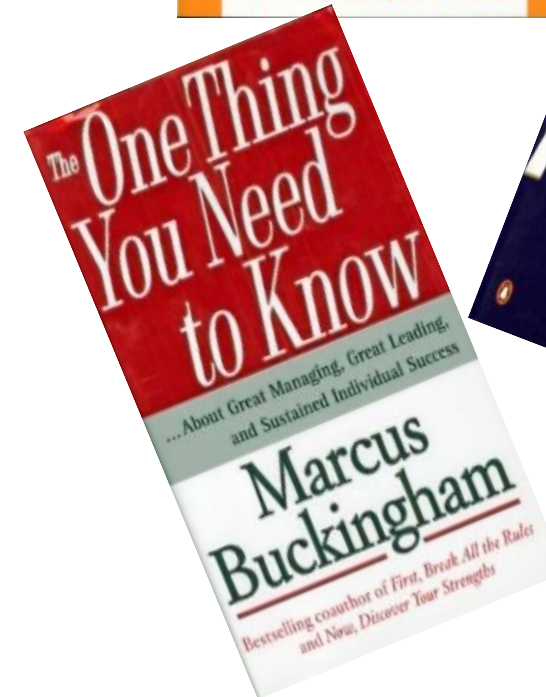
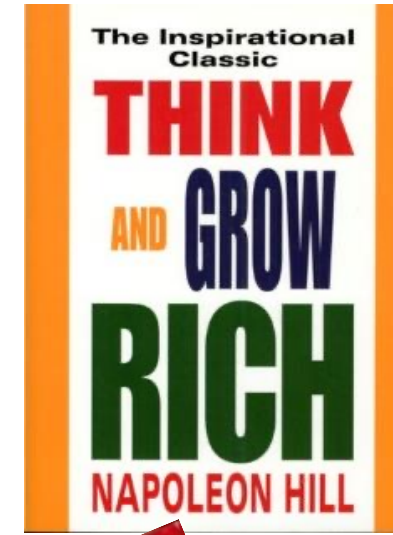
“I started out giving thanks for small things, and the more thankful I became, the more abundance I experienced. That’s because what you focus on expands, and when you focus on the goodness in your life, you create more of it. Opportunities, relationships, even money flowed my way when I learned to be grateful for whatever happened in my life.”

Oprah Winfrey (B. 1954)
Media Personality and Businesswoman



Outline

- 3 Foundational factors
- 9 Behavioral skills for success
- Additional strategies: heighten your visibility, commit to never-ending improvement, exceed people's expectations, strive for greater rewards, organizational membership, how to increase your productivity, do more than you're paid to do, give back
- Some final thoughts....



Roadmap for Success: The Big 3 Foundational Factors



Setting yourself apart from the croud

#1 Love what you do!



“The only way to do great work is to love what you do. If you haven’t found it yet, keep looking.”

Steve Jobs (1955- 2011)

#2 Take 100% responsibility for your life

The “10” Most Empowering Two Letter Words ?

**“If It Is To Be,
It Is Up To Me.”**

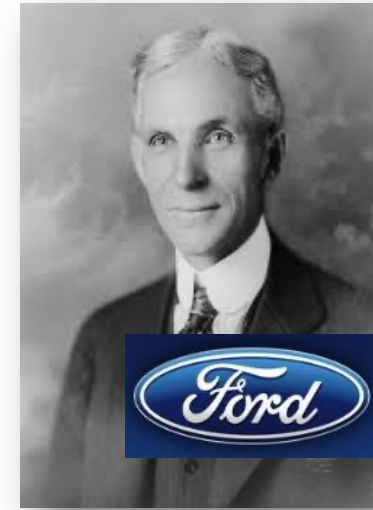
#3 Focus on serving others: the rewards will come



**Ray
Kroc**



**Walt
Disney**



**Henry
Ford**

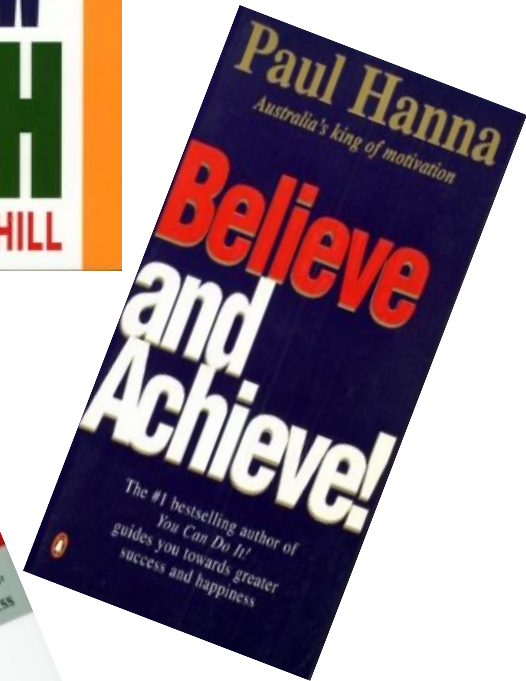
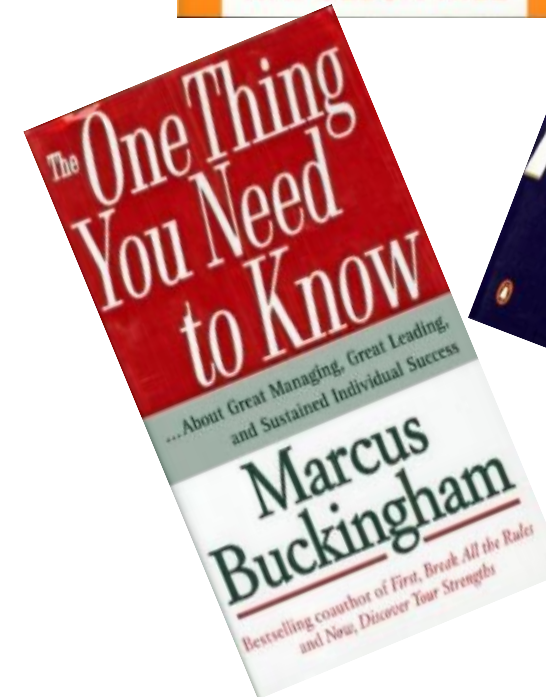
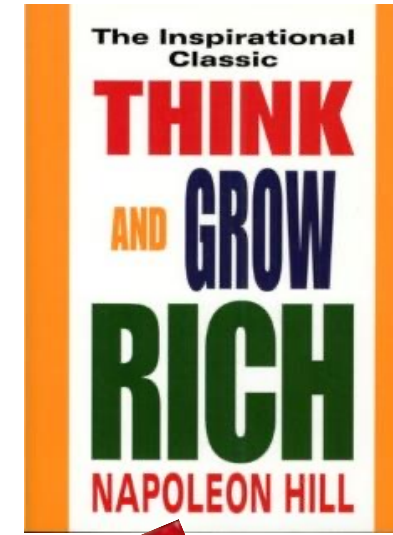
“You can get anything you want in life, if you help enough other people get what they want.”

Zig Ziglar

Tolstoy Quote

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Nine Steps on the Road to Success

Be an Optimist – Look for the
“Good” in People and Situations

1

Look for the 'Good' in Everything that Life Throws at You...



An American shoe company sent two salesmen to the Australian outback. They wanted to find out whether there was any market for shoes among the Aborigines. They received telegrams from both salesmen. The first said, "No business here. The natives don't wear shoes." But the second telegram proclaimed, "Great opportunity here. The natives don't wear shoes."

How Do You Read This ?

O P P O R T U N I T Y
I S N O W H E R E

Steps on the Road to Success

2

**Be a Goal Setter:
Program Your GPS**

Classic Gifted Children Study: A Serendipitous Finding ?

1,528 children (IQ~genius)
Studied relationship between
IQ and achievement

Major Findings

- IQ **NOT** the major ingredient
- Three predictors of success
 - Self-confidence
 - Perseverance
 - **Tendency to set goals in writing (#1)**



* Dr. Lewis Terman, Stanford University, 1921

The Single Idea For Which A Man Was Paid \$25,000

"Write down the 6 most important things you had to do tomorrow. Prioritize them. Cross each one off once you've completed it. Complete unfinished items first the next day, and start the next 6."

Ivy Lee*



** Summoned by Charles M. Schwab, president Bethlehem Steel, 1918*

Steps on the Road to Success

3

Be Proactive: Just Do It!

“Your life is a direct result of what you DO - not necessarily what you say you’re going to do.” Art Williams

Contemplators Personified



HELL . . . I'M GOING IN!

The Law of GOYA

“

”

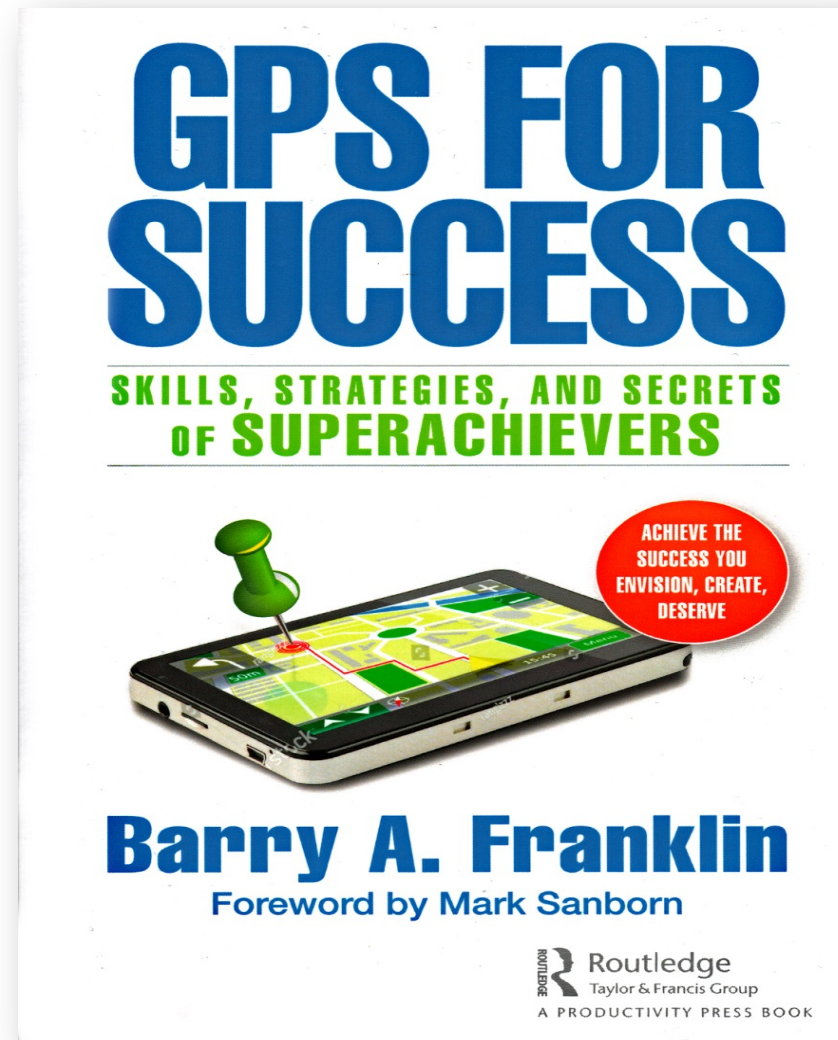
Get Off Your Ass

Tommy Hopkins

Do something every day that moves you toward your goals and dreams.

The Universe Rewards Action!

Who wants a free copy of my book ?



Take Action! The #1 Success Strategy

Steps on the Road to Success

4

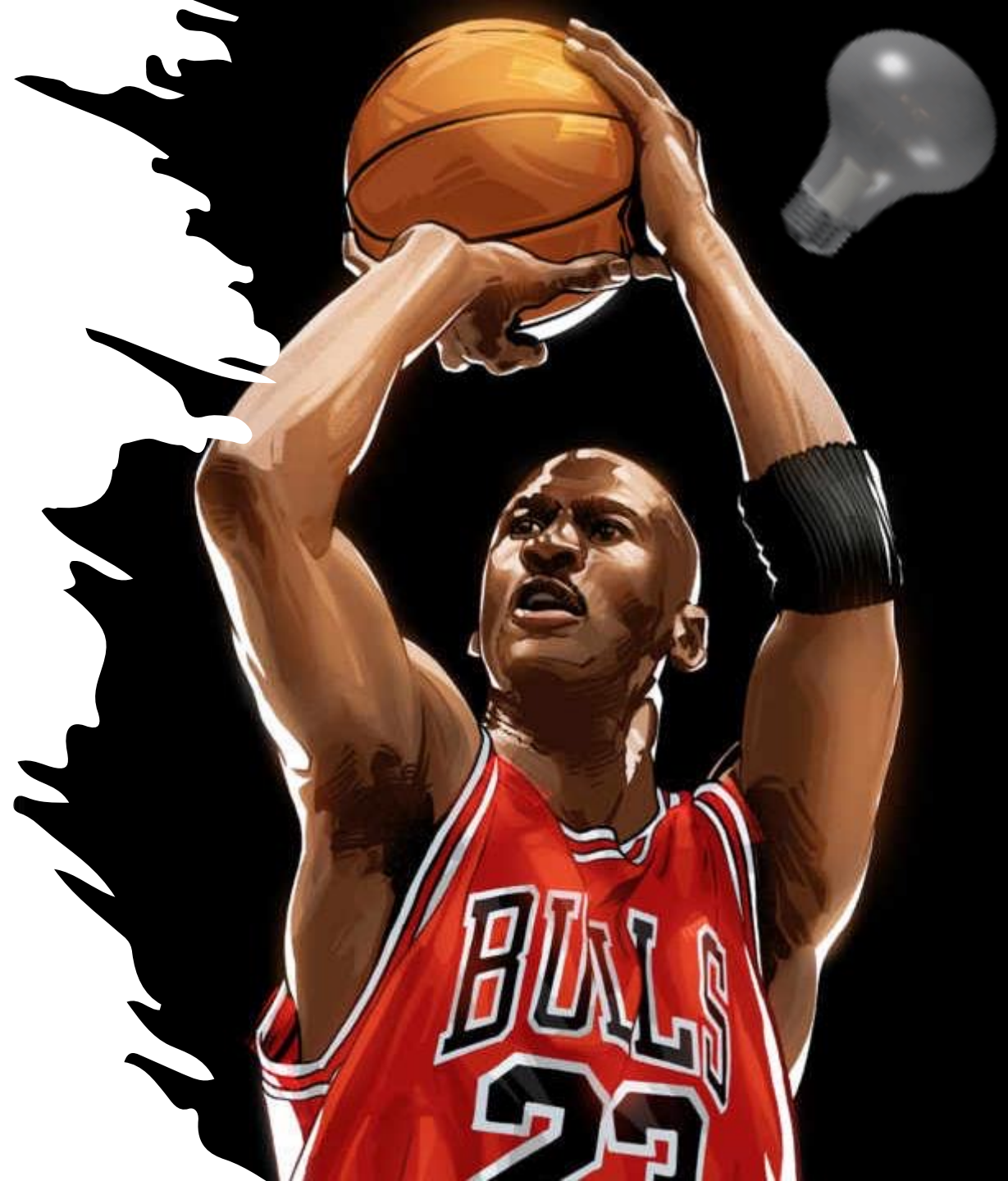
Be Persistent: Overcome Setbacks that Line the Road to Success

Persistence & Tenacity Pays

- Thomas Edison had thousands of learning experiments before inventing the light bulb.
- Abraham Lincoln lost eight elections before becoming president.
- Colonel Sanders had more than 1,000 rejections before he sold his first chicken recipe.
- Theodor Geisel's (Dr. Seuss) first book was turned down by 28 publishers.

“I have missed more than 9,000 shots in my career. I have lost almost 300 games. On 26 occasions, I have been entrusted to take the game-winning shot, and I missed. I have failed over and over again in my life. And that’s precisely why I succeed.”

Michael Jordan



Benefits of Failure

“I think it fair to say that by any conventional measure, a mere 7 years after my graduation day, I had failed on an epic scale. An exceptionally short-lived marriage had imploded, and I was jobless, a lone parent, and as poor as it is possible to be in modern Britain, without being homeless.”



“I had an old typewriter and a big idea.....”

Excerpted from J.K. Rowling's Commencement Speech
at Harvard University, 2008



Steps on the Road to Success

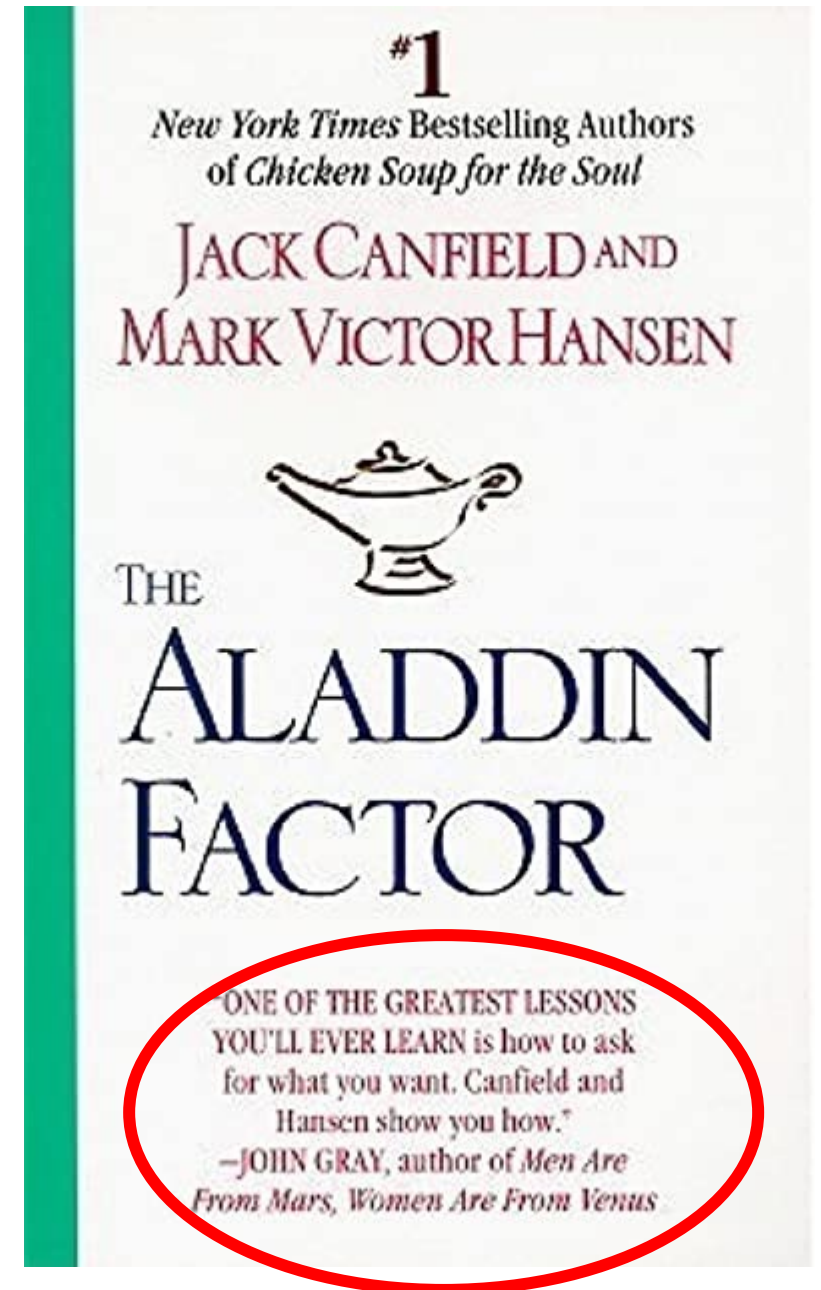
5

Ask for What You Want: Reject Rejection

The Aladdin Factor

“You’ve got to ask! Asking is, in my humble opinion, the world’s most powerful and neglected secret to success and happiness.”

Percy Ross
Philanthropist Multi-Millionaire



ENCOUNTERS=OPPORTUNITIES. Colleague working on something that appealed to you, ASK THEM if you could be involved.

Steps on the Road to Success

6

Be a Communicator: Improve Your Speaking and Writing Skills

Your ability to use language and the depth and breadth of your vocabulary will determine your income and future goals.

A Sign Change that Opened People's Eyes and Wallets: **Words Matter**.....



A SHORTCUT TO LEADERSHIP AND DISTINCTION ?

Decrease Your TV Time



Leaders are Readers

(Ideally at least an hour a day)



“ The person who can speak acceptably is usually given credit for an ability all out of proportion to what he/she really possesses. ”

Lowell Thomas

Steps on the Road to Success

7

**Be a Connector: The Power of Positive Associations,
Collaborations and Relationships**



Surround Yourself With High Achievers Throughout Your Career

- Early in your career work with /learn from people you'd like to emulate.
- 'Hire/recruit people who have skills and abilities that you don't have;
- Join professional organizations in your areas of interest to get to know the leaders in your field;
- Understand the multiplier effect of collaboration; and,
- Realize the "boomerang impact" of mentoring others.



Use Collaboration To Increase Your Productivity*

- One Clydesdale horse can pull 8,000 pounds.
- Two Clydesdale horses can pull 24,000 pounds.
- Two Clydesdale horses that are matched correctly and trained can pull 32,000 pounds!

*** EXAMPLES: Spielberg/Lucas; Canfield/Hansen**

Steps on the Road to Success

8



Be a People Person

People Skills → Success

When asked what one single characteristic is most needed by leaders, chief executives replied: "The ability to work with people."

What are they looking for?

"The Big 6"

- 1. Integrity - the #1 quality for success*
- 2. Give people more than they expect*
- 3. Offer colleagues/employees praise/appreciation**
- 4. Make people feel important*
- 5. Individuals who are simply nice people*
- 6. Don't tell people, show them*

* Ideally in front of others

The Likeability Factor

“It’s nice to be important but
it’s more important to be
nice.”

Shay Kennedy

American Heart Association



TAKE THE HIGH ROAD . . .



TAKE THE HIGH ROAD . . .

**Class
Act**



Best advice Warren Buffett ever received ?

Wisest Counsel Warren Buffett Ever Received?



“You can tell someone to go to hell tomorrow—you don’t give up the right. But keep your mouth shut today, and see if you feel the same way tomorrow. Then, forget about it.”

Steps on the Road to Success

9

**Be Willing to Pay the Price:
The Law of Sow and Reap**

What is the Law of Sow and Reap ?

Positive Actions Today Produce a Rich Harvest in the Future

We reap what we sow, but always more than we sow, and at a later date. In other words, to a large extent, you get back from life what you put into it – and more. Example? Plant a few pumpkin seeds.



Casino Analogy

Preparing for Success: Achievement Takes Practice

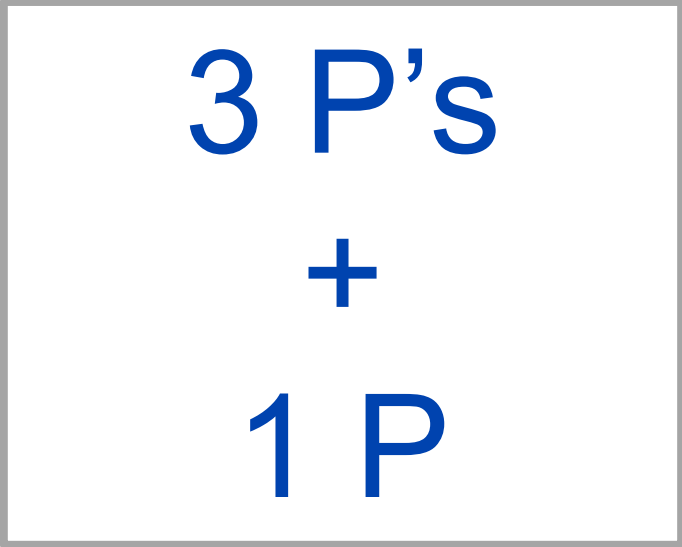
The great Italian violinist Niccolò Paganini was partway through a solo performance when one of his strings suddenly broke. Then a second string snapped, and then a third, leaving him with only a single violin string. What did he do?



The 10,000 Hour Rule: A Common Trait of Highly Successful People*

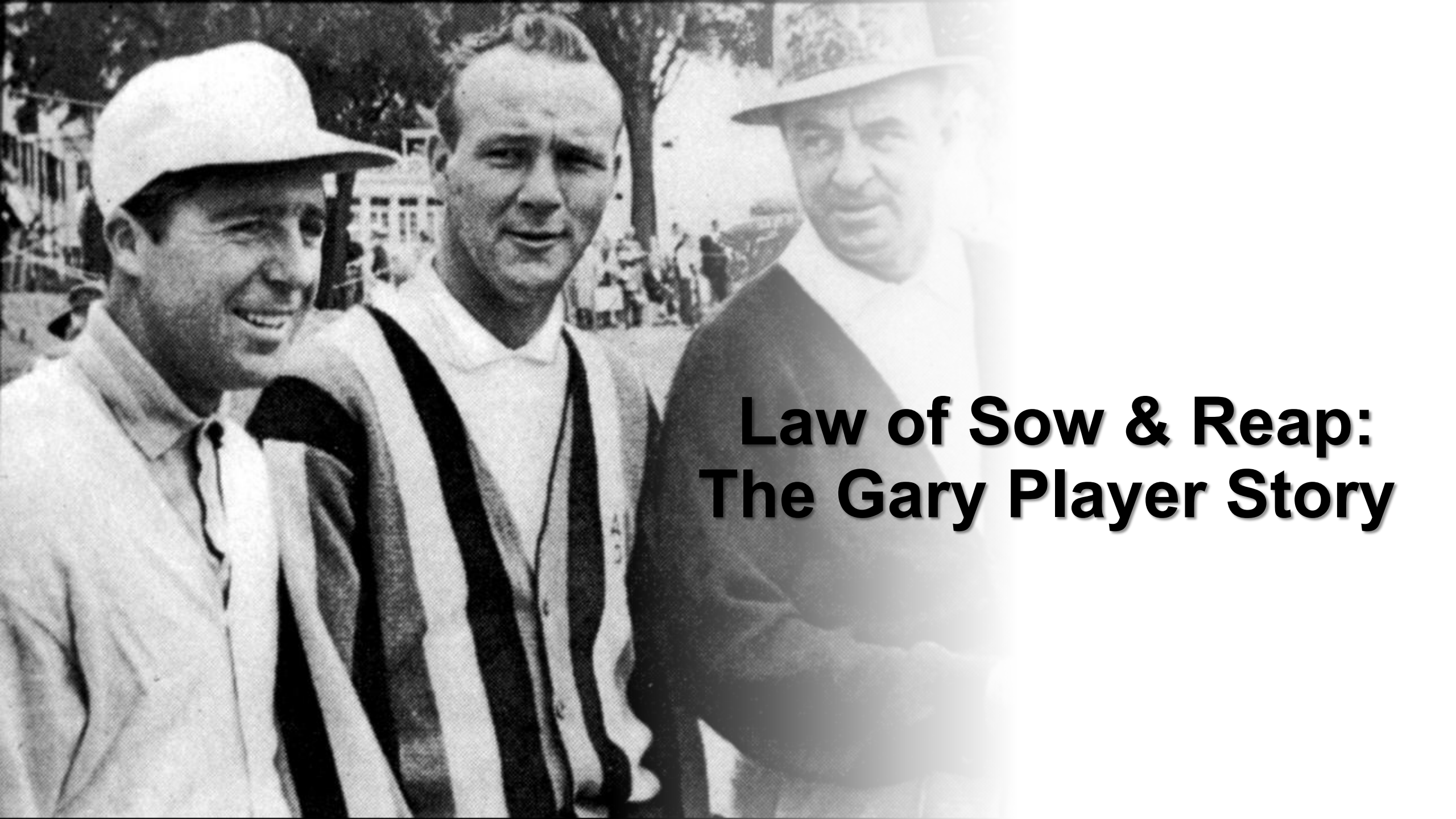
One thing that seemed to be clear was that in order to be successful in anything, you need to put in 10,000 hours of work.

Malcolm Gladwell
“Outliers” author



3 P's
+
1 P

Prepare, prepare, prepare, + prepare (one more time).



Law of Sow & Reap: The Gary Player Story

Law of Sow and Reap: Beyond Sports— Applications to Business/ Industry ? *

“I’m in the office at four in the morning and I stay until 6:30 pm at night. I’m competing with Rocket Mortgage, Dan Gilbert, Jamie Dimon from Chase, Bank of America, Wells Fargo, these big guys. We didn’t have as much money as them. We didn’t have access to things, but we all have 24 hours in a day, and If I can outwork them every day, I’m going to end up ahead.”

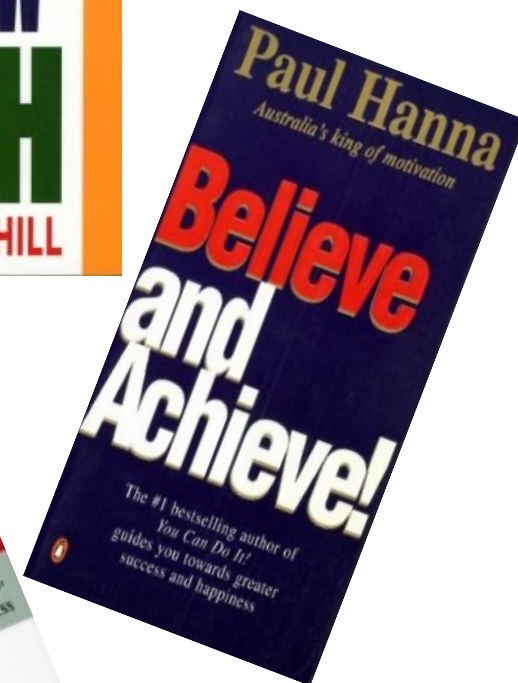
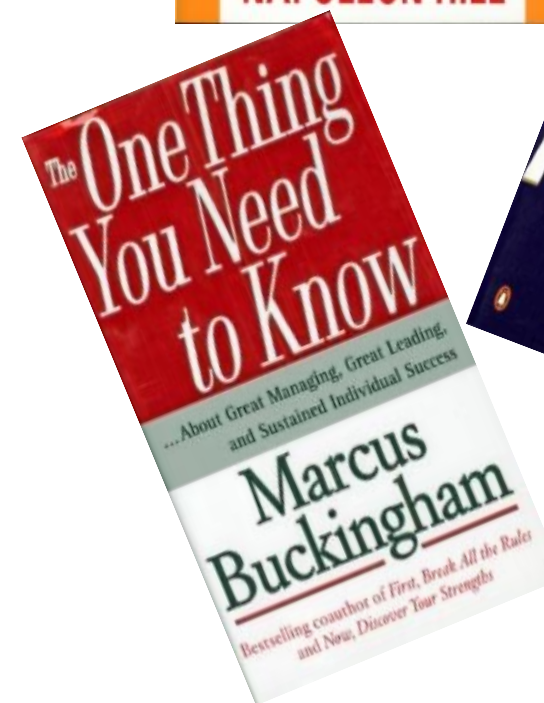
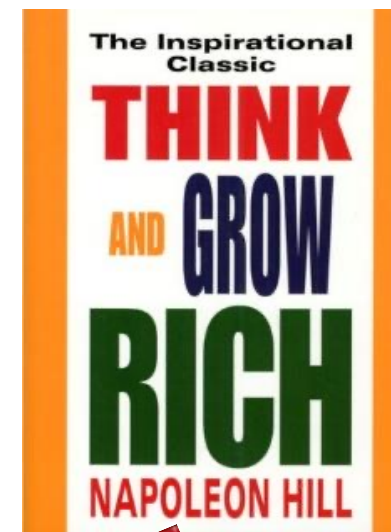


Mat Ishbia

* Recently bought the Phoenix Suns & Mercury for \$ 4 Billion

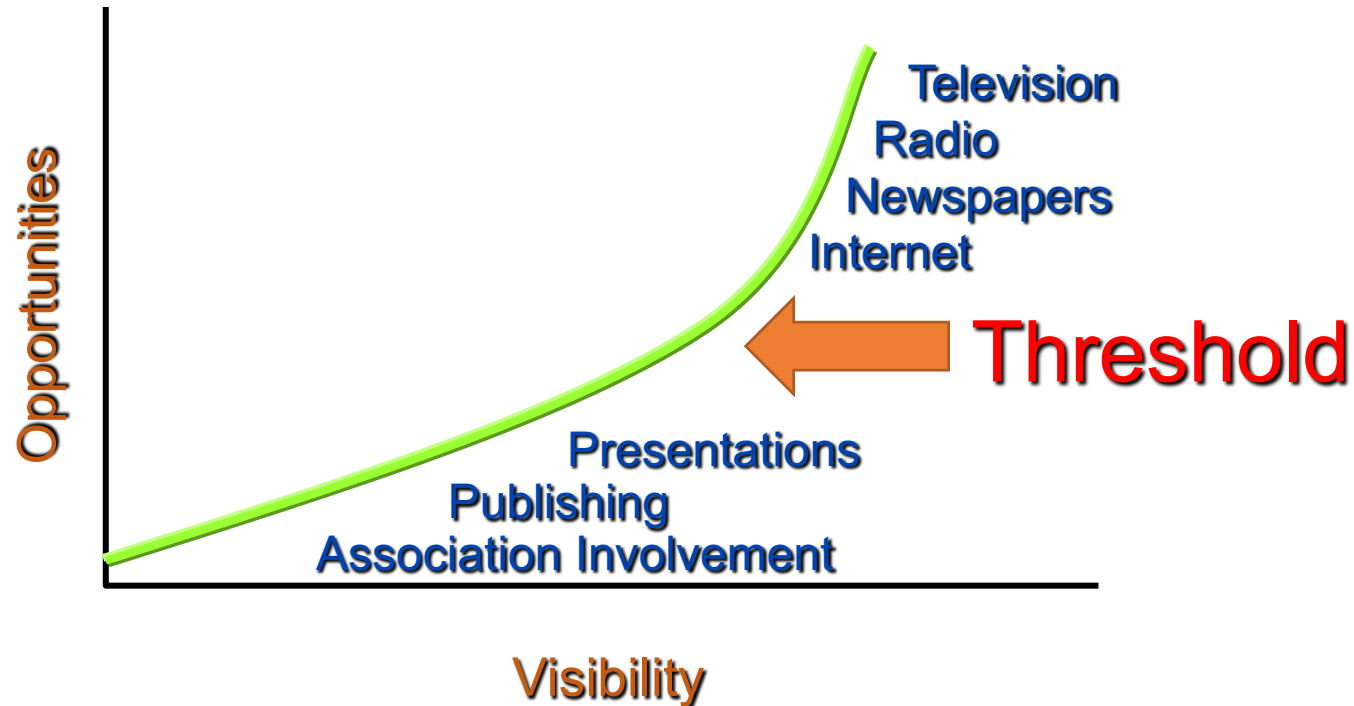
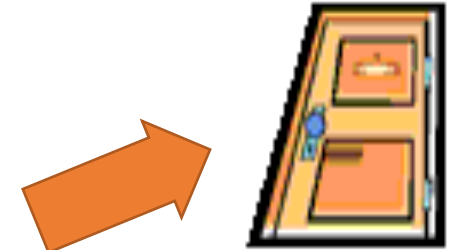
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- Some final thoughts....



VISIBILITY LEADS TO OPPORTUNITIES

THERE'S A WORLD OUT THERE, BEYOND
YOUR WORKPLACE...YOU CAN'T KNOW
TOO MANY PEOPLE



It Pays to be Just a Little Bit Better

PGA Tour 2002 Scoring Average

Rank	Player	Average
1	Tiger Woods*	68.56
2	Vijay Singh	69.47
3	Ernie Els	69.50
4	Phil Mickelson	69.58
5	Nick Price	69.59
6	Retief Goosen	69.69
7	David Toms	69.73
8	Justin Leonard	69.86
9	Fred Funk	69.99
10	Sergio Garcia**	70.00

* \$6.9 million

** \$2.4 million

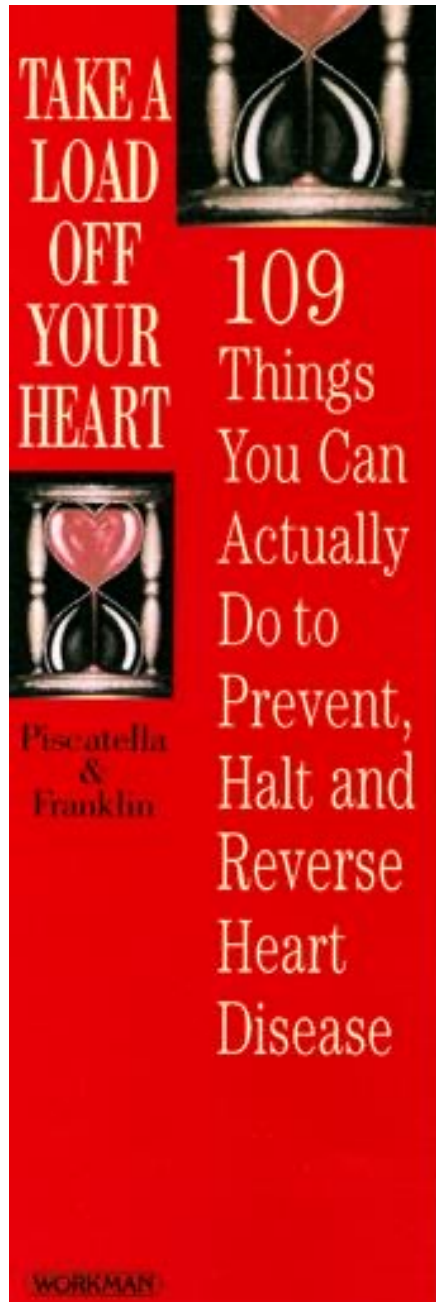


A photograph of a New York City cab driver, a Black man with short dark hair, wearing a light blue button-down shirt. He is sitting in the driver's seat of a taxi, looking out the window with a friendly smile. A passenger's hand is visible through the open window, holding a US dollar bill towards the driver. The background shows a blurred city street scene with greenery and buildings.

Give People More Than They Expect

One New York cab driver makes \$40,000+ more a year in tips alone than other cabbies. How?

He offers passengers a choice of music, newspapers, cold drinks and fresh fruit.



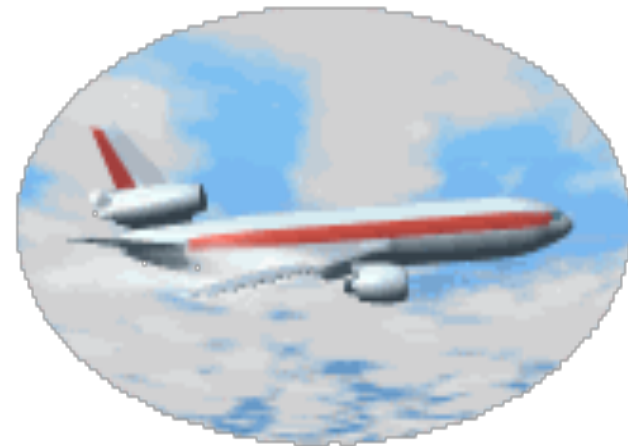
TAKE A LOAD OFF YOUR HEART

by Joseph C.
Piscatella

Author of the million-copy bestseller
Don't Eat Your Heart Out Cookbook

and Barry A.
Franklin, Ph.D.

My Northwest Airlines Story: Exceed People's Expectations



Strive for Greater Rewards: Go for the Gold



“Congratulations, you have just received an ‘A’ in this class. Keep believing in yourself.”

The ‘Magic’ of Organizational Membership & Participation: **Unimagined Opportunities ?**

“Dedicate your life to a cause greater than yourself, and your life will become a glorious adventure.”

Mack Douglas



Collaborate, work with, and befriend national and international “leaders” who share your passion for the field.

The Ultimate Productivity Tips ?

1 **START THE JOB!**

It's more important to start the job than to succeed. Why? Because if you don't start the job, succeeding at it is virtually impossible.

Adopt the attitude, “*Do it now.*”

It obliterates procrastination and overcomes inertia; it gets you *moving* toward your goal; and it builds momentum.



9 additional 40-hour workweeks !



Raise Your Hand High (And Often) to Volunteer



**Zig Ziglar Quote*

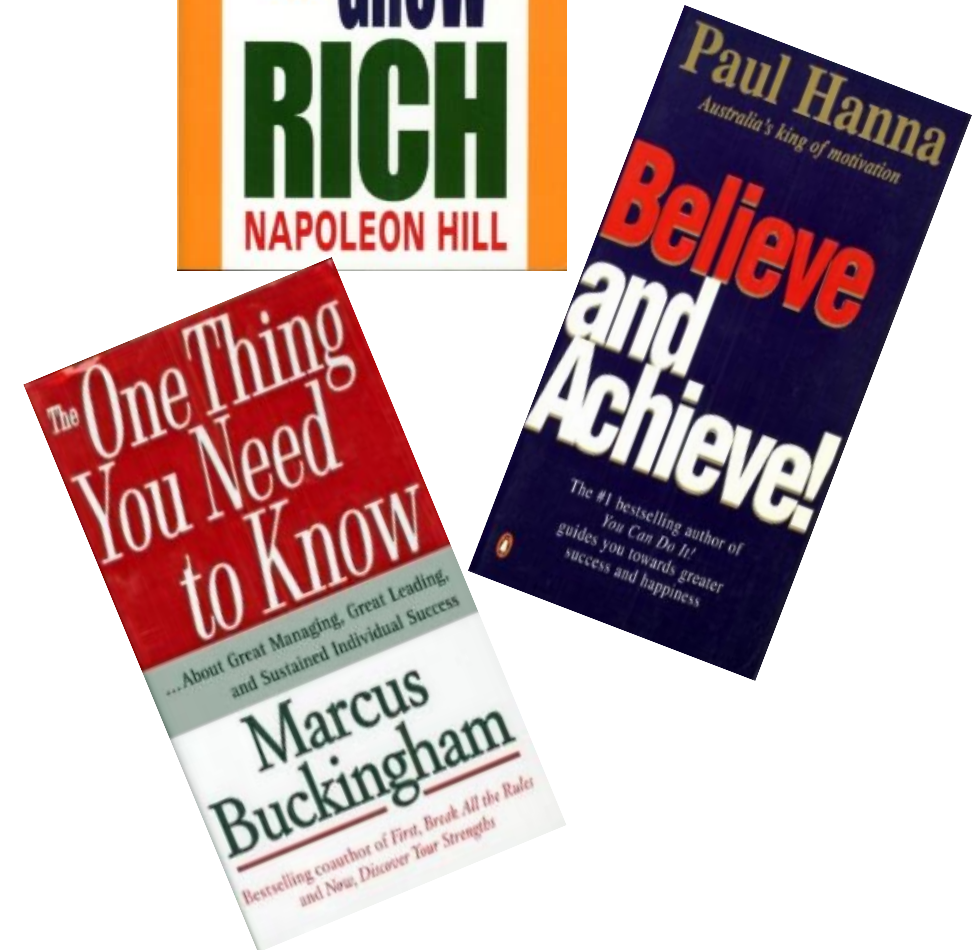
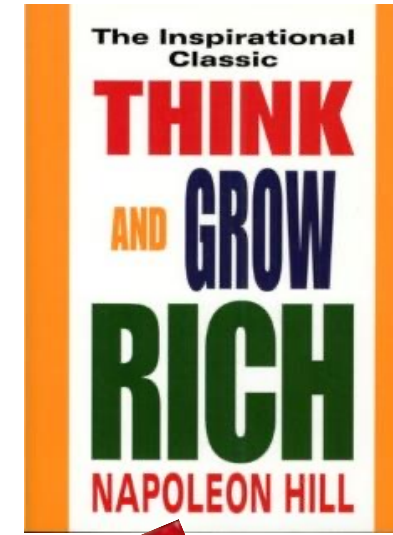
Take Action: **Give Back*** !

Most of the rich, famous, highly successful people I've known or studied, **GIVE BACK**, whether through donations/gifts, setting up charitable foundations, donating their time, and/or helping others. They've come to the sobering realization that this gesture alone, invariably leads to 'good karma'.



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- 3 Foundational factors
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- Some final thoughts....



Overwhelming Success Starts with a 'Mindset': On May 6, 1954, Roger Bannister Ran One Mile in Less than 4 Minutes



LESSON LEARNED: When you **abandon 'perceived' limits**, amazing things can happen—not only for you, but others. Over the next 2 years, 337 additional aspiring athletes broke the 4-min mile which was deemed “medically impossible .”

A Final Story : Professional Presentations Over the Years – **An Unexpected Surprise ?**

Dr. Franklin, “Can you do a short version (12 minutes) of that talk at our commencement in June?”
Dean Tate asked.



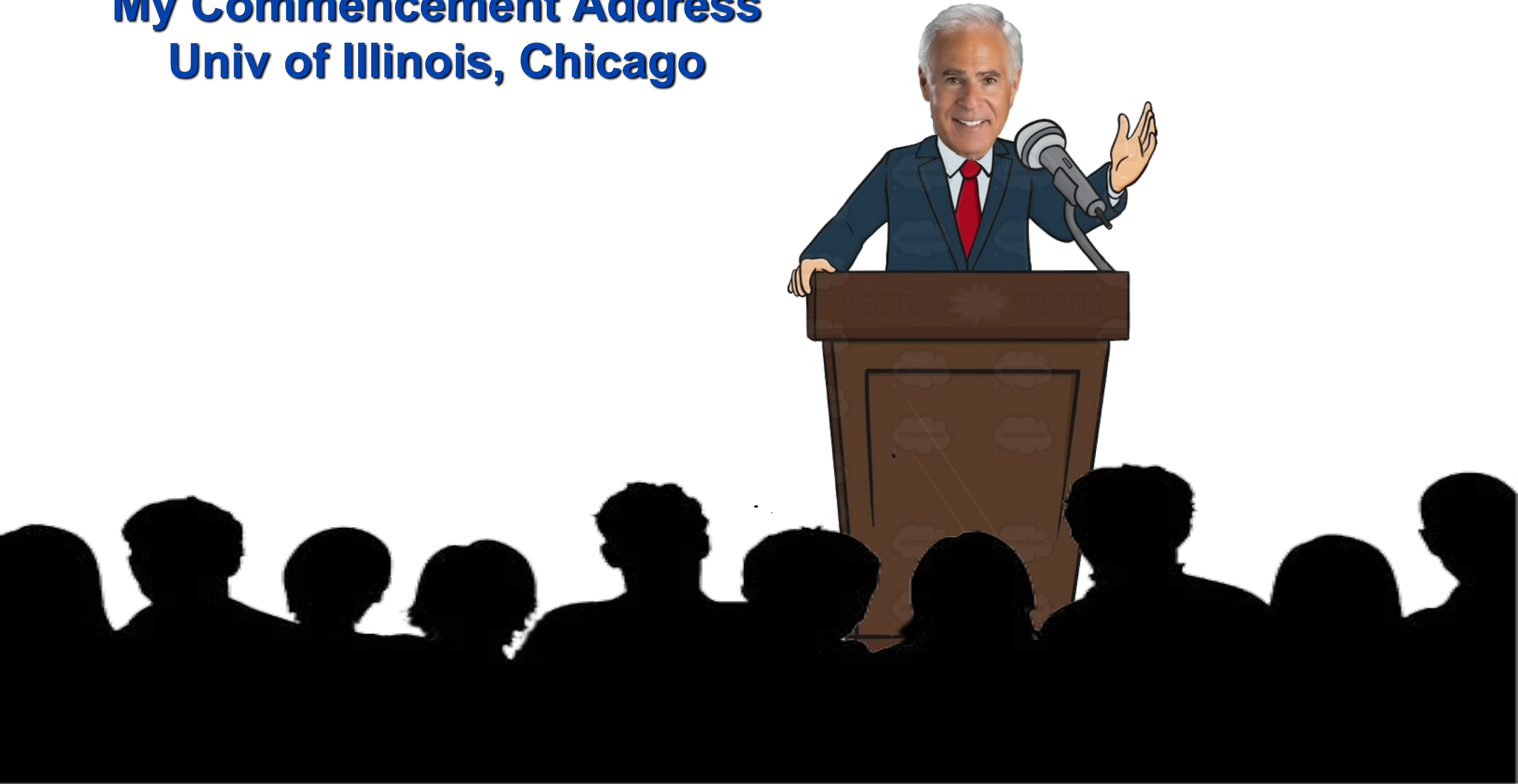
My 12 Minute Commencement Address - University of Illinois, Chicago

How much are you being paid for the talk? “I didn’t ask,” I replied. “You’re an idiot. People take advantage of you all the time.”



My Commencement Address

Univ of Illinois, Chicago



An Unexpected, Generous Honorarium !

“Dean Tate is my new best friend. Yes, there is a thank you note, but there’s also a check here for \$3,000 ! Did you know.....?”



\$3,000 for a 12 minute talk ~ \$15,000 / hour

Take Home Messages: My Entire Talk on One Slide

Building a career involves investing time, effort and hard work

It's not a matter of circumstance but of choice! Leaders/Superachievers...

- | | |
|--------------------------------------|---|
| ✓ Love what they do (Radiate HOG) | ✓ Take responsibility for their life |
| ✓ Write down/think about their goals | ✓ Abandon 'perceived limits' |
| ✓ Adopt a greater cause | ✓ Realize that persistence pays |
| ✓ Take action (#1) | ✓ Know that setbacks line the 'road to success' |
| ✓ Exceed peoples' expectations | ✓ Prepare for success (10,000 hour rule) |
| ✓ Strive for constant improvement | ✓ Go for the gold |
| ✓ Do more than they are paid to do | ✓ Generously give back |



Thank You

WARNING :

In closing, I'd like to paraphrase songwriter Chris Daughtry in his blockbuster hit, "I'm Going Home"...when he said:

**"Be careful what you wish for. Because by embracing these skills and strategies--
-- you just might get it all."**

**Carpe Diem, Seize
the Day, Make Your
Lives Extraordinary !**