



Lasting Life Leadership

Lasting Life Leadership (LLL)

Achieve Greater Leadership in Your Life



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Page 1 of 192
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T R A I N I N G
Steps for Success





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Leadership means to influence.

Leadership in and through your life begins with you and what is in your heart in how you influence. The more you lead, the more you serve in influencing others.

The main thought for focus throughout Lasting Life Leadership (LLL) is “What kind of leader do you want to be?” There is a leader in each one of us as we do influence others – whether for good or not.

As you review LLL, think about what can you change in your desires, thinking, speaking, and acting for greater leadership impact?

To do this, one needs “The Right Knowledge Activated” for powerful outcomes!

LLL Outlines Many Practical and Applicable Leadership Areas

- ✓ Influencing Others
- ✓ Leadership Development
- ✓ Life Vision Applied
- ✓ Perceptions and Intuition
- ✓ Realizing Achievement
- ✓ Setting and Activating Successful Goals
- ✓ Successful Communications
- ✓ Time Outcomes
- ✓ Other Areas

What are you activating for your greater leadership today?

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Contents

Lasting Life Leadership (LLL)	1
Achieve Greater Leadership in Your Life	1
Lasting Life Leadership.....	2
Contents.....	3
What is the Difference between Management and Leadership?	15
Engaging Other’s for Maximized Efforts!.....	15
The Human Side of Leadership and Management (Management and Leadership #1).....	15
What is the Difference between Leadership and Management?	15
What Leadership is NOT	15
What Do Other People Think Leadership Means?	16
Leadership Team Integration (Management and Leadership #2)	16
Definition Key Elements	16
Leadership Styles	16
What Creates a Healthy Organization? Team Integration	17
What Causes an Effective Organization? (Management and Leadership #3)	17
The Importance of Teamwork	17
How important is Communication in Organizations?.....	18
Management & Leadership – Operating Ethically & Social Responsibility	18
Leadership Actions.....	19
The Steps of Leadership.....	19
Difference – Leaders and Followers (Management and Leadership #4).....	20
Followers tend to React, and Leaders tend to Initiate.....	20
Leadership Vision (Management and Leadership #5)	20
Being an effective visionary leader means you must look before you lead.	21
Leaders Extend Influence (Management and Leadership #6)	22
Are You Changing Lives?	22
How do you know if you are ready to influence (empower) others?.....	22
A Leader Sees Others Potential (Management and Leadership #7).....	23
Empower Others to their Full Potential!.....	23

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Lasting Life Leadership

What Must You Do? 24

Lasting Leadership 25

 Sustainable Leadership 25

What Leader are you going to be?! 25

Lasting Life Leadership Section Notes 26

What are 28 Life Lessons, Life Principles, and Life Truths You Can Apply for Greater Outcomes?
..... 28

What Can You Learn and Apply from one of the Greatest Leaders in History?! 28

This Knowledge Paper outlines some of the Moses leadership principles and applications – one
of the greatest leaders of all time. 28

There is hope for the leader in you! 28

Life Lesson, Life Principle, and Life Truth #1: Recognize the strengths in others and allow others
to see your strengths. 29

Life Lesson, Life Principle, and Life Truth #2: Inner qualities of leadership must be developed
and nurtured. 30

Life Lesson, Life Principle, and Life Truth #3: Faith must be renewed on a regular basis..... 31

Life Lesson, Life Principle, and Life Truth #4: Learn to take reproof (correction) and give it. 31

Life Lesson, Life Principle, and Life Truth #5: Desert (wilderness) Leading..... 32

Life Lesson, Life Principle, and Life Truth #6: Let talented people become their best. 32

Life Lesson, Life Principle, and Life Truth #7: Team Lead (lead by doing what you expect from
others)..... 33

Life Lesson, Life Principle, and Life Truth #8: Keep your focus on the big picture. 33

Life Lesson, Life Principle, and Life Truth #9: All leaders are flawed because they are imperfect.
..... 34

Life Lesson, Life Principle, and Life Truth #10: Team building habits (rituals) 35

Life Lesson, Life Principle, and Life Truth #11: The days of rest (relax, contemplate, re-create,
and enjoy one day per week)..... 35

Life Lesson, Life Principle, and Life Truth #12: Share your burden (do not carry the burden on
your own) 36

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Lasting Life Leadership

Life Lesson, Life Principle, and Life Truth #13: Reinvent yourself in adversity (during challenges and problems) 37

Life Lesson, Life Principle, and Life Truth #14: Support your people (be there for others) 38

Life Lesson, Life Principle, and Life Truth #15: Defend justice because it is the right thing to do. 38

Life Lesson, Life Principle, and Life Truth #16: Have compassion, but stick to the principles. 39

Life Lesson, Life Principle, and Life Truth #17: Gossip is harmful..... 39

Life Lesson, Life Principle, and Life Truth #18: Maintain honest business. 40

Life Lesson, Life Principle, and Life Truth #19: Get on the level (be where each person is at in their life)..... 40

Life Lesson, Life Principle, and Life Truth #20: Know where you have been and where you are going..... 41

Life Lesson, Life Principle, and Life Truth #21: The Direct Path is sometimes not the best..... 41

Life Lesson, Life Principle, and Life Truth #22: It is good to make plans and follow them, but.... 42

Life Lesson, Life Principle, and Life Truth #23: There is always a way of escape. 43

Life Lesson, Life Principle, and Life Truth #24: Servant Leadership..... 44

Life Lesson, Life Principle, and Life Truth #25: When there seems to be no resources, money, and time, look again! 45

Life Lesson, Life Principle, and Life Truth #26: Leaders are criticized and held to a higher standard. 47

Life Lesson, Life Principle, and Life Truth #27: The greatest leaders always continue to learn from others. 48

Life Lesson, Life Principle, and Life Truth #28: Many open doors are known as crisis..... 50

How are You Growing as a Leader? 50

Lasting Life Leadership Section Notes 51

14 Leadership Insights for Greater Life Outcomes!..... 53

What is Leadership? How Does Your Leadership Impact You and Others? 53

Training 9-1: Why Leadership Growth? 53

Training 9-2: How Do You Grow as a Leader? 54

Training 9-3: Leadership’s Four Phases of Growth 55

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Lasting Life Leadership

Training 9-4: There is No Overnight Success 57

Training 9-5: What is the True Measure of Leadership? 58

Training 9-6: The Steps of Leadership..... 59

Training 9-7: Four Action Steps for Successful Leadership & Outcomes! 60

Training 9-8: How Does the Pareto Principle Effect You? 61

Training 9-9: Difference – Leaders and Followers 63

Training 9-10: Trust = Leadership Foundation..... 64

Training 9-11: Vision 65

Training 9-12: Empowerment: One of the Keys to Life Success!..... 66

Training 9-13: Empowering Full Potential?..... 68

Training 9-14: What Creates Lasting Leadership? 69

What Leader are you going to be?! 70

Lasting Life Leadership Section Notes 71

What Makes Up Successful People?!..... 73

What are Some Key Areas for successful people in business, leadership, management, teams, procurement, finance, and life? 73

Achievement Realized – Scientific Success..... 73

 Let Your Speech Be Slow 73

 Do things In Order. 74

 Competence 74

 Do Not Be Average 75

 Change Is Not Easy 75

 Winners Are Made 75

 Act 76

 Find Your Motivation Where You Can Get It 76

 Seek the Tall Plateau 76

 What You Fear is What You Will Get..... 77

 You Are out if you Doubt..... 77

 Keep Your Goals in Front of You 77

 The Future is Not Your Past..... 78

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Lasting Life Leadership

Losses can be Good 78

Want Less 78

Life is a Game. 79

Goals..... 79

Lessons Cannot Threaten 79

If you Feel Wanted, you will Work Harder..... 80

Find Your Own Path..... 80

It is Not How Hard You Try 80

You Start It – You End It 81

The Enemy Can Be Boredom..... 81

There is Plenty of Time..... 81

Caring 82

Be Realistic 82

Efficiency 82

Work and Home Must Fit Together 82

From Within Comes Creativity 83

Small Successes Are the Key 83

Write Down Directions..... 84

When You Get Knocked Down Get Back Up 84

Balanced Sleep 85

Success Is a Formula..... 85

Listening 85

Not Trying is Failure 86

Avoid Inconsistent Emotions..... 86

Get Input from Opposites 87

Get Experience 87

Negotiating 87

Tomorrow..... 88

Eat Right and Exercise 88

If You Are Not in Control, You Will Give up Faster..... 88

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Lasting Life Leadership

The Difference between Everyone and You 89

Before it Gets Better it Might get Worse 89

Conflict – Face it Head On 90

Whatever You Do, Own It 90

Be Honest 90

Not a Victory..... 91

What is the Point? 91

Application 91

 What are the Application Steps? 91

 Step 1 – Identify the Area 92

 Step 2 – Create Your Plan..... 92

 Step 3 – Who? 92

 Step 4 – Review Plan/Accountability and Buy In 92

 Step 5 – How does each Scientific Success area Impact your Project/Plan? 92

 Step 6 – Stick to Your Plan (as listed above) 92

What are You Going to Change, Desire, Think, Say, and Do Today and Every Day for Success Change?..... 93

Lasting Life Leadership Section Notes 94

How Important are Goals in Your Life Outcomes? 96

Defining Your Course to Success (Goals #1) 96

Why Set Goals (Goals #2)..... 97

How to Set Goals Effectively (Goals #3)..... 98

Decide Your Goals (Goals #4)..... 102

Powerful Attitudes Are the Key to Reaching Your Goals (Goals #5) 104

Goals Outlined Equal Success (Goals #6) 105

Evaluate everything you do every day – ask the question “Will this help take me where I want to go?..... 107

Lasting Life Leadership Section Notes 108

How Does Perception and Intuition Affect You?!..... 110

How Important is Perception and Intuition in Life?! (Perception & Intuition #1)..... 110

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Lasting Life Leadership

What does perception and intuition have to do with business, procurement, the workplace, and your own personal life? 110

Perception means:..... 110

Intuition means: 110

What Is Perception?..... 111

 Perception is vital in all environments in our lives! 111

Right and Wrong Perception and the Perceptual Process Steps (Perception & Intuition #2) ... 112

What are the Perceptual Process Steps?! 112

Wrong Perception 113

Right Perception 113

What is Intuition and How Important is it to You?! (Perception & Intuition #3) 113

What is Intuition?! 113

Intuition Details 113

Include Intuition in Your Daily Life..... 114

How Important is Dialoguing and Listening? (Perception & Intuition #4) 114

How does dialoguing work? 114

Listening Can Make or Break You! 115

What Can You Do to Increase Your Perception and Intuition for Greater Success? 116

Lasting Life Leadership Section Notes 117

What are 12 Understanding’s to Greater Business and Life Outcomes?! 119

How Important is the Right Daily Repetition in YOUR Success? 119

Understanding 1: Four Business Phases -- What to Expect in Your Own Business, Sales, and Building Teams..... 119

 Phase 1 119

 Phase 2 120

 Phase 3 121

 Phase 4 122

Understanding 2: Daily Success Steps 124

 Bottom Line..... 125

Understanding 3: Financial 125

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Lasting Life Leadership

Those that live the life they want pay the price! 125

Do you want time and money freedom? 125

Understanding 4: The Power of Systems..... 126

 You must have a system to succeed! 126

 True Story 126

 Your Business – Must Have a System..... 128

 Keep Things Simple 129

Understanding 5: 12 Essentials..... 129

 The importance of a warm market 129

 You are an information giver, not a salesperson 129

 Communicate 130

 Stick with one system and one company..... 130

 Teach self-reliance and leadership..... 130

 Do not lend anyone money..... 131

 Do not offer before making a commitment yourself..... 131

 The spouse / partner 131

 Meetings..... 131

 Rejection..... 131

 Be there for your team and clients. 132

 Do not quit! 132

 Invest in Your Business..... 132

 Making money requires investment. 132

 Whatever you do, do not waste your time and other people’s time!..... 132

Understanding 6: 12 to 60 Month Success..... 133

 Turn new people into leaders. 133

 What do you do with a new team player?..... 133

 Communication is the difference between success and failure. 134

 Total focus + Total dedication = Total success! 134

Understanding 7: Repetition..... 134

Understanding 8: What Do People Want? 135

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Lasting Life Leadership

Understanding 9: Leadership..... 137
 What is a leader? What is leadership?..... 137
 Understanding 10: Success Truth 138
 The real key for your success 139
 Making it happen is your desire that is fueled by your dreams, which are goals that make that dream happen!..... 139
 Understanding 11: Wealth Principles 140
 Understanding 12: What Must You Do?..... 142
 Decide to pay the price and live the life you desire..... 142
 What is Your Daily Repetition Leading You Too? 144
 Lasting Life Leadership Section Notes 145
 What Are You Doing with Your Most Valuable Life Resource?!..... 147
 Does Success Take Time? It is not just about time; it is how you use your time to achieve Success!..... 147
 Achieving Success Takes Time 147
 Time Wasters Ranked by 10,000+ Business Executives..... 147
 Everyday Effort..... 147
 Plan Your Workday..... 148
 Overcome Distractions..... 148
 Time Audit 148
 Activities and Output 148
 The Payoff..... 149
 Overcome Procrastination 149
 Helpful Tips for Overcoming Procrastination..... 149
 Eliminate Interruptions 149
 Be on Time..... 150
 Plan for Success by Committing to Yourself..... 150
 Mind and Life Success Preparation..... 150
 What is the most valuable thing everyone has in life?..... 151
 The gift of time is amazing!..... 152

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Lasting Life Leadership

How are You Using Your Life?! 152

"One marble at a time" 152

What are You Doing with Your Time, Your Life, and Your Success? 154

Lasting Life Leadership Section Notes 155

How Important is Vision for a Successful Life?!..... 157

Understanding Vision (How Important is Vision #1) 157

 How do you communicate and give vision to others effectively? 157

Vision is Important to each Leader..... 157

Understanding Vision..... 157

Vision Comes from Listening..... 157

 The Inner Voice 158

 The Unhappy Voice 158

 The Successful Voice 158

 The Higher Voice 158

Vision Life Examples (How Important is Vision #2) 158

Visionary Life Examples..... 158

 Edison 159

 Success is 99% perspiration with 1% inspiration..... 159

 Honda 159

 J.C. Penney’s..... 159

 McDonalds..... 160

 What He Saw 160

 The Rest is History! 160

 Can you Begin to see the Picture?..... 161

What do these companies have in common? 161

 Plug in, read, set your goals, and focus! 162

How do You Apply Vision? (How Important is Vision #3)..... 162

Vision Applied 162

Seeing the Vision..... 163

Start Now! 163

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Lasting Life Leadership

Act make a commitment to yourself, and do not stand for anything less than excellence!.. 163

Lasting Life Leadership Section Notes 164

What are Successful Communications & WHY is this Important to Your Successful Outcomes?
..... 166

Effective Communication Brings Success! (Successful Organizational Communications #1) 166

How does effective communication bring success in a company, organization, and people? .. 166

 Some of the questions we will address are: 166

Communications are Critical! (Successful Organizational Communications #2)..... 167

Communications are Critical..... 167

Being an Effective Communicator! (Successful Organizational Communications #3) 168

How do we know we are an effective communicator? 168

What is the real value of communication in an organization?..... 169

Supportive Communications! (Successful Organizational Communications #4) 170

Why does an employee bring greater success to an organization as an individual when
communications are supported and part of the corporate methodologies and environment? 170

Some organizations view communications as a waste of time or say they communicate, but do
not. What are the effects of the lack of communication in an organization? 170

Leadership and Planned Communications! (Successful Organizational Communications #5) .. 171

Does your organization grasp the importance of effective communications skills and is
leadership committed to making this happen? 171

How is a communication plan developed?..... 172

 What is the Process? 172

Why NOT Communicate?! (Successful Organizational Communications #6) 175

As we have reviewed the benefits, why would an organization not want to communicate or
hesitant to communicate in certain forms? 175

 Other areas why companies do not embrace communications in their organization are:.... 177

Where Can Great Communications Lead?! (Successful Organizational Communications #7)... 177

A Communication Plan is a Must 177

What does all this mean? 178

What are You Doing to Communicate for Greater Outcomes?..... 178

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Lasting Life Leadership

Lasting Life Leadership Section Notes 179

How do you Extend Influence, Empower Others, and Bring Change? 181

You Change Lives When You Empower Others! (Extending Influence #1)..... 181

When you empower others, you change lives! 181

 The Ability to Empower Others is one of the Keys to Personal and Professional Success. 181

 Empowered People 181

Empowering Others! (Extending Influence #2) 181

Empowering Others 181

How Do You Know? (Extending Influence #3) 182

How do you know if I am ready to influence / empower others?..... 182

Be Directed! (Extending Influence #4) 183

Be Molded and Directed in Your Empowerment 183

Remember, it is all about people! 183

Changes 183

 Example Change Areas 183

Empowered! (Extending Influence #5) 184

Empowerment 184

 Workplace Principle 185

Empowerment Circle (Spiral) 185

“What goes around comes around” and “It is way better to give than to receive.” 185

Lasting Life Leadership Section Notes 186

Sum it Up! 188

About the Author 189

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Lasting Life Leadership

What is the Difference between Management and Leadership?

Engaging Other's for Maximized Efforts!

The Human Side of Leadership and Management (Management and Leadership #1)

This section on Management and Leadership is focused on the human side of leadership, management, the difference between the two, and the effects of both. For any organization to not only be best in class, be profitable, run effectively, but also be a place where employees desire to work, there must be leadership. Just because an individual is a manager, executive, and has the title, does not mean they are a leader. In other words, organizations need leaders to fill these positions to ensure a healthy, effective, communicative, team where employees can integrate, operate ethically, and be a social responsibly driven and followed environment inside and outside of the organization. The real fact is that many organizations lack leadership and therefore suffer in all these areas.

What is the Difference between Leadership and Management?

To better identify the difference between management and leadership, it is best to define both. A Forbes article does an excellent job defining Leadership – It is the maximization of other efforts, influenced by a social process, for goal achievement. As far as management, Merriam-Webster outlines as follows: It is when an individual makes decisions and controls their team, department, business, and so forth through their skills.

What Leadership is NOT

Kevin Kruse goes onto say some good points about what Leadership is not. They are as follows:

- Leadership has nothing to do with seniority or one's position in the hierarchy of a company.
- Leadership has nothing to do with titles.
- Leadership has nothing to do with personal attributes.
- Leadership is not management.

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What Do Other People Think Leadership Means?

Other notable people go onto say some things about what they think leadership is. Read a few below:

- Peter Drucker: “The only definition of a leader is someone who has followers.”
- Warren Bennis: “Leadership is the capacity to translate vision into reality.”
- Bill Gates: “As we look ahead into the next century, leaders will be those who empower others.”
- John Maxwell: “Leadership is influence – nothing more, nothing less.”

Leadership | Team Integration (Management and Leadership #2)

I would have to say that Kevin Kruse defines leadership the best. He goes onto say: “Leadership is a process of social influence, which maximizes the efforts of others, towards the achievement of a goal.”

Definition Key Elements

- Leadership stems from social influence, not authority or power.
- Leadership requires others, and that implies they do not need to be “direct reports.”
- No mention of personality traits, attributes, or even a title; there are many styles, many paths, to effective leadership.
- It includes a goal, not influence with no intended outcome.

Leadership Styles

To further our understanding about leadership, outlined below are the different Styles. Keep in mind that just because an individual has the title of Executive, Director, and Manager, does not mean they are a leader.

- Autocratic Style – decisions are made without input from those who report to them. The expectation is that each person under their management should follow their orders without explanation.



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- Democratic Style – those who report to this person can provide ideas and input, while the final decision is retained by the manager. Individuals are typically communicated to about things that affect their work.
- Laissez-faire Style – this style is a hands-off approach where individuals have little direction provided to them. In other words, they can make decisions and solve problems on their own. (The Saylor Foundation)

What Creates a Healthy Organization? Team Integration

There are many things that contribute to a healthy organization and the integration of an effective team. The most important asset of any organization: Employees. If the employees are not happy, the environment will not be healthy, and the results will fall short. Management / Leadership must create, enact, and commit to creating this environment. The Saylor Foundation text outlines many areas an organization can make part of their organization, such as: Alternative work arrangements (flextime, compressed work weeks, job sharing, telecommuting, part time); Benefits; Compensation and benefits (wages and salary, piecework and commissions, bonuses, incentives, stock options, profit sharing); Family-friendly programs (dependent care, caring for yourself, unmarried without children, paid parental leave); Job enrichment, redesign, and rotation; and Work/Life quality.

One of the most important ways to create a healthy environment: Each employee must feel and see that they are of value, what they bring to the organization is acknowledged, and they are rewarded in diverse ways for their efforts of participation and excellence.

What Causes an Effective Organization? (Management and Leadership #3)

The Importance of Teamwork

Effective organizations that do well with their core competencies and mission must have effective teamwork. For effective teamwork to happen, several factors are met according to The Saylor Foundation. Some of these areas include: Encouragement of each team member by other team members to do their best improves collective results; Greater commitment happens from each team member as each person is satisfied from being on the team; Group

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performance through collective individual involvement causes greater results than individual performance; Reliance on one another in the team to get things done causes greater efficiency and increased productivity; Rotation of leadership over time causes greater effectiveness amongst the team; and Trust amongst the team causes greater communication.

What are some of the areas that cause organizations to fail with teamwork? It is about management and the lack of leadership and their inability to create the environment for team members to grow and accomplish the organization goals together. Team members in an organization: Fail to cooperate; Have no support from management; Are unwilling to be a part; and Have no delegated authority from management.

How important is Communication in Organizations?

Communication is critical in any organization to become world class. It is not just about management giving direction and orders but leading by example of what they want others to do. Management must know how to communicate, create an atmosphere for staff to communicate, be able to teach communication, and have a communication plan that is used, works, and is continued with. Geraldine Kilbride points out that the “lifeblood” of every organization is communications. She states that seventy-five percent of staff uses their time in interpersonal situations and poor communication is the reason for most organizational problems.

Management & Leadership – Operating Ethically & Social Responsibility

As we have witnessed over the last few decades, many organizations have paid the penalty by losing money, hurting others, and even ceasing to exist. Ethics, which is the ability to discern wrong from right, is a necessity in business. An organization must operate ethically in their finances, practices, human resources, socially, and every other area. To do this, an organization must have internal and external metrics to audit by so that there are benchmarks to ensure ethical business practice. Without a proper system of accountability, human nature will yield unethical business practice.





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Ethically and socially responsibility driven organizations benefit more than those that are not – they are better at keeping clients, attracting new clients, obtaining more capital, and recruiting and keeping talented employees.

Leadership Actions

To enact leadership, results, changes, and an environment in any organization, there must be actions by all involved from the top down. It is not just about saying it but doing it! People must see you acting! If you do not, it is just mere words and hot air. The next part of this paper outlines some valuable actions you can take in your organization, your business, and your personal life that will bring the type of change you want.

The Steps of Leadership

As you grow your leadership abilities, what are some of the steps you should be aware of? Below are some insights about leadership and the levels of leadership.

- The higher you go, the longer it takes.
- You never leave the base level.
- Steady plodding brings prosperity.
- The higher you go the higher level of commitment.
- The higher you go, the easier it is to lead.
- The higher you go, the greater the growth.
- You must know where you are at every moment and step of the (your) way.
- Each level of leadership is built line upon line, word upon word, and precept upon precept.
- If you are leading a group of people, you will not be on the same level with everyone.

For your leadership to remain effective, it is essential that you take the other influencers within your team with you to the higher level (Landgraf, Ted).



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Difference – Leaders and Followers (Management and Leadership #4)

Another key area with leadership, your team, and maximization of other efforts, is whom you surround yourself with in all areas of life. Why? To be a leader, you need people who are either leaders or people you can develop into leaders. Remember, this is how you will maximize outcomes in your life and other people's lives. So, what are the main differences between leaders and followers?

Followers tend to React, and Leaders tend to Initiate.

Leaders Do the Following:

- Initiate.
- Lead – communicate with any tool available (phone, email, mail, fax, etc.).
- Spend time planning.
- Anticipate problems – works and finds solutions.
- Invest time with people.
- Prioritizes calendar daily with long-term goals.

Followers Do the Following:

- React.
- Wait for things to happen.
- Look at things as problems, not opportunities.
- Lives day-to-day.
- Spends time with people but does not invest in people.
- Calendar is filled with requests from others (not what they need to do to accomplish their goals). (Landgraf, Ted)

Leadership Vision (Management and Leadership #5)

What is Your Vision? How Important is Vision?

Another critical element of leadership and how management instills an environment in the team is Vision! How do you communicate and give vision to others effectively? In working with people, truth is, "You can seize only what you can see."

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Being an effective visionary leader means you must look before you lead.

Vision is everything for a leader. It is utterly indispensable, because vision leads the leader and helps the leader communicate the target to others. This vision sparks the fire, the fuel, and the energy within, and draws him or her forward. To understand vision and how vision is a part of a leader's life, **review these principles below:**

- Vision meets others' needs – your vision must serve others.
- Vision helps you gather resources – one of the most valuable benefits of vision is that it acts like a magnet (attracting, challenging, and uniting people).
- Vision starts within – If you lack vision, look inside yourself.
- Vision Draws on history – many leaders vision came from key events in their past.
- Vision gives life – “Without vision, the people will perish.”
- Vision comes from listening – you must be able to listen on several levels.

There are three different voices in your mind and intuition you must evaluate as a leader in life. They are:

- The inner voice – this comes from within – vision starts within – it is the knowing of what your life mission is. It is what stirs your heart. It is what you dream about.
- The unhappy voice – Noticing what does not work helps you and gives you inspiration to work and plan from a different angle.
- The successful voice – It takes the TEAM (Together Everyone Achieves More) to be successful. You must have a voice from a good team to succeed.

Be a visionary in all that you do, and watch outcomes increase not just in you, but in those around you! Empower and create leaders! Do not hold yourself back by holding others back to become all that they can become as a leader.



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Leaders Extend Influence (Management and Leadership #6) Are You Changing Lives?

A leader extends influence! When you empower others, you change lives! The ability to empower others is one of the keys to personal and professional success. John Craig says, “No matter how much work you can do, no matter how engaging your personality may be, you will not advance far in business if you cannot work through others.”

J. Paul Getty said, “It doesn’t make much difference how much other knowledge or experience an executive possesses; if he is unable to achieve results through people, he is worthless as an executive.”

When you empower people, you not only work with and through others, but you also enable others to reach the highest levels in their personal and business development. Empowering is giving your influence on others for the purpose of personal and team growth. It is seeing people’s potential, sharing your resources with them, and showing them that you believe in them completely. To empower others, you must be able to have the following:

- Position – you cannot empower people who you are not leading.
- Relationship – it takes time and effort to develop relationships – effort is needed if you want to connect with people.
- Respect – Relationships cause people to want to be with you – respect causes them to want to be empowered by you.
- Commitment – people need to know you are going to be there for them.
- Attitude – a servant, humility, giver, secure, and not afraid to change.

How do you know if you are ready to influence (empower) others?

The questions below will help you set your foundation, plan, and team goals in the proper perspective:

- Am I willing to serve others and not take credit for myself?
- Do I believe in people and feel that they are my organization’s most appreciable asset?
- Would I be willing to publicly give my authority and influence on potential leaders?

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- Would I be willing to invest time developing people who have leadership potential?
- Do I believe that empowering others can accomplish more than individual achievement?
- Would I be willing to let others work me out of a job?
- Do I want to help those in my team become better than me?
- Would I be willing to hand the leadership baton to the people I empower and root for them?
- Do I allow others freedom of personality and process, or do I have to be in control?
- Do I challenge and inspire others to become the person they want to become?
- Would I be willing to let others get credit for what I taught them?
- Am I only interested in my own life (finances, appearance, present, etc.), or do I see a legacy, and do I see those that I influence helping others over the next several decades?
- Do I actively search for potential leaders to empower? (Landgraf, Ted)

A Leader Sees Others Potential (Management and Leadership #7) Empower Others to their Full Potential!

Another important part to success and leadership is how you empower others to their full potential. Review some of the steps below in this process as you empower others into leadership in their lives. After you have found confidence in yourself (your abilities and who you are as a person and as a leader) and in the persons you would like to empower, you are ready to start the process. Your goal should be to hand over small, simple tasks in the beginning and progressively increase each person's responsibilities and authority. No matter where a person is at, if their passion and desire is to become successful, become a leader, and change their life, you will be able to help them, and they will be able to help themselves.

Evaluate every single person you personally bring into your team (your team / employees). In this process, remember that all people can be a leader and become a success. Your job is to see the potential, find out what they lack to develop their success (Ex: organization skills; time management; communication skills; etc.), and equip them with what they need.

In doing this, look at these areas in their life for proper evaluation:

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- Knowledge – think about each person and what they need to know.
- Skill – examine the skill level they are at – have they been in business before? Are they a people person? Have they evaluated other leaders (books, tapes, seminars, etc.)? Have they been in this industry before?
- Desire – without this, no amount of skill and experience will help a person succeed.

What Must You Do?

- Model for them – Even people with knowledge, skill, and desire need to know what is expected of them, and the best way to inform them is to show them. People do what people see!!!
- Give them permission – As a leader and influencer, you may believe that everyone wants to be successful – unfortunately, this is not true. A lot of the failures in a person's life take place in their mind (before any action in their life). You must help others believe that they can succeed and show them that you want them to succeed. You can do this by helping them expect it (communicate, support, and listen) and by helping them verbalize it (speak what they want, write down what they want, and review every day what they want).
- Give them your authority – Share your power and ability to get things done with them.
- Show your confidence in them publicly – When you transfer authority to the people you empower, you need to tell them that you believe in them, and you need to do it publicly.
- Give each person feedback – Praise, encourage, and tell others about what an excellent job they are doing, give them constructive criticism – communicate.
- Release them – Once the person is ready to go on their own, release them into their success fully. Give them as much freedom as possible as soon as they are ready for it.

If you provide the environment, vision, communications, opportunities, and path for the person to become a leader in their own life, you will see this happen!

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Lasting Life Leadership

Lasting Leadership

How do you create lasting leadership? This is so important, because if leadership is not sustainable, your team and any team involved will fall apart. Below are some things to take into consideration as you develop sustainable leadership in you and every person you influence in life. A leader's lasting value is measured by succession.

Sustainable Leadership

Leaders who leave a legacy for their team do the following:

- Think, act, lead, and support with a long-term view.
- Prepare their team, prepare any successors, and look out for the best interest of the team long-term.
- Create and continue a culture of leadership.
- Create development of leaders from the bottom up – create a succession of leaders.
- Understand and act upon the belief that for success tomorrow (weeks, months, and the year's ahead) pay the price today.
- Know and follow – there is no success without sacrifice.
- Hold team leadership above individual leadership.
- No leader can do it all alone – it is a team effort that brings success in anything we do in life.
- Uphold Integrity. (Landgraf, Ted)

What Leader are you going to be?!



Lasting Life Leadership

What are 28 Life Lessons, Life Principles, and Life Truths You Can Apply for Greater Outcomes?

What Can You Learn and Apply from one of the Greatest Leaders in History?!

This Knowledge Paper outlines some of the Moses leadership principles and applications – one of the greatest leaders of all time.

Moses was one of the most powerful princes of his time in the greatest world power of its time (Egypt). The beginning of Moses life, the upbringing of Moses childhood, the prince that Moses became with the Pharaoh of Egypt, the desert experience, and the calling to lead more than three million people from slavery to freedom will give you some insight about your life and those around you.

There is hope for the leader in you!

The leader Moses became has changed the way we look at things even in modern times. Many people have applied these Moses Leadership principles without even knowing they have done so. You will find sections / topics about specific ways Moses led, how Moses changed, how others changed because of Moses leadership, and what you can do to apply these leadership qualities in your life and those around you.

Many people believe that leadership is given to some and not to others. As you read and apply all the areas below, you will find that anyone anywhere can become a leader. In fact, these truths about Moses Leadership will prove the following can be a part of your life and all that you do:

- Leadership can become a part of all that you do - a learned skill.
- Leaders are not born - leaders are made over time through a life process.
- Leaders empower others to be all that they can be (do not control and do not manipulate people).
- Most leaders are quiet and systematic in their dealings (not charismatic).
- Leaders exist in all levels of companies, organizations, groups, communities, cultures, beliefs, and nations around the world.

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Apply all the lesson principles below to your life and you will see a change in every area of your personal and business life.

It is our Goal and Purpose to:

“Train and empower people globally to accomplish what they are setting out to do or improve what they are already doing, become a leader with results, and empower others to become successful in their business and personal efforts.”

In this Knowledge Paper there are some incredible real-life truths that will work for anyone anywhere in the world to succeed in their life goals.

Life Lesson, Life Principle, and Life Truth #1: Recognize the strengths in others and allow others to see your strengths.

Moses went from being a prince of Egypt to living in the desert for forty years. Moses has been called one of the humblest people to ever live. At the point that he was called to lead the people of Israel from slavery, he would have been more comfortable running his father-in-law's successful business.

Moses was able to face the terror of being placed in an elevated position because of his faith and knowing what his purpose and calling was. There is no doubt that Moses felt inadequate about the direction he was called to be a part of. But, because he recognized his strengths, he had comfort in his fears, and was therefore enabled to conquer this fear with some of these understandings and gifting's (each of us have gifting's, talents, and abilities).

When you believe in someone and/or someone else believes in you, you have a greater strength to go forward and start the leadership process and the direction you are embarking on.

Like any successful leader, you know deep down and are aware of some or all the leadership traits you have been given. Moses was given the tools, the support, and the direction to

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succeed with what he was called to do. He was not thrown into something and left to wonder what to do next. Keep this in mind in your life and anyone that you support in the future.

The core character traits seen at the heart of Moses leadership - honesty, integrity, compassion, and courage - set in motion a concept of leadership that allowed powerful, universal laws of life to be transmitted to others.

As you are growing, being challenged, changing, and moving down your path, remember and be aware of the changes you can bring to others.

Life Lesson, Life Principle, and Life Truth #2: Inner qualities of leadership must be developed and nurtured.

Why did Moses say, "Who am I that I should go to Pharaoh and free the Israelites from Egypt?"

I think Moses was looking at his life as he had lived it in Midian and as a shepherd when he asked this question. He was wondering why he was chosen for this task. Moses was not charismatic, eloquent, and was not eager to lead at this point. In fact, he had been an isolated shepherd for many years, and he stuttered.

Many times, what we think are the prerequisites for doing something are just the outward. There are many inner qualities that are needed to become a leader. A person can go for many years developing these qualities, without being noticed. Then, out of nowhere (like Moses), things kick off and start happening.

Many leaders have had greatness thrust upon them from nowhere, yet they had a reluctance to lead. This reluctance is not a gauge of a person being a good leader. As Moses led the Israelites to freedom, he did not motivate the people because he was charismatic and a good speaker. He was persistent, motivated, and dedicated to the cause.



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The attributes (inner qualities) that make a great leader are Faith; Compassion; Drive; Self-control; and persistence.

Forget about a lot of the so-called leadership skills that are talked about - It is the inner qualities that are developed in you, that will cause you to lead!

Life Lesson, Life Principle, and Life Truth #3: Faith must be renewed on a regular basis.

If parting the Red Sea and drowning Pharaoh's army could not earn Moses the confidence of the people as a messenger and leader, do not be shocked when it takes you time to build your team and sustain their confidence. Always remember, people are people. People need to be communicated to on a regular basis.

Most people are doubters - they are reluctant to follow anyone into uncertain waters, even if you were Moses. There is no such a thing as winning the people's trust once and for all. Faith must always be rejuvenated no matter how great your past successes have been.

Your team's faith must constantly be rekindled by your vision and energy. As Moses stated, "I know how defiant and stiff-necked you are." The same applies to everyone in any time - be prepared to prove yourself not once, but every time, and you will win the confidence of your people the only way it can be won - day by day!

Life Lesson, Life Principle, and Life Truth #4: Learn to take reproof (correction) and give it.

Giving reproof serves both you and the person you reprove. It serves you because it spares you from the pent-up anger and bitterness that come from not communicating. It also helps the other individual because it gives him or her opportunity to see a problem behavior and change it.

Moses did not recommend giving reproof as a means of maximizing profits or making organizations more efficient. He recommended it because of the underlying principle that all human beings are responsible for one another, so if we see someone making a mistake, we



Lasting Life Leadership

have a moral obligation to help correct it. If that person does not want to correct it; it is his or her choice.

Life Lesson, Life Principle, and Life Truth #5: Desert (wilderness) Leading

Moses faced tremendous challenges during the forty years he and his people spent in the desert.

Food, water, and shelter were always scarce. Think about it for a moment: Where are you going to find the necessities of life for more than three million people in the middle of a desert?

On top of this, how do you motivate a group of people who have only known slavery all their lives?

The former slaves were terrified and unable to care for themselves, and at every crisis they turned on Moses their leader.

During all this, Moses constantly searched for ways to motivate and inspire these people. When there was a setback, he relied on his faith, took it all in, and started again.

Each crisis presented an opportunity to try out new practices, develop more sensitive laws for human interaction, and encourage his group to become the best they could become and stay the path set for them.

Life Lesson, Life Principle, and Life Truth #6: Let talented people become their best.

To lead you must be into the details.

Moses found this out every day in the leadership process from the development of the procedures, ways, to the routes to take, to whom to hire, and every other daily activity.

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With the interaction of the people Moses worked with, Moses never ever overshadowed his people. He did not demand progress reports, he did not manipulate his people, he did not control anyone, and he did not undermine anyone. He knew he had hired the right people for each job, and he let them do their job without his interference.

Of course, this does not mean that people do not to be accountable – mutual accountability is vital.

HE LET HIS PEOPLE SHINE!

Your job as a leader is to inspire, coach and facilitate. The measure of your success as a leader is the measure of their creative self-assertiveness.

To give people the room to shine you must create trust. If you trust that your team shares your commitment and vision, you will have winning success as a leader.

Life Lesson, Life Principle, and Life Truth #7: Team Lead (lead by doing what you expect from others)

It started with Moses accepting his call to lead. Then, the team came together.

It was never intended that Moses act alone.

How do you lead with a team?

You lead one piece and one step at a time. In other words, you take what is to be done. Then, you give the pieces to others to get the job done.

Life Lesson, Life Principle, and Life Truth #8: Keep your focus on the big picture.

Moses became discouraged many times. At these times, Moses asked for guidance, wisdom, and clarity.



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He always came back with a clearer purpose and with more energy.

Moses continual story of encouragement within the discouragement shows us that to stay focused, leaders must periodically retreat from the crowd and get their inner compass set to true north.

How do we easily lose focus many times in our lives?

Stephen Covey says: "...we waste our energy on 'urgent and unimportant' events."

It is essential that we take time out for reflection amongst all the distractions, stresses, and interruptions of life. If we do not take time to set our purpose straight, we may lose sight of it altogether.

Life Lesson, Life Principle, and Life Truth #9: All leaders are flawed because they are imperfect.

Moses is known for being one of the greatest leaders to ever live by all races and people. He is also known for being a flawed leader who made mistakes.

It is natural for most to want to do things perfectly, but there is no such thing as being perfect when it comes to humanity.

The amazing thing about leadership is: Those that make mistakes get back up again and keep going. This is true leadership success.

When you fall and/or make a mistake, get back up again, and realize that this is part of the process.

You are going to make mistakes! Acknowledge your error, accept responsibility, and correct the damage. Get back up again and keep going.

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Remember, “Humility always comes before honor.”

Success is failure turned inside out!

Life Lesson, Life Principle, and Life Truth #10: Team building habits (rituals)

As you read about Moses and review all the rituals outlined in the journey, you ask yourself - "Why were there so many rituals?"

The reason why: If people had just made up the practices as they went along, they would have missed countless opportunities for what we call 'team building' today.

From the simplest to the most complex, rituals are a way for men and women to demonstrate key values and affirm their sense of belonging to a group.

Take time to connect with those you are relating with. Let things be an event, so that life is counted as special.

It is not about the destination, but about the process and journey that is the most important – what we become in the journey.

Life Lesson, Life Principle, and Life Truth #11: The days of rest (relax, contemplate, re-create, and enjoy one day per week)

It is imperative that you take time every week to rest. If you do not, you will eventually wear down and not be as productive.

There is a reason why Moses was instructed to give the people one day of rest per week.

This one-day per week is to be used to reflect on your week; to relax; to have some recreation; to get energized; to get yourself focused again.

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In fact, as you work with passion and focus through the week, we would recommend you take little rests to become focused again.

Why?

Scientific history is full of stories about great discoveries that were made when periods of intense concentration were followed by a time for play and relaxation.

Take time every week to rest, rejuvenate, focus, recreate, set your goals, and achieve your dreams.

Life Lesson, Life Principle, and Life Truth #12: Share your burden (do not carry the burden on your own)

People surrounded Moses every day that needed help in every area. Moses gave of himself, his care, his concern, and the wisdom given to him from the experiences and the teachings in the journey.

Moses was burning out. He was doing the unthinkable... going it all by himself.

As leaders have it, there are always answers that come along to those that keep-plodding forward - Moses' father-in-law gave him some awesome advice to have others help him carry the burden.

Moses, with his inner understanding, faith, and a few others found several competent people and gave them responsibilities to help with the workload.

Moses delegated!

To thrive, you must delegate.

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The interesting thing that Moses' father-in-law (Jethro) told Moses was: "Do not appoint ten brilliant men, but ten capable, trustworthy men."

The best illustration is conveyed from the views of two stonecutters:

The first said, "I am cutting this stone into blocks." The other said, "I am on a team that is building a cathedral."

Life Lesson, Life Principle, and Life Truth #13: Reinvent yourself in adversity (during challenges and problems)

For a moment, take a quick look at one of the most powerful princes of his time - Moses.

Moses had to flee Egypt, the most powerful nation at that time.

He ran for his life into the desert and ended up in Midian. He became a shepherd in Midian, which was his ultimate mission in life. He went from being one of the most powerful princes of the time to a shepherd. Not what Moses would have ever thought?

The shepherd's staff became a symbol of his leadership and power. Exile in the desert (Midian) created the leader, Moses.

What are some modern exiles?

- Bankruptcy.
- Business Failure.
- Divorce.
- Death of a loved one.
- Sickness.
- Termination of job.
- ...

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Deep within each of us is the seed of renewal, often discovered only when we confront the fears of change, rejection, and exile. If you can believe that the experience of exile will push you to greater heights that belief will help you get through the initial shock to the revelations that adversity can bring.

The most important lesson you can learn about adversity - "Do not judge something at first, because what may seem like a negative situation can actually be the blessing you have been looking for."

Life Lesson, Life Principle, and Life Truth #14: Support your people (be there for others)
Moses stood up for the people of Israel! Even when most of the entire nation of Israel went against Moses leadership, he put his own life on the line.

His support for his people was steadfast and absolute.

It is more important to not waiver - but stand up for those you know. No one can guarantee the fate of a company or an industry. Your commitment to your team (your people) is the only guarantee there is in business. As you make the daily commitment to be steadfast, the favor will be returned to you over time.

Life Lesson, Life Principle, and Life Truth #15: Defend justice because it is the right thing to do.

All leaders eventually learn that no good deed goes unpunished.

As a leader you must stand against injustice every time it occurs. Expect no thanks, no glory, and no support for your actions.

Like Moses, people who stood out against him when he did what was right, you may encounter the same thing.



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Your willingness to stand against injustice will win you the one element all great leaders possess: the trust of their followers. Trust takes time and is cumulative. It is the constant of you doing what is right that builds the account.

As Moses found out, eyes are everywhere. Your actions will be discovered and discussed, praised, and cursed, as Moses encountered in his life. Because Moses did not waver in his direction, he was assured, "They (the people) will hearken to your voice."

Life Lesson, Life Principle, and Life Truth #16: Have compassion, but stick to the principles.
Moses was a very compassionate person but did not let anyone bend the rules. He balanced compassion and true commitment to principles very well. This kept the Israelites going down the correct path as a nation.

Moses' commitment to his faith matched only by his compassion for his people created turmoil in him regularly. He struggled with this balance all his life but kept trying.

It is a challenging thing to be tough on someone with truth, but when done with compassion and care, this will change lives. Some will reject the truth, but others will take hold of your compassion and the commitment to principles and their life will change for the better.

Life Lesson, Life Principle, and Life Truth #17: Gossip is harmful
Take a moment and envision the following scenario....

You live in a town of let us say 10,000 people.... The wind is blowing about 25 miles per hour. There is a pillow. You see your neighbor cut the pillow open. This is not foam filled pillow – it is a goose down pillow. In other words, this pillow has about 5,000 goose feathers in it.

The wind blows these feathers all over town, the country beyond town, and any other area you can imagine.



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You are thinking, what do feathers being blown around have to do with gossip? Gossip works in the same way! How can you go out and find and pick-up all 5,000 feathers – you cannot! It is an impossible task.

Moses made it clear that any gossip was forbidden! Why?

When a person gossips, three people are damaged: the teller; the listener; and the target.

The bottom line: Do not talk about other people unless it is good, loving, caring, kind, compassionate, builds up, encouraging, and of good report.

There is an ancient proverb that says, “Gossip is the brother of the enemy.”

Life Lesson, Life Principle, and Life Truth #18: Maintain honest business.

When we are not honest, we pay a price. In life, the TRUTH will always find us out – good or bad.

When we are not honest in our business, we lose self-respect, we become less sensitive, and we lose trust between with people.

The best policy is to always do what is right. Overall, we live longer lives, sleep better at night, have a clean conscience, sow fields that will reap healthy harvests, and we build solid trust relationships.

Life Lesson, Life Principle, and Life Truth #19: Get on the level (be where each person is at in their life)

When you deal with anyone, get on his or her level.



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When you stop and think about people, including yourself, we are all on various levels, have different life experiences, have different skills, have different upbringings, have different goals and dreams, have different educations, and different ... everything!

To be effective in life, we must learn how to get on the level with each person we meet. In other words, we must see and feel where each person is and where he or she wants to go – if you do this, you will see greater successes in your life.

Moses was able to experience each person and where they were coming from. He was a true leader and walked among the people – that is why he was able to lead as a leader.

Life Lesson, Life Principle, and Life Truth #20: Know where you have been and where you are going.

Leadership is all about leading, which is being able to influence others.

People can sense that you really care, that you really understand, that you really know where you want to go, and that you really believe passionately in what you are doing.

If you have this, you will be able to know where you are going, end up where you want to go, and help others get to where they want to go.

Knowing where you are going and knowing where you are at will give you the power to make wise decisions, lead with confidence, and empower others.

Moses taught the people how to survive in the desert. When you know where you are and where you are going, you can teach your team and others how to be survivors and overcome.

Life Lesson, Life Principle, and Life Truth #21: The Direct Path is sometimes not the best.

Think about it for a moment ... ponder ... life ... the many twists, turns, challenges, mistakes, hurdles, problems, and ... about anything else that keep you from where you are going.



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If you review and study successful people from all walks of life, what do you see in many of the success cases? The very success of each person came from the very challenges they did not want to face. The good news is, “Each person of fame in every walk of life, in every culture, in every income bracket, from rich to poor, faced the challenge and allowed the challenge and the long road to become the very answer to where they wanted to go.”

If you look at Moses and the three million plus people he led, he took the long route – 40 years! A few week journeys took 40 years! I know you are thinking, “WHAT? WHY? HOW COME?”

Many times, in life, we may think we are ready for where we are going, but we are not. We need preparation time. We need to build certain areas (character, patience, understanding, wisdom, relationships, and many other areas) to be able to get to the destination of success.

The shortest time and the shortest route ... are many times not the best way.

Listen to what you are experiencing and what is going on around you daily as you are making your trek through life’s journey. I know you will be amazed at what you find out.

Life Lesson, Life Principle, and Life Truth #22: It is good to make plans and follow them, but....
It is important in life to make plans and do our best to follow them. In fact, we might have the right plan, be called to do this certain plan, but our timing might be completely off.

As Moses tried to carry out the plans of liberating his people, he took the plan into his own hands and did not ask and wait for the right time and right resources. He tried to set his people free in his own strength, time, and resource. He failed miserably.

The good news is Moses waited, listened, and learned how to have “the work of his hands” directed ... From this, Moses became one of the greatest leaders of all time, helped more than



Lasting Life Leadership

three million people become free from the most powerful nation at that time, and established a nation that has changed the course of history in all areas.

Make your plans, work your plans, and let “the work of your hands” be established and directed.

Life Lesson, Life Principle, and Life Truth #23: There is always a way of escape.

Can you imagine having one of the most powerful armies’ races towards you with their fierceness, their weapons, their might, and their mass? And, to make matters worse, how about not having defensive weaponry? How about being in a place where you could not hide, run, and hide from your enemy?

Well ... This did happen. As Moses led his people free from the Egyptians, he was led through a geographical area where the Israelites could go nowhere. They were cornered against the Red Sea with nowhere to go. Most of the people complained against Moses. Most of the people thought they were dead. Most of the people wanted to surrender and go back as slaves.

Moses did not know what was going to happen next. He knew he had only one answer: The way of escape. He prayed and asked what he should do. He received an answer, and like most of us, did not like the answer. In fact, to succeed in life, we must be willing to do things that are not in our agenda, do things that are not comfortable, do things that go against our human nature....

Moses acted on this situation by being still!

Can you see the picture – the enemy racing towards you and your people? A huge storm of dust! Hundreds of chariots! Tens of thousands of elite soldiers! All coming at you and your people!

Moses was given instruction: Quit crying, act in faith, tell the people to move on, raise your staff, stretch your staff over the water (the Red Sea), and part the Red Sea!!!



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Well....

This has had never been done before! When we are in action in our life progressing forward towards what we are trying to accomplish, and we listen carefully and be still, GREAT THINGS WILL HAPPEN!!!

*But ... we must be willing to do things that seem out of the ordinary. We must be willing to allow challenging situations to mold us towards the right and proper answers for **our WAY OF ESCAPE!***

What you are you doing today to allow challenges to give you your answer?

Life Lesson, Life Principle, and Life Truth #24: Servant Leadership

When you do what is right for your people (team), as Moses did, and you lead as a servant, your enemies will be conquered.

Look at the results of what happened after Moses used his staff and the Red Sea was parted.

You can see the high walls of water tens of feet on each side. The expanse of more than three million people in awe at the power released because of Moses' servant leader heart.

Moses' people went across the floor of the Red Sea ... from a total wet bottom to a dry bottom.

Yet, the elite Egyptian army is still racing towards them. The Israelites (Moses' people) hurried across ... the floor of the Red Sea.

Moses released because he did what was right with a servant leader heart.

What happened next?

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As most of the Egyptians were in the bottom of the Red Sea, Moses stretched his staff across the Red Sea and the water went back to its place and drowned all the Egyptians.

As Moses and his team (people) traveled, fear swept across entire countries and empires because of the incredible things that took place.

As you lead others, you will run into challenges. Do not fear. Do what is right with a servant's heart of leadership and you will win for your team and you.

Life Lesson, Life Principle, and Life Truth #25: When there seems to be no resources, money, and time, look again!

Can you imagine being led to take millions of people into the desert!!!

Think about it ... no water, no food, 115 to 125 degrees, fatal insects ... Just the resources they were carrying with them.

Moses knew he is supposed to take these ex-slaves to a promised land of comfort, food, water, resources, enterprise, and land. But he must take them through the desert.

If you were one of these people, whom you are at many times in your life, what would you be thinking?

How we are thinking and how we are looking and the goal we have our eyes on determines our results. If it were not for Moses and the great leaders he had on his team, they would have never arrived at the destination they were going to.

If you review the story, it is like all of us. We go through life trying to get somewhere, accomplish things, reach destinations, and go places ... the only problem is, if you look at some people's lives, they stop and camp out in their life. What do I mean? They are going somewhere, and the Desert gets too hot. They are thirsty and starving. They feel that it is too much to go on



Lasting Life Leadership

... so they camp and never move forward again to the goal ahead of them. The unfortunate thing is many never get back on the road again to accomplish the things they set out to do.

To be a leader requires looking at things from a unique perspective, a different angle, a different belief ... Moses had millions of people that had gone without water for three days. What would you have done at this point?

I am sure Moses was wondering, "What in the world should I do? I am just a man. Where am I going to find water for these people? I do not even know the geography of this desert ..."

Moses evaluated what was at hand (the resources available to him), the predicament (the challenge confronting you), where he was supposed to take these people (the goal), and he concluded that he could not find the adequate resources in the natural realm (what we see with our eyes), and he rested in his belief by seeking and praying for the answer.

Have you ever come to the end of yourself and done this? Because you knew you did not have the answer to your situation? There is great power in knowing that we know little in life and being willing to confront the situation with honesty and humility.

His belief was, "what can I do now?"

His answer to the challenge came, but it was in a way he would have never imagined. He was given the solution for providing water to millions of people.

He was instructed to do something out of the norm ... seemed crazy ... he was told to throw a piece of wood into a huge body of water that was poisonous. He listened, followed the instruction, and did it!

Have you ever felt fearful about what others might think?



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If you evaluate many successful people in life over the last several thousand years, you will find out something interesting. All these people started becoming successful when they stopped caring about what others might think of them (their fear).

Look around you today. Stop. Look for challenges in your life to be your answer because that is the case in most people's lives when they succeed!

Life Lesson, Life Principle, and Life Truth #26: Leaders are criticized and held to a higher standard.

Who did the people go to when they got thirsty and hungry again?

They complained to Moses stating that he did not care that he brought them out to the desert to die, that they would have been better off as slaves, that ... it was Moses' fault for the predicament they were in.

When you lead, you will be held to a higher standard and more people will criticize you.

Does this mean you should not be a leader? Absolutely not!!!

It means that you will need to understand where you are at, where you are going, and be willing to work through the difficulties of what people bring to you (their thoughts, their feelings, their doubts, their challenges, their...).

The people grumbled to Moses saying, "Why do you bring us out here to die?"

You might be in the situation where an individual or group, company, or organization is against you that you thought was with you. What do you do?

Well, what did Moses say and do?



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He cried out and said, “What am I to do with these people? They are almost ready to stone me.”

This is a life and death situation for Moses. He gave up his all-powerful position with the greatest nation of that time. He gave up his successful enterprise as a shepherd. He gave up his family privacy. He gave up all for these people and they ended up complaining against him and blaming him.

Sounds like a grave situation from all sides for Moses.

So, what did Moses do? He cried out!!!

He looked to the Almighty, believed, waited for an answer, listened, and activated the answer he was given, and HE SUCCEEDED!!!

He took his staff and hit the rock and enough water came gushing out to quench the thirst of millions of people!!!

If you feel like your situation is desperate and you feel like others are against you, do not fret!!! Realize that this will happen to leaders that dare to be great! In fact, if you have opposition in your life, let it work for you.

Do the following consistently and you will succeed over time:

Stop – Evaluate – Goals – Destination – Listen – Decision – Activate!

Life Lesson, Life Principle, and Life Truth #27: The greatest leaders always continue to learn from others.

The old saying is true: “the day you camp out is the day you die.”

This means that if you:



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- *Quit learning.*
- *Stop listening to other leaders.*
- *Do not humble yourself by knowing that you are a leader because others trust you and your influence.*
- *Remember where you have come from.*
- *Focus on what you are doing today and where you are going.*
- *Do not keep growing in understanding, knowledge, ideas, activities, and other areas of life out of your box ...*

You have stopped growing and will not sustain or grow as a leader....

Jethro, Moses' father-in-law, visited Moses in the desert. Moses told Jethro about all the wonderful things: The 10 plagues; the Red Sea; the provisions of water and food; Moses people's shoes and clothing not wearing out; and all the other incredible things that took place.

Jethro changed his beliefs and gave honor to Moses.

After this, Jethro stayed and observed the daily happenings. From this, Jethro suggested that Moses activate judges who would oversee the doings, disputes, and happenings of the millions of people.

Moses listened to Jethro and activated what Jethro suggested. From this, Moses became a greater leader, was able to focus on his gifts with more ability, provided better service to the people, and obtained greater results quicker.

Be aware of leaders that come to you, listen to the leaders, and become a greater leader yourself.

Be humble in your life with others.



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Life Lesson, Life Principle, and Life Truth #28: Many open doors are known as crisis.

Crisis is sometimes the only door to change.

Human nature causes all of us to grow comfortable with what we know. This is acceptable if you can persist in your leadership growth. The problem is: Most people do not change because they start believing they are secure. The only security is change, which causes us to continue to grow.

If you can accept this, embrace this truth, and apply this to your life, you will always grow and see challenges and problems as a stepping-stone for your leadership success.

Once a crisis is recognized for what it is, a spirit of open-mindedness - sparked by the urge to survive - replaces the old assumptions. Most people can and do rise to the challenge.

How are You Growing as a Leader?

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14 Leadership Insights for Greater Life Outcomes!

What is Leadership? How Does Your Leadership Impact You and Others?

Training 9-1: Why Leadership Growth?

Why should you grow as a leader?

To be more effective (influential), you must develop your leadership with your team, your employees, and your clients.

Leadership ability is the lid that determines a person's level of effectiveness.

To illustrate an example of leadership level and what must be done to take a business, project, team, and/or organization to the top, review the story below.

In 1937, two brothers opened a small drive-in restaurant in Southern California. As people became more dependent on their cars in the 1930's, drive-in restaurants became more popular.

These two brothers, Dick, and Maurice grew their business to the point where they leveled in their income and success.

They did not know what to do from this point to grow their success further. Dick and Maurice McDonald (known as the famous McDonald brothers – McDonald's restaurants) made the right choice by recognizing their abilities and inabilities.

The brothers tried franchising their restaurants but failed miserably! They failed because they lacked the necessary leadership skills.

What did they do about this - they hired a gentleman by the name of Ray Kroc?

What did Ray Kroc do that the McDonald brothers could not do? Ray Kroc had the necessary leadership abilities, the commitment, the desire, and he kept at it.

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Dick and Maurice were good restaurant owners. They understood how to run a business, make their systems efficient, cut costs, and increase profits. They were efficient managers. They just were not leaders.

As Ray Kroc began his 8-year journey with no pay, borrowing money, paying a few key leaders from his borrowed money, and sheer perseverance, he used his leadership ability to see his dream come true in 1961.

Some of you might be thinking that you cannot see success and/or be a leader. I believe that success is within the reach of just about everyone. The higher you want to climb, the more you need leadership in your life.

Training 9-2: How Do You Grow as a Leader?

Leadership Develops Daily – Not in a Day.

It is the day-to-day things that are the most important. It is what you are doing in your present situation that will give you the platform over the long haul for leadership and success.

I am reminded about a successful leader as seen in history – Joseph. This man, and mind you every person has gifts and talents, had the gifts of administration, business, interpretation of dreams, wisdom, and several others.

His brothers sold him into slavery – he was a slave for 13 years. He rose to power in his position. He was then thrown into the dungeon (prison) for several years even though he had done nothing wrong. He rose to power in the dungeon and handled all the affairs of the jail.

After interpreting the dreams of 2 other prisoners, the dreams came to pass as stated, one being executed and the other being restored to their position to the King he was forgotten about for a few more years. Joseph kept on being a man of character, did not waver in his faith





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and the dreams shown to him as a young person, and kept his focus and did what needed to be done in the situation he found himself in daily.

The next event that took place was amazing!

The King had a couple of dreams and no one could interpret them. The person who had been restored to his position to the king a few years ago remembered Joseph. He told the King about Joseph and the interpretation of his dream and the other person's dream.

In a matter of a few hours, Joseph was bathed, shaved, dressed, and brought before the King. Joseph interpreted the King's dream and Joseph was elevated to second in command.

In fact, because of Joseph and his character, obedience, faith, and belief in what he was called to do, Joseph's acts, management and leadership helped save countless lives.

Remember, as you take stock of where you are at in your life; let the present situation you are in be your foundational building block for your success and your leadership growth.

Special Note: Let all things work together for your good and make the best of every situation and do not compromise your character and/or anyone else's character.

Training 9-3: Leadership's Four Phases of Growth

Your leadership development and leadership progress will occur according to the following steps:

Phase One: I do not know what I do not know.

Most people miss the value of leadership – it is believed to be for only a few.

For those that do not understand the value of leadership, they have no idea the opportunities they are passing up when they have not learned how to lead.



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Understanding that leadership is influence (being able to influence others), a person will be able to know and from knowing they will be able to grow.

Phase Two: What I do not know I know.

... at some point in life, we are placed in a leadership position only to look around and discover that no one is following us.

The learning process, a result of self-discipline and perseverance, is ongoing. Successful leaders are learners throughout their lifetime.

Do whatever you can to learn. Get around other leaders. Take notes. Read. Listen. Journal. Get to know yourself. Take classes. Go to seminars. Continue persevering and practice self-discipline in all that you do every day for the rest of your life.

Phase Three: When I grow, I know it, and it starts to show.

When you recognize your lack of skill and begin the daily discipline of personal growth in leadership, exciting things start to happen.

Apply the law of process – what you apply today, tomorrow, this week, this year, and so on; you will someday experience the effects of this in your leadership and the results of your leadership.

Phase Four: I go from what I know.

This is an automatic phase. You do things because of your ability to lead being almost automatic from all the time, perseverance, lessons, and experiences you have been through.

The following phrase and quote say it best: “Champions don’t become champions in the ring – they are merely recognized there.”

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“You can map out a fight plan or a life plan. But when the action starts, you are down to your reflexes. That is where your roadwork shows. If you cheated on that in the dark of the morning, you’re getting found out now under the bright lights.” Joe Frazier

Special Note: Whatever you do, do not cheat yourself in every step of your preparation. You will pay for it later if you do. It is an easier price to pay the first time.

Training 9-4: There is No Overnight Success

There is no overnight success – sorry to disappoint you. Many times, we witness someone rising to the top to our wonderment. Where did this person come from? Who is this person? How did they get so lucky?

There are very few lucky people in life. In 99% of all success cases, the person planned, worked, listened, persevered, believed, and kept on going for an extended period. Then, suddenly, their time came for their success.

The same holds true for you and everyone else on planet earth.

To illustrate a man that really understood this I would like to portray a little history about a man that practiced lifetime success – Theodore Roosevelt.

Theodore Roosevelt, who became President of the United States, did not start his life in the way most people would picture a successful person.

Roosevelt was born puny, sickly, and skinny, had poor eyesight, and had debilitating asthma. His father did not know how he was going to make it. Roosevelt’s father challenged Theodore when he was a kid by saying, “You have the mind, but you have not the body, and without the help of the body the mind cannot go as far as it should. You must make the body.”

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Theodore Roosevelt took what his father said serious – he started slow – he became one of the greatest U.S. leaders to ever live!

Roosevelt’s list of accomplishments is remarkable. Under his leadership, the United States emerged as a world power. He helped the country develop a first-class navy. He saw that the Panama Canal was built. He negotiated peace between Russia and China, winning a Nobel Peace Prize in the process.

Theodore Roosevelt is a classic example of how a person can become an incredible success and an influential leader – without any of the necessary tools.

Special Note: Anyone can succeed in leadership if the desire is there.

Training 9-5: What is the True Measure of Leadership?

Influence is Important. The true measure of leadership is influence.

True leadership cannot be awarded, appointed, or assigned. It comes only from influence.

As you study, observe, and engage leadership in life, you will find that things happen with those that know how to influence others. Leadership is influence – nothing more, nothing less.

In understanding Leadership, which is influence, it is important to understand some of the myths associated with Leadership.

Myth – Knowledge

Sir Francis Bacon said, *“Knowledge is power.”* Most people, believing power is the essence of leadership, naturally assume that those who possess knowledge and intelligence are leaders. This is not automatically true. It is the activation of knowledge in your life that is power.

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Myth – Position

Leadership is not based on position. Stanley Huffty says is best, “It’s not the position that makes the leader; it’s the leader that makes the position.”

Myth – Management

Many people think that leading and managing are the same. This is far from the truth. The main difference between management and leadership is that leadership is about influencing people to follow, while management focuses on maintaining systems and processes. The best way to test whether a person is a leader or a manager or both is to ask the person to create positive change. Managers can maintain direction but cannot change it. To move people in a new direction, you need influence.

Myth – Entrepreneur

Many entrepreneurs (identified as salespeople by some people) can persuade people for a moment, but a true leader holds long-term influence.

Myth – Pioneer

Being first is not always the same as leading. To be a leader, a person must not only be out front, but also have people intentionally coming behind him, following his lead, and acting on his vision.

Training 9-6: The Steps of Leadership

Below are some insights about leadership and the levels of leadership.

- The higher you go, the longer it takes.
- You never leave the base level.
- Steady plodding brings prosperity.
- The higher you go the higher level of commitment.
- The higher you go, the easier it is to lead.
- The higher you go, the greater the growth.
- You must know where you are at every moment and step of the (your) way.

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- Each level of leadership is built line upon line, word upon word, and precept upon precept.
- If you are leading a group of people, you will not be on the same level with everyone.

For your leadership to remain effective, it is essential that you take the other influencers within the group with you to the higher level.

Training 9-7: Four Action Steps for Successful Leadership & Outcomes!

How Important is Active Daily Discipline for Your Successful Leadership?

Discipline.

To become disciplined is an important part of leading. The first person you will lead is you.

The real key to success is self-discipline. It is the work and preparation daily – the day in and the day out – that makes the person's leadership.

No matter how gifted a leader is, without self-discipline and the application, the maximum potential will never be reached.

If you want to become a leader for whom self-discipline is an asset, follow these action steps below.

Stay focused on results.

Anytime you concentrate on the difficulty of the work instead of its results or rewards, you are likely to become discouraged.

Do not let your excuses rule.

Challenge and eliminate any tendency to make excuses.

Have a plan.

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Plan your day, plan your week, plan your month, plan your year, and plan your life. Then, live by your plan. Check your plan daily and check your progress.

Do not give rewards until the job is done.

Mike Delaney says it best – “Any business or industry that pays equal rewards to its goof-offs and its eager-beavers sooner or later will find itself with more goof-offs than eager-beavers.”

Training 9-8: How Does the Pareto Principle Effect You?

Leadership, Discipline, & Life Prioritization.

The ability to work towards a goal and the discipline to prioritize are essential to a leader’s success.

The progressive realization of a goal defines success.

Prioritization has everything to do with the 80/20 rule, known as the Pareto Principle. Twenty percent of your priorities will give you eighty percent of your production, if you spend your time, energy, money, and personnel on the top twenty percent of your priorities.

Some Pareto Principle Examples are:

- Leadership – 20 percent of the people will make 80 percent of the decisions.
- Time – 20 percent of our time produces 80 percent of the results.
- Job – 20 percent of our work gives us 80 percent of our satisfaction.
- Counseling – 20 percent of the people take up 80 percent of our time.
- Speech – 20 percent of the presentation produces 80 percent of the impact.
- Products – 20 percent of the products bring in 80 percent of the profit.
- Personnel – 20 percent produce 80 percent of the sales and income.
- Reading – 20 percent of the book contains 80 percent of the content.
- Donations – 20 percent of the people will give 80 percent of the money.

In understanding the Pareto Principle, you will understand that 20 percent of the people in your organization will be responsible for 80 percent of the company’s success and team success.

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The following tips will enable a leader to increase the productivity of their team, leaders in their organization, and those willing to work:

- Determine who your top 20 percent of production.
- Spend 80 percent of your time with those in the top 20 percent (#1).
- Spend 80 percent of your personnel development dollars on your 20 percent.
- Determine what 20 percent of the work gives 80 percent of the return – train someone to do the 80 percent mechanical work – this will free up the producer to do what they do best and produce more.
- Invite the top 20 percent to do on-the-job training for the next class of 20 percent producers.

The biggest part of what happens in anything we do is what we know – we teach what we know – we reproduce what we are.

As you build, review, and move forward in your goals and in the team, you develop make sure that you continually review everyone in your team.

Identify who the top 20 percent are in your organization/team. If you do not know how to do this, follow the format below:

- Make a list of everyone in your team/organization – if you do not have anyone in your team, start and keep working and you will.
- Ask the following question about each person in your team – “If this person takes a negative action against me or withdraws his or her support from me, what will the impact be?” If the person will impact you, place an “X” besides their name. If the person will not affect you that much, do not place anything besides their name.
- When you get done going through the list, you will have between 15 and 25 percent of the names with an “X” besides them. These are the vital people you need to work with, develop relationships with, support, and communicate with.



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- Take all your time, allocated money, and plan and work with these people in number 3 above.

Special Note: It is not how hard you work, but how smart you work.

Training 9-9: Difference – Leaders and Followers

Followers tend to react, and Leaders tend to initiate.

Leaders do the following:

- Initiate.
- Lead – communicate with any tool available (phone, email, mail, etc.).
- Spend time planning.
- Anticipate problems – works and finds solutions.
- Invest time with people.
- Prioritizes calendar daily with long-term goals.

Followers:

- React.
- Wait for things to happen.
- Look at things as problems, not opportunities.
- Lives day-to-day.
- Spends time with people but does not invest in people.
- Calendar is filled with requests from others (not what they need to do to accomplish their goals).

There are some questions you can use to assist your priority process in your leadership.

- What is most rewarding?
- Always have a reward when you do things. What is required of me?
- What can I do that no one else can do?
- Apply yourself and take ownership and responsibility!
- What gives me the greatest return?

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- Am I getting the results I wanted? If not, why? What can I change?
- What can I do different to change this?

Special Note: What are the three R's and am I applying them? The three Rs are: Requirements, Return, and Reward. Apply these in all that you do.

Training 9-10: Trust = Leadership Foundation

How do you develop and build trust? This is an important question because trust is the foundation of leadership.

Every leader has had successes and failures. How a leader communicates any mistakes they have had, make, or will make can build trust or mistrust. Being open and honest helps a leader maintain trust and build trust.

In building trust, a leader must utilize four qualities:

- Competence.
- Character.
- Connection.
- Care.

People will forgive and look past occasional mistakes, but people will not tolerate a below standard character.

General Norman Schwarzkopf says it best about character: *“Leadership is a potent combination of strategy and character. But if you must be without one, be without strategy.”*

Think about history and you will see how important character is in life – *“The role of character always has been the key factor in the rise and fall of nations.”*

Trust comes from character and Leadership is made possible because of trust.



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Followers see when character is consistently evident within leadership when:

- Consistency is communicated – people need to be able to depend on their leader.
- Potential is communicated – This draws out the eternal talent in all willing and participating individuals.
- Respect is communicated – Respect is essential for lasting leadership.

Special Note: **“When a leader’s character is strong, people trust him or her, and they trust in his or her ability to release their potential.”**

Training 9-11: Vision

How do you communicate and give vision to others effectively?

In working with people, on truth holds true, “You can seize only what you can see.”

Being an effective visionary leader means you must look before you lead.

Vision is everything for a leader. It is utterly indispensable, because vision leads the leader and helps the leader communicate the target to others. This vision sparks the fire, the fuel, and the energy within, and draws him or her forward.

To understand vision and how vision is a part of a leader’s life, review these principles below:

- Vision meets others’ needs – your vision must serve others.
- Vision helps you gather resources – one of the most valuable benefits of vision is that it acts like a magnet (attracting, challenging, and uniting people).
- Vision starts within – If you lack vision, look inside yourself.
- Vision Draws on history – many leaders vision came from key events in their past.
- Vision gives life – “Without vision, the people will perish.”
- Vision comes from listening – you must be able to listen on several levels.
- The inner voice – this comes from within – vision starts within – it is the knowing of what your life mission is. It is what stirs your heart. It is what you dream about.

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- The unhappy voice – Noticing what does not work helps you and gives you inspiration to work and plan from a different angle.
- The successful voice – It takes the TEAM (Together Everyone Achieves More) to be successful. You must have a voice from a good team to succeed.

Training 9-12: Empowerment: One of the Keys to Life Success!

Extending Empowerment and Influence.

When you empower others, you change lives!

The ability to empower others is one of the keys to personal and professional success. John Craig says, *“No matter how much work you can do, no matter how engaging your personality may be, you will not advance far in business if you cannot work through others.”*

J. Paul Getty said, *“It doesn’t make much difference how much other knowledge or experience an executive possesses; if he is unable to achieve results through people, he is worthless as an executive.”*

Some bold statements above – But, true!

When you empower people, you not only work with and through others, but you also enable others to reach the highest levels in their personal and business development.

Empowering is giving your influence on others for the purpose of personal and team growth. It is seeing people’s potential, sharing your resources with them, and showing them that you believe in them completely.

To empower others, you must be able to have the following:

- Position – you cannot empower people who you are not leading.
- Relationship – it takes time and effort to develop relationships – effort is needed if you want to connect with people.

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- Respect – Relationships cause people to want to be with you – respect causes them to want to be empowered by you.
- Commitment – people need to know you are going to be there for them.
- Attitude – a servant, humility, giver, secure, and not afraid to change.

How do you know if you are ready to influence (empower) others?

The questions below will help you set your foundation, plan, and team goals in the proper perspective:

- Am I willing to serve others and not take credit for myself?
- Do I believe in people and feel that they are my organization's most appreciable asset?
- Would I be willing to publicly give my authority and influence on potential leaders?
- Would I be willing to invest time developing people who have leadership potential?
- Do I believe that empowering others can accomplish more than individual achievement?
- Would I be willing to let others work me out of a job?
- Do I want to help those in my team become better than me?
- Would I be willing to hand the leadership baton to the people I empower and root for them?
- Do I allow others freedom of personality and process, or do I have to be in control?
- Do I challenge and inspire others to become the person they want to become?
- Would I be willing to let others get credit for what I taught them?
- Am I only interested in my own life (finances, appearance, present, etc.), or do I see a legacy, and do I see those that I influence helping others over the next several decades?
- Do I actively search for potential leaders to empower?
- Do I tell people the truth with care and concern for their feelings (as you are influencing others, you will have to be bold and humble at the same time about helping your potential team players the truth)?
- Would I be willing to raise others to a level higher than my own level of leadership?

Stop for a moment and read the questions again – Let them sink in!

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Do not let the questions above stop you but let them mold you and direct you in your empowerment (influence) of people.

Training 9-13: Empowering Full Potential?

How do you empower others to their full potential?
It is a process of steps in anything you do in life.

After you have found confidence in yourself (your abilities and who you are as a person and as a leader) and in the persons you would like to empower, you are ready to start the process.

Your goal should be to hand over relatively small, simple tasks in the beginning and progressively increase each person's responsibilities and authority.

The less experienced a person is, the more effort and time it will take to for the process. No matter where a person is at, if their passion and desire is to become successful, become a leader, and change their life, you will be able to help them, and they will be able to help themselves.

The following steps below will help you empower others.

Evaluate every single person you personally bring into your team (your team / employees). In this process, remember that all people have the potential for success. Your job is to see the potential, find out what they lack to develop their success (Ex: organization skills; time management; communication skills; etc.), and equip them with what they need.

In doing this, look at these areas in their life for proper evaluation:

- Knowledge – think about each person and what they need to know.
- Skill – examine the skill level they are at – have they been in business before? Are they a people person? Have the evaluated other leaders (books, tapes, seminars, etc.)? Have they been in this industry before?

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- Desire – without this, no amount of skill and experience will help a person succeed.

What Must You Do?

- Model for them – Even people with knowledge, skill, and desire need to know what is expected of them, and the best way to inform them is to show them. People do what people see!!!
- Give them permission – As a leader and influencer, you may believe that everyone wants to be successful – unfortunately, this is not true. A lot of the failures in a person's life take place in their mind (before any action in their life). You must help others believe that they can succeed and show them that you want them to succeed. You can do this by helping them expect it (communicate, support, and listen) and by helping them verbalize it (speak what they want, write down what they want, and review every day what they want).
- Give them your authority – Share your power and ability to get things done with them.
- Show your confidence in them publicly – When you transfer authority to the people you empower, you need to tell them that you believe in them, and you need to do it publicly.
- Give each person feedback – Praise, encourage, and tell others about what an excellent job they are doing, give them constructive criticism – communicate.
- Release them – Once the person is ready to go on their own, release them into their success fully. Give them as much freedom as possible as soon as they are ready for it.

Training 9-14: What Creates Lasting Leadership?

A leader's lasting value is measured by succession.

Leaders who leave a legacy for their team do the following:

- Think, act, lead, and support with a long-term view.
- Prepare your team, prepare any successors, and look out for the best interest of the team long-term.
- Your culture should be one of leadership.
- Create development of leaders from the bottom up – create a succession of leaders.

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- For success tomorrow (weeks, months, and the year's ahead) pay the price today.
- There is not success without sacrifice.
- Hold team leadership above individual leadership.
- No leader can do it all alone – it is a team effort that brings success in anything we do in life.
- Uphold Integrity.

What Leader are you going to be?!

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What Makes Up Successful People?!

What are Some Key Areas for successful people in business, leadership, management, teams, procurement, finance, and life?

It has EVERYTHING to do with it! Success in life is like the air that we breathe – without it we die and are mediocre in our own life!

To succeed at work, with teams, developing leaders, with empowering others, meeting goals from those we report to, and having a sustainable and accomplished life requires that we live out success. Success can be broken down by steps, methodologies, scientific processes, and habits. From these building blocks we can build our own successful life.

Please take some time and really let the information below sink in as you review it. Process it. Then, go back and read it again and start applying each area to your life.

Achievement Realized – Scientific Success

The areas below highlight successful and proven ways, processes, steps, and habits that accomplished people utilize in their daily life. They are known as real life success steps/realized achievements, which have been identified by several scientists who have studied successful people in all walks of life.

Each area (a tip, truth, and/or step) is stated as a fact and a suggestion of how you can implement this in your life.

Let Your Speech Be Slow

It is not about the numbers of things you say, but what is understood. Good speakers master speaking more slowly than others.

“People rate speakers who speak more slowly as being 38 percent more knowledgeable than speakers who speak more quickly.”

Peterson, Cannito, and Brown (1995)



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Do things In Order.

When you are pursuing goals, do them in order. You cannot skip steps to accomplish your goals quicker. Take your goals one at a time and enjoy the process as you move forward. If you do not, you will not move forward.

“Seven out of ten people who are satisfied with their careers express a keen sense of order – an appreciation for the distinct phases of a career and their progression to this point.”
Elliott (1999)

Competence

How good are you at what you do? Do you have tests or periodic evaluations to measure your performance? Understanding where you are at, what you are good at, and what you are not good at is competence.

People who do not think they are good at what they do – who do not think they are capable of success or leadership – do not change their opinion even when they are presented with indicators of success. Instead, their self-doubts overrule evidence to the contrary.

Evaluate yourself on a regular basis – find out what you need to work on – as you work on yourself, you will begin to feel competent, which will make you competent!

“For most people studied, the first step toward improving their job performance had nothing to do with the job itself but instead with improving how they felt about themselves. In fact, for eight in ten people, self-image matters more in how they rate their job performance than does their actual job performance.”
Gribble (2000)



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Do Not Be Average

Most people want you to be average – resist this at all costs! Do everything the best you can do them. If you do succumb to being average, you risk your goals, your individuality, your unique ideas, and the potential of success locked inside of you.

“Psychologists have observed that unhealthy habits can spread through an office like a contagious disease. Employees tend to mirror the bad behaviors of their co-workers, with factors as diverse as low morale, poor working habits, and theft from the employer all rising based on the negative behavior peers.”

Greene (1999)

Change Is Not Easy

We hear about the possibilities for wonderful changes people can make in their lives, and we want to duplicate those results. When we try and are not quickly rewarded, we wind up feeling worse than we did before we started. Change is possible, but it takes time.

“Research on financial managers finds that 95 percent display a particular commitment to sectors in which they experienced their first success. Ultimately, this tendency leads to missed buying opportunities in other segments of the market and unrealistic enthusiasm for their chosen sector.”

Goltz (1999)

Winners Are Made

Winners are not born – winners are made! Successful people get where they are by following a strategic plan. Winners get ahead by learning what it takes. Winners develop a blueprint and follow it – like building a house from a blueprint.

“Case study research on business executives reveals that 98 percent see their position as the result of plans and strategy and that more than half credit their use of a successful person as an example to help define that plan.”



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Gordon (1998)

Act

People need to keep moving forward for their dreams to live. You need to do something every day to come closer to your dreams.

“Those who do not feel they are taking steps toward their goals are five times more likely to give up and three times less likely to feel satisfied with their lives.”

Elliott (1999)

Find Your Motivation Where You Can Get It

Use what you really care about to make yourself passionate about how things turn out.

“When tested in national surveys against such seemingly crucial factors as intelligence, ability, and salary, level of motivation proves to be a more significant component in predicting career success. While level of motivation is highly correlated with success, importantly, the source of motivation varies greatly among individuals and is unrelated to success.”

Bashaw and Grant (1994)

Seek the Tall Plateau

Set your sights, not on reaching an ultimate moment that will quickly come and even more quickly go, but on reaching a level of achievement that is both satisfying and sustainable.

“Studies of former Olympic athletes not surprisingly find that they are very capable and highly motivated individuals. However, more than half of former Olympic athletes have trouble adapting to more traditional post-athletic careers because they cannot replicate the heights of success and recognition they once enjoyed in athletics.”

Sparkes (1998)



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What You Fear is What You Will Get

Worrying about things going wrong increases the chances that they will go wrong! In accepting that there will be success and failure, we are freed to achieve and spend time thinking about what we can do instead of what we cannot do.

“In a survey of high-tech employees, those who spend ‘a lot’ of time worrying about their jobs are 17 percent less productive than workers who ‘seldom’ or ‘never’ worry about their job.”
Verbeke and Bagozzi (2000)

You Are out if you Doubt.

Confidence spreads with successes, and lack of confidence multiplies with failures. If your confidence falters, turn to what you do best, and then take on more challenging tasks.

“People who feel less talented than those around them actually believe they will be outperformed in any task they might be asked to complete, ranging from knowledge tests to creativity exercises and even games.”
Mayo and Christenfeld (1999)

Keep Your Goals in Front of You

Keep your goals where you can see them every day. Your goals should offer you direction, hope, and encouragement. Create your goals, use them, follow them, update them, and live by them every day.

“Successful people spend at least fifteen minutes every day thinking about what they are doing and can do to improve their lives.”
Sigmund (1999)



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The Future is Not Your Past

Your behavior steers your success – not where you grew up, not where you went to school, not ... whether your path so far has been easy or difficult. Opportunity lies ahead – it is a matter of whether you choose to pursue it.

“The current pattern of behavior employees engages in (both inside and outside the office) is six times more likely to predict job performance than is their background and job history.”
Arrison (1998)

Losses can be Good.

Learn from your losses. The setbacks you experience are wonderful opportunities to learn. Not only can you learn what you have done wrong, but you can come to understand what has led you to make the choices you have made. Practice gaining something every time things do not go your way.

“Most students who failed in college and later returned for their degree report that the biggest difference in their second chance was better knowledge of themselves and their capabilities and commitments.”
Robeson (1998)

Want Less

Do not make the mistake of wanting everything. Success in life is not a matter of getting everything. This is an impossible thing. Success is a matter of getting what you need.

“What success means is not universal. Studies of people who have attained nearly identical achievements in the workplace, for example, find great variation in their level of satisfaction, with some considering themselves tremendously successful and others considering themselves average or even failures.”
Maasen and Landsheer (2000)

“The Right Activated Knowledge is Power” (Ted Landgraf)





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Life is a Game.

Life is a game of odds. There is an element of chance in everything. Every aspect of your education, career, and life has been affected by fate. New opportunities are looked at or missed depending on who is paying attention that day. Realize that the more you play the game of life, the greater chance you have of winning. Some days will not be for you and some will be for you.

“Career analysts find that 83 percent of mid-career professionals believe chance played a significant role in their ultimate career path and that they highly value staying open for unexpected opportunities.”

Williams, Soeprapto, Like, Touradji, Hess, and Hill (1998)

Goals

Goals are living – they must evolve with you. Your goals will cause you to be motivated or your goals will cause you to stall. This all depends on the usefulness of your goals. Keep your goals far enough away that you need to keep trying but close enough that you can someday reach them.

“Research on recent college graduates finds that 70 percent react to negative early experiences in the workplace by becoming defensive about their abilities. Because they shun feedback in the aftermath of a setback at work, they have trouble adapting their outlook and habits to help them succeed.”

Trope and Pomerantz (1998)

Lessons Cannot Threaten

When you try to teach anyone something new, you must make it clear from the outset that the destination is someplace we would all like to go.



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“Feelings of self-threat are the single biggest obstacle in gaining the willing participation of workers in new training programs. Moreover, feelings of self-threat tend to spread among co-workers as they share their concerns.”

Wiesenfeld, Raghuram, and Raghu (1999)

If you Feel Wanted, you will Work Harder.

Money, prestige, and all the other aspects of work we benefit from will be compromised if we do not think that those, we work for care about us.

“Lower management workers who felt like they were appreciated by superiors were 52 percent less likely to look for a different job.

Jones (2000)

Find Your Own Path

Before you try to live up so someone else’s expectations, or reproduce someone else’s success, ask yourself whether that is what you were really made for.

“Of people who feel they have failed to achieve success in their lives, 64 percent point to a specific standard set by others that they were unable to live up to.”

Arnold (1995)

It is Not How Hard You Try

You can spend a lot of effort, time, and money and gain nothing. Or you can spend modest efforts and gain success. The purpose of what you do is to make progress in your goals, not just to expend yourself.

“Effort is the single most overrated trait in producing success. People rank it as the best predictor of success when it is one of the least significant factors. Effort, by itself, is a terrible predictor of outcomes because inefficient effort is a tremendous source of discouragement,



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leaving people to conclude that they can never succeed since even expending maximum effort has not produced results.”

Scherneck (1998)

You Start It – You End It

Accept personal responsibility for your decisions and prepare yourself for the potential opportunities of the future.

“The ability to accept personal responsibility for work outcomes and to thrive under individual scrutiny improves your chances by 65 percent of successfully making the transition from working for a traditional large company to succeeding in a job at a small firm or as an independent consultant.”

Peiperl and Barcuch (1997)

The Enemy Can Be Boredom

Boredom will eat away at your persistence and resolve. No one can do the same job, requiring the same tasks, with perpetual interest and enthusiasm.

“Low-variety jobs produce twice as much employee turnover and three times less job satisfaction than high-variety jobs.”

Melnarik (1999)

There is Plenty of Time

We hear a clock ticking as we dream and plan. Our family, our friends, even the media all make us wonder when we are finally going to be there and why we are not there yet. When it comes to success, there are no age restrictions. It takes as long as it takes, and when you reach it, you will not reject success because you are not the right age for it.

“Age is unrelated to people’s commitment to their job and their level of job performance.”

Tuuli and Karisalmi (1999)



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Caring

Care is an integral part in a person's life and their path of success. It is investing themselves with those around them – people's time, people's lives, people's interests, people's concerns, people's well-being, and anything else that is important to those around you.

"Eight in ten CEOs report that a healthy family life is crucial to a productive business life and that the same key skill – 'interpersonal engagement,' the capacity to express concern and interest in those around them – is crucial to both home and work."

Henderson (1999)

Be Realistic

The best self-confidence is based on a realistic assessment of all your abilities, and it highlights the path to all your dreams.

"Confidence, in combination with a realistic self-appraisal, produces a 30 percent increase in life satisfaction."

Sedlacek (1999)

Efficiency

Be efficient in everything you do. An organization that wastes important resources, like the efforts of its workers, is an organization that will waste motivation.

"Corporate inefficiency reduces job satisfaction by 21 percent and increases employees' desire to find new employment."

Melnarik (1999)

Work and Home Must Fit Together

Successful living is not a matter of success in the workplace or success at home – it is the combination of both.



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“People at the peak of their careers report that reaching their goals in work increases their commitment to their home life because they feel a deep sense of security, which improves their time outside of work.”

Persley (1998)

From Within Comes Creativity

Creativity is different from challenging work and effort – creativity in one’s life requires genuine inspiration. It is the product of a mind thoroughly intrigued by a question, a situation, and a possibility. Creativity comes when we focus on something we really want and when we are doing something we want to!

“Experiments offering money in exchange for creative solutions to problems find that monetary rewards are unrelated to the capacity of people to offer original ideas. Instead, creativity is most frequently the product of genuine interest in the problem and a belief that creativity will be personally appreciated by superiors.”

Cooper, Clasen, Silva-Jalonen, and Butler (1999)

Small Successes Are the Key

A jigsaw puzzle is the best word picture for pursuing your goals. The ultimate outcome for that goal (goals) is the outcome, but to get there, you must put the puzzle together piece by piece.

Since you will spend most of your time trying to make progress, you must enjoy what you are doing to finish. If you are not enjoying the process, you must figure out a way to so that you can accomplish what it is you are trying to succeed at. Take joy from the process every day and use the small successes to fuel your continued efforts.

“Life satisfaction is 22 percent more likely for those with a steady stream of minor accomplishments than those who express interest only in major accomplishments.”

Orlick (1998)

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Write Down Directions

Many people write down and plan their vacations, organize their itineraries, and plot their routes. When it comes to their life plan, very few people give it a thought. It is important when you are considering your life plan – the path of your life, your goals, and what you need to do to achieve them – to write them down!

Writing down your plans, goals, and ideas makes them more real for you. Every step you take to define what you want and what you need to do to get it increases the chances that you will pursue these goals and someday achieve them.

“People, who regularly keep a journal, or written record pertaining to their aspirations, are 32 percent more likely to feel like they are making progress in their lives.”
Howatt (1999)

When You Get Knocked Down Get Back Up

So many situations in life seem out of our control! Decisions are made that change our companies, our jobs, our lives – decisions we feel helpless to affect. If you can accept some uncertainty and believe in yourself, there will always be alternatives available to you. You will always have a choice no matter what the situation.

“When layoffs are announced, everybody is disappointed. But some people are overcome with woe while others are thinking of the next step. Self-image and acceptance of risk accounted for more than half of the reaction of workers who faced significant change in the workplace and were more important than nature of the changes themselves.”
Judge, Thoresen, Pucik, and Welbourne (1999)



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Balanced Sleep

Sleep is a crucial factor in everyone's life. Unfortunately, this is the first thing to go when trying to find more time. When sleep is sacrificed for extra time, your purpose, efficiency, and ability is sacrificed. Make sure you get the needed sleep you need on a regular basis.

"Most Americans have been sleepy at their job, and two in five report making errors because of sleepiness. Inadequate sleep reduces innovative thinking by 60 percent and flexibility in decision making by 39 percent."

Harrison and Horne (1999)

Success Is a Formula

In real life, the main difference between people who achieve and people who do not is as exciting or mysterious, but it is as important. It is simply conscientiousness. People who approach things with order, commonsense, consistency, and persistence will succeed.

"In a study of recent business school graduates, employee conscientiousness was five times more likely to predict supervisor satisfaction than was employee intelligence."

Fallon, Avis, Kudisch, Gornet, and Frost (2000)

Listening

Not talking does not mean you are listening. We think about what we have to say, how much to say, and how best to say it. We invest so much in talking that we sometimes treat the time when we are not talking as a rest break.

Instead, active listening, investing ourselves in what others are saying, is the only way we can learn from others and adapt what we have to say to correspond to the other person's perspective.

"Good talkers tend not to be good listeners. Indeed, people who think of themselves as good talkers tend to rate themselves as extroverted, while good listener's rate themselves as



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introverted. Good listeners are 60 percent more likely to try to put themselves in the other person's place – trying to see things through their perspective.”

Paul (1997)

Not Trying is Failure

The fear of failure is powerful! Nobody wants anyone else to know that they are not capable of doing something they tried to do. Many people are motivated from this fear, so they constantly do things to prove others wrong. Others do nothing. The real thinking of many is “You can never fail if you do not bother to try.”

Not trying is the ultimate failure. It means you can never make progress towards your goals.

“When asked to describe significant regrets in their lives, more than eight out of ten people focused on actions they did not take rather than actions they did. In other words, they focused on things they failed to do rather than things they failed at doing.”

Ricarte (1999)

Avoid Inconsistent Emotions

Everybody likes some excitement in his or her world. Depths of feeling bad usually follow the heights of feeling good – the best way to live your life is with consistent emotions. This comes from feeding your mind and soul with daily truth, daily motivation, and daily meditation.

A successful life is not to be found in one exciting day but in a steady, productive, fulfilling career.

“Long-term studies of corporate leaders find that seven in ten of those who survive longest in their jobs downplay both the best and worst outcomes they experience and keep their feelings relatively steady. They have what psychologists call a ‘focus on an acceptable average,’ not on the extraordinary, which is useful because almost every day turns out to be more average than extraordinary.”

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Ingram (1998)

Get Input from Opposites

In life, there are starters and finishers. There are big picture people and people that are great with details. Some are tenacious in making sure a project gets done, while others are great at conceiving ideas. When you involve people in your projects that are opposite of you, you benefit, and they benefit.

“Teams in the workplace composed of people with differing personalities are 14 percent more productive than teams composed of more compatible individuals.”

Fisher, Macrosson, and Wong (1998)

Get Experience

Get experience any way you can!

“College students who served in internships were 15 percent more likely to find employment after graduation and 70 percent believed they were better prepared for the workplace because of their internship experience.”

Knouse, Tanner, and Harris (1999)

Negotiating

When you negotiate with people, do it with confidence or not at all. You will face many negotiations in your life, whether for a pay raise or the terms of your next car purchase.

What determines a successful negotiation from an unsuccessful one? Skill plays a big part. So, does relative bargaining position. If you lack confidence when you deal and work with people (negotiating) you will get the lesser portion.

“Lower self-worth translates into 37 percent less willingness to negotiate and use of 11 percent fewer negotiation strategies. Increased self-worth correlates with greater willingness to incur

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the risks of prolonged negotiation and greater adaptability. In short, the less confidence you have in yourself, the faster you will give up trying to get what you want.”

Greno-Malsch (1998)

Tomorrow

Will tomorrow be a better day? If so, how? What do you want? What do you need to do to get to where you want to be? What are your strengths? What are your weaknesses? What is the next step you need to take? What are the facts?

Most people have a lot of plans and ideas. But we so rarely turn our ideas into our plans, thus creating our future, because little of what we think about progresses beyond concepts and opinions. Define your goals and define your plans to attain them.

“People who construct their goals in concrete terms are 50 percent more likely to feel confident they will attain their goals and 32 percent more likely to feel in control of their lives.”

Howatt (1999)

Eat Right and Exercise

Healthy habits increase our energy and improve both our performance and our satisfaction on the job. It may take more time, but in the end, preserving your own health makes possible everything else you want to do.

“Comparing middle management employees, researchers have found that those whose careers continue to have momentum are 53 percent more likely to engage in healthy life habits than those whose careers are stalled.”

Roberts and Friend (1998)

If You Are Not in Control, You Will Give up Faster.

What is the main difference between those that quit and keep going? It is the person’s sense of self-control.



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Those who persevere recognize that they are responsible, not just for pursuing their goals, but also for setting them. When you are in control, what you do matters and giving up never ever seems attractive!

“Research comparing students of similar ability finds that the distinguishing feature between those who maintain a strong work ethic in their studies and those who give up is a sense of control. Those who express a sense of control receive scores that are a full letter grade higher than those who do not.”

Medoza (1999)

The Difference between Everyone and You

As you watch the news, listen to the radio, read the newspaper.... Do not let your perspective be shaped by attention-grabbing events. The news does not cover people who had a good day, succeeded, and enjoy a wonderful family. Do not let the negative picture of the world cloud your perspective.

“People are seven times more likely to be optimistic about their personal future than they are about the future of their generation.”

Arnett (2000)

Before it Gets Better it Might get Worse

The things you want the most are not the easiest to get. If this were not so, you would already have them. We are faced with the daunting fact that to pursue our goals, to make our lives better, we must first endure and sacrifice.

You could minimize your efforts now, which would offer momentary comfort but leave you well suited to achieve in the future, or you could maximize your effort now and create an ideal future.

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“Among managers in upper-level positions, 84 percent report having had to deal with a ‘period of discomfort’ in their lives. Some took career risks, worked long hours, or acquired new skills, but they saw the sacrifice as necessary to pursue employment, promotion, and success.”

Atkinson (1999)

Conflict – Face it Head On

Ignoring conflict does not make it go away. This will just feed the conflict and make it worse over time. Discuss conflicts between your work life and your home life because that is the only way you can make the situation better.

“Two-career couples were 56 percent more likely to express satisfaction with their marriage when they did not avoid dealing with conflicts and disagreements brought on by their work schedules.”

Howell (1999)

Whatever You Do, Own It

What you do represents who you are – your ability, your commitment, your passions, your vision – your potential to do something more!

“Satisfaction with work improved by 34 percent when employees felt they were individually responsible for their work output.”

McCaw (1999)

Be Honest

Be honest about your future. Lying to ourselves about our goals is like paying off a loan by taking out an even bigger loan. It makes today easier, but it makes tomorrow much more difficult.

“People who consider their careers to have been successful are 81 percent less likely to have exaggerated their career plans when they were younger.”



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Ingram (1998)

Not a Victory

A victory at all costs is not a victory. In your efforts to be successful, the emphasis must be on winning with a purpose, not merely on winning. Our focus needs to be the big picture and what you really want.

“The will to succeed comes in two distinct forms. Hyper-competitive people (60 percent) focus on winning all the time, regardless of the importance of the matter. Self-oriented competitive people (40 percent) focus on doing well but with an emphasis on improving themselves so that they can do even better in the future.”

Glaman (1999)

What is the Point?

While many of us chase money, fame, prestige, recognition, and other things – the single most important thing you can chase is meaning. When you have a purpose in all that you do, every day becomes valuable and every outcome, good or bad, worthwhile.

“Feeling there is meaning in your life is eight times more likely to produce satisfaction than is a high income.”

King and Napa (1998)

Application

The most important decisions you can make are to apply these scientific success areas to actual goals, objectives, and areas in your work and personal life.

What are the Application Steps?

Below is an example of how the application, realization, and follow through of each area and step can help you succeed in the area you have identified.

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The example below has to do with business. You can take these same steps and apply them to any other project, area, or plan in your life at business and in your personal life.

Step 1 – Identify the Area

Reduce costs 10% overall on the bottom line without terminating anyone and without jeopardizing quality.

Step 2 – Create Your Plan

Establish the detailed areas for step 1 and how you will accomplish this. This step includes detailed areas about how you are going to accomplish this (areas, staff, goods and services, efficiencies, productivity, process analysis, staff involvement, etc.).

Step 3 – Who?

Determine who will be involved in the Area and Plan.

Step 4 – Review Plan/Accountability and Buy In

After you have determined who, make sure there is buy in, commitment, and accountability from all involved. After you have shared the plan, make any changes to the plan from any suggestions.

Step 5 – How does each Scientific Success area Impact your Project/Plan?

Review each scientific success area above to determine how sound your plan is, how you are doing in this plan, how realistic your measurement of success is, and any other areas. Use these areas to provide you with a measurement of your success at the start, between, and at the end.

Step 6 – Stick to Your Plan (as listed above)

Stay the course of your plan, make any necessary changes to stay on course, revise steps as necessary so that you can realize your achievement in each area of your business and personal life.



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What are You Going to Change, Desire, Think, Say, and Do Today and Every Day for Success Change?

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How Important are Goals in Your Life Outcomes?

Defining Your Course to Success (Goals #1)

Setting specific goals with dates is one of the most powerful things you will ever do. If you have never understood the POWER of establishing effective goals, please take some time to review and apply this goal setting series.

In any successful endeavors in life, without quantifying goals in written format, holding yourself accountable, and continually checking your progress while making the necessary changes to become more effective, you will not attain what you are capable of in life.

To make it easy just copy the listed goals below to a document and replace the CAPITAL LETTER text with your own information. Once completed, print your goals out and place them in a place you will see these goals and objectives every day.

Note: These are only a few examples of written goals. We would recommend you take some time and develop a thorough written goal outline.

Goal #1:

I, **YOURNAME**, will dedicate **X** hours per week, for the next twelve months, to building my business and will be committed to my success and the success of my team.

Goal #2:

I, **YOURNAME**, am committed to earning **\$\$\$\$, \$\$** per week by **DATE (3 months from today's date)**.

I, **YOURNAME** am committed to earning **\$\$\$\$, \$\$** per week by **DATE (6 months from today's date)**.

I, **YOURNAME** am committed to earning **\$\$\$\$, \$\$** per week by **DATE (9 months from today's date)**.

Goal #3:

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I, **YOURNAME**, will continually learn more about my business and industry by participating in _____, reading _____, attending classes at _____, and _____ over the next twelve months.

Following is an example of what your goals should like when you are completed:

Goal #1

I, _____, will dedicate **60 hours per week**, for the next twelve months, to building my business and will be committed to my success and the success of my team members.

Goal #2

I, _____, am committed to earning **\$1500.00 per week by (3 months from today)**.

I, _____, am committed to earning **\$2500.00 per week by (6 months from today)**.

I, _____, am committed to earning **\$5000.00 per week by (9 months from today)**.

Special note: Studies have shown that reviewing your goals often, preferably daily, will increase their effectiveness.

Once you have done the above you will have started “defining your course to success!”

Why Set Goals (Goals #2)

Goal setting is a powerful technique that can yield strong returns in all areas of your life.

At its simplest level, the process of setting goals and targets allows you to choose where you want to go in life. By knowing precisely what you want to achieve, you know what you must concentrate on and improve, and knowing what a distraction is merely. Goal setting gives you long-term vision and short-term motivation. It focuses your acquisition of knowledge and helps you to organize your resources.

By setting sharp, clearly defined goals, you can measure and take pride in the achievement of



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those goals. You can see forward progress in what might previously have seemed a long pointless grind.

By setting goals you can:

- Achieve more.
- Improve performance.
- Increase your motivation to achieve.
- Increase your pride and satisfaction in your achievements.
- Improve your self-confidence.
- Plan to eliminate attitudes that hold you back and cause unhappiness.

Research has shown that people who use goal setting effectively:

- Suffer less from stress and anxiety.
- Concentrate better.
- Show more self-confidence.
- Perform better.
- Are happier and more satisfied.

Goal Setting Helps Self-Confidence

As you set goals and measure your achievement, you can see what you accomplished and what you are capable of. The process of achieving goals and seeing their achievement gives you the confidence and self-belief that you need that you will be able to achieve higher and more difficult goals.

How to Set Goals Effectively (Goals #3)

It is important that you understand that the way in which you set goals strongly affects your effectiveness. The following guidelines apply to setting effective goals:

Positive Statement

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Express your goals positively: 'Execute this technique well' is a much better goal than 'don't make this stupid mistake'.

Be Precise.

If you set a precise goal, putting in dates, times and amounts so that achievement can be measured, then you know the exact goal to be achieved, and can take complete satisfaction from having completely achieved it.

Set Priorities.

Where you have several goals, give each a priority. This helps you avoid feeling overwhelmed by too many goals and helps direct your attention to the most important ones.

Write goals down to avoid confusion and give them more force.

Keep Operational Goals Small: Keep the goals you are working towards immediately (i.e., in this session) small and achievable. If a goal is too large, then it can seem that you are not making progress towards it. Keeping goals small and incremental gives more opportunities for reward. Today's goals should be derived from larger goals.

Set Performance, not Outcome Goals.

This is important. You should take care to set goals over which you have as much control as possible - there is nothing as dispiriting as failing to achieve a personal goal for reasons beyond your control such as bad business environments, poor judging, severe weather, injury, or plain bad luck. Goals based on outcomes are extremely vulnerable to failure because of things beyond your control.

If you base your goals on personal performance or skills or knowledge to be acquired, then you can keep control over the achievement of your goals and draw satisfaction from them. For example, you might achieve a personal best time in a race, but still be disqualified because of a poor-judging decision. If you had set an outcome goal of being in the top three, then this will be a defeat. If you set a performance goal of achieving a time, then you will have achieved the goal



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and can draw satisfaction and self-confidence from its achievement.

Another flaw is where outcome goals are based on the rewards of achieving something, whether these are financial or are based on the recognition of colleagues. In early stages these will be highly motivating factors; however, as they are achieved, the benefits of further achievement at the same level reduce. You will become progressively less motivated.

Set Specific Goals

Set specific measurable goals. If you achieve all conditions of a measurable goal, then you can be confident and comfortable in its achievement. If you consistently fail to meet a measurable goal, then you can adjust it or analyze the reason for failure and take appropriate action to improve skills.

Set Realistic Goals

Never set goals that are not attainable as setting goals too far out or too challenging can become discouraging. Here are some common reasons why people set goals unrealistically high:

- **Other people:** Other people (parents, media, and society) can set unrealistic goals for you, based on what they want. Often this will be done in ignorance of your goals, desires, and ambitions.
- **Insufficient information:** If you do not have a clear, realistic understanding of what you are trying to achieve and of the skills and knowledge to be mastered, it is difficult to set effective and realistic goals.
- **Always expecting your best performance:** Many people base their goals on their best performance, however long ago that was. This ignores the inevitable backsliding that can occur for good reasons and ignores the factors that led to that best performance. It is better to set goals that raise your average performance and make it more consistent.
- **Lack of respect for yourself:** If you do not respect your right to rest, relax and have pleasure in life then you risk suffering burnout. No matter how large your business is you always have the right to rest and enjoy what you have accomplished.

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Setting Goals Too Low

Alternatively, goals can be set too low which can keep you from growing and achieving true personal satisfaction. Following are some common reasons why people set goals too low:

- **Fear of failure:** If you are frightened of failure, you will not take the risks needed for optimum performance. As you apply goal setting and see the achievement of goals, your self-confidence should increase, helping you to take bigger risks. Know that failure is a positive thing: it shows you areas where you can improve your skills and performance.
- **Taking it too easy:** It is easy to take the reasons for not setting goals unrealistically high as an excuse to set them too low. If you are not prepared to stretch yourself and work hard, then you are extremely unlikely to achieve anything of any real worth.

Setting Goals at the Right Level

Setting goals at the correct level are a skill that is acquired by practice. You should set goals so that they are slightly out of your immediate grasp, but not so far that there is no hope of achieving them: no one will put considerable effort into achieving a goal that they believe is unrealistic. However, remember that the belief that a goal is unrealistic may be incorrect. Such a belief can be changed by effective use of imagery.

Personal factors such as tiredness, other commitments, and the need for rest, etc. should be considered when goals are set.

Now review the goals you have set, and then measure them against the points above. Adjust them to meet the recommendations and then review them. You should now be able to see the importance of setting goals effectively.

Think Through Goals

When you are thinking about how to achieve goals, asking the following questions can help you to focus on the sub-goals that lead to their achievement:

- What skills do I need to achieve this?
- What information and knowledge do I need?



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- What help, assistance, or collaboration do I need?
- What resources do I need?
- What can block progress?
- Am I making any assumptions?
- Is there a better way of doing things?

Applying the above section will truly help you set EFFECTIVE goals changing your life and those around you!

Decide Your Goals (Goals #4)

How do you decide your goals?

Determining what your goals are and where to establish them can be challenging. Below you will see some suggested areas to be used to set goals.

Your Lifetime Goals

The first step in setting personal goals is to consider what you want to achieve in your lifetime - setting Lifetime goals gives you the overall perspective that shapes all other aspects of your decision making.

To give a broad coverage of every key area in your life, set goals in all the areas listed below. Why? What you do personally affects your business and what you do in your business affects you personally.

Your Life Goal Categories

Artistic

Do you want to achieve any artistic goals? If so, what?

Attitude

Is any part of your mind-set holding you back? Is there any part of the way that you behave that upsets you? If so, set goals to improve or cure the problem, even if the goal is only to get help.

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Education

Is there any knowledge you want to acquire? What information and skills will you need to achieve other goals?

Family

Do you want to be a parent? If so, how are you going to be a good parent? How do you want to be seen by a partner or by members of your extended family?

Financial

How much do you want to earn by what stage?

Physical

Are there any athletic goals you want to achieve, or do you want good health deep into old age? What steps are you going to take to achieve this?

Pleasure

How do you want to enjoy yourself? - You should ensure that some of your life is for you!

Public Service

Do you want to make the world a better place by your existence? If so, how?

Social

Do you have any social ambitions?

Spiritual

Do you have goals specific to your faith and belief?

Once you have decided the areas you wish to establish your goals and apply the principles you learned in *"How to set goals effectively,"* watch them come true.



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Powerful Attitudes Are the Key to Reaching Your Goals (Goals #5)

Establishing realistic goals are the first step. The next is having an attitude that will drive you forward to materialize your goals. Below you will find six foundational attitudes and habits that will help you in seeing your business goals happen.

#1: You need to have a positive belief about your business and this industry.

With a belief in what you are doing (your business), your chance for success will be even greater. This belief is what spurs passion, enthusiasm, and excitement about the possibilities your business can bring you over time. This belief will help you stay focused as you are working daily to accomplish your goals.

It is true. In fact, 90% of your success in life is belief and enthusiasm. Even for those who do not know much about their industry, you will notice that many have success, because they have this belief in what they are doing within their business.

From this belief in what you are doing, many things will change. An example of this would be, “I am not selling. I am offering you a gift of incredible value – a solution to your challenge.”

#2: You must have a great attitude about your company!

Your belief must be constant about your company. Without this, people will see right through it. See your company with integrity, having a mission for being in business, one with a passion for its representatives and employees and for their customers. Hold its management in high esteem. Be a believer in your company. Never talk bad about other companies, people, and organizations.

#3: Believe in your product and/or services.

What drives business the best and most is word of mouth. This is the most powerful marketing in the world. If you do not love your products and/or services, you will not be able to expect anyone else to care about them.



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#4: You must have an attitude of “I will succeed”.

Ask yourself, “What will it take to succeed? Am I willing to do what it takes?” If your answer is not a resounding YES, then the first obstacle that comes your way will be your reason to quit.

#5: You must be willing to serve others.

For you to succeed, you must help others succeed. Each person will need something different from you – some will need to know you are there, some will need help with calling, some will need help with becoming more of a leader, some will need help with being accountable in their weekly activities, some will need help in other areas.... TEAM is what it is all about – Together Everyone Achieves More.

#6: You must be honest.

This is true about people and about you. If you cannot be honest with yourself, you will not be able to truly accomplish your goals (dreams).

Goals Outlined Equal Success (Goals #6)

Find the right goals.

“People are not lazy,” says personal development author Anthony Robbins. “They simply have impotent goals – that is, goals that do not inspire them.”

Many people have different goals. You may be dealing with a person whose goals in life are different from yours. It may not be laziness in a person, but a person who has not yet seized upon a sufficiently compelling reason to offer their total commitment.

Keep this in mind as you are working with people, getting to know team players, and supporting your team. Get to know each person and their goals, so that can encourage them on.

Use Goals to Help You Grow

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A goal is an objective, a purpose. A goal is more than a dream; it is a dream being acted upon. A goal is more than a hazy, "Oh I wish I could." A goal is a clear "This is what I am working toward every day."

Nothing happens; no forward steps are taken until a goal is established. Without goals individuals just wander through life - They stumble along, never knowing where they are going, so they never get anywhere.

Goals are essential to success as air is to life. No one ever stumbles into success without a goal. No one ever lives without air. Get a clear idea and route where you want to go.

Without goals, we cannot grow. The modern corporation does not leave its future to chance, should you?

Before You Start

Start your day, start your week, start your month, start your year, start your life, know where you want to go!

Two steps that will help you have a clear path:

#1: Demand precise answers to these questions – what does it take to satisfy me? What do I want to accomplish in my life? What do I want to be?

#2: Visualize yourself in work – visualize yourself in home – visualize yourself in social.

Desire Harnessed is Power

Failure to follow desire, to do what you want to do most, paves the way to mediocrity. Success requires heart and soul effort and you can only put your heart and soul into something you really desire.

When you surrender yourself to your desires, when you let yourself become obsessed with a goal, you receive the physical power, energy, and enthusiasm needed to accomplish your goal.

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Deeply entrenched goals keep you on course to reach your target. When you surrender to your goal, the goal works itself into your subconscious mind. This subconscious goal constantly speaks to you the image you want.

Surrender to Your Goals

Let it obsess you and give you the automatic direction needed to accomplish what you want. As you press forward to success, set goals: deadlines, target dates, and self-imposed quotas. You will accomplish only what you plan to accomplish.

Progress is Made One Step at a Time

The step-by-step method is the only intelligent way to attain any objective. Sometimes someone achieves success all at once. But if you check the past histories of people who seemed to arrive at the top suddenly, you will discover a lot of solid groundwork was previously laid. And those successful people who lose fame as fast as they found it simply were phonies who had not built a solid foundation.

Evaluate everything you do every day – ask the question “Will this help take me where I want to go?”

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How Does Perception and Intuition Affect You?!

How Important is Perception and Intuition in Life?! (Perception & Intuition #1)

What does perception and intuition have to do with business, procurement, the workplace, and your own personal life?

It has everything to do with it, you, how you respond, what you do, how others react, and what type of successes or failures you see throughout your lifetime. Many times, we think we know what others are thinking and feeling, and what they are about, yet we are wrong.

Having the correct perception and intuition is a necessity in all aspects of life.

Before we can outline perception and intuition and some of the things, we can do to become better at these two areas, we must understand their meaning. Webster defines perception and intuition below.

Perception means:

- A result of perceiving.
- Observation.
- Consciousness.
- Quick, acute, intuitive.
- Capacity for comprehension.

Intuition means:

- Quick and ready insight.
- Immediate apprehension.
- Knowledge or conviction gained by intuition.
- The power of faculty of attaining to direct knowledge or cognition without evident rational thought and inference.

As you can see both perception and intuition are necessities for a successful life. The better we are at both, the better we will do. Why? In all we do, we interact with people at work, those we



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attract, the business deals we make, and those we conduct business with and any other part of our lives as it relates to people.

What Is Perception?

Our sensory experience of the world is perception. This involves what is around us in our recognition and response of each environment we find ourselves in. Through this continual process of our sensory experience / perception, we can gain information about the environmental elements and properties that are critical to our behavior.

The perception each of us not only creates our experience of the world we are in, but also leads each of us in how we act within our environment.

Perception includes the five senses: hearing, touch, sight, smell, and taste. It also includes what is known as proprioception, a set of senses involving the ability to detect changes in body positions and movements. It also involves the cognitive processes required to process information, such as recognizing the face of a friend or detecting a familiar scent.

As outlined, perception is vital to failure or success, survival or not, joy or discontent, attracting the right friends / clients or those who can derail focus and objectives, and about anything else one can think of. In other words, have you ever found yourself spending most of your time serving clients that only make up a small percentage of revenue, yet the clients that make up most of the revenue; you do not spend as much of your resources and time? The same thing can be said about your personal relationships where you give and give and give, yet it is only one sided (not mutual).

Perception is vital in all environments in our lives!

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Right and Wrong Perception and the Perceptual Process Steps (Perception & Intuition #2) What are the Perceptual Process Steps?!

To have better perception in our lives, we must understand the perceptual process steps. These steps are:

- Environmental Stimulus (everything in our environment that has the potential to be perceived by us). Example: A cup of coffee at Starbucks in the morning – the smell of coffee, hear people talking, see others using their laptops, touch the hot cup of coffee, observe some who are quiet with the “I am not awake yet don’t me look.”
- Attended Stimulus (this is the specific object in the environment on which our attention is focused). Example: Focus your attention on the person who is asleep in the chair.
- Retina Image (attended stimulus takes place on the retina in an image). Example: The things you see in Starbucks.
- Transduction (pictures from the retina/visual messages are transmitted to the brain to be interpreted).
- Neural Processing (The electrical visual or auditory signals are processed). Example: When you have touched the coffee cup, your brain interprets that it is hot. When a person speaks to another, your brain interprets the auditory signals about what they are saying; When you taste the coffee with your tongue, your brain interprets this is good or bad coffee.
- Perception (at this point that we become consciously aware of the stimulus). Example: In this stage, you become aware there is an attitude going on with the Starbucks staff (you perceive).
- Recognition (this is the ability to interpret and give meaning – this stage is an essential part of perception since it allows us to make sense of the world around us. By placing objects in meaningful categories, we can understand and react to the world around us). Example: We realize the Starbucks Manager is treating staff with a bad attitude and everyone is affected.
- Action (response to the environmental stimulus). Example: You make a choice to call Starbucks corporate about the Store Manager (involves some type of motor action that occurs in response to the perceived and recognized stimulus). (Cherry, Kendra)



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Wrong Perception

What happens if we have wrong perception about our environment, about those we work with, clients, potential new clients, and anyone else we interact with (personal or business)?

We can lose everything! What we perceive determines so much about how we act, how we respond, what we say, and how we develop healthy and productive long-term relationships in all facets of our lives.

Right Perception

When we have right perception, we can accomplish goals, increase our financial outcomes, impact those around us, and have a healthier life in all aspects.

What is Intuition and How Important is it to You?! (Perception & Intuition #3)

What is Intuition?!

What is intuition? Why is intuition more important, in some cases, even though we may have incredible perception? What will intuition do for us when we listen to ourselves? How does intuition affect others around us?

To help you become more aware about intuition, how to listen to your intuition, and apply intuition, we have outlined some helpful tips below. As you listen to yourself, and apply this intuition, you will be able to maximize life events, situations, and relationships in all parts of your life for a better outcome.

Intuition Details

Intuition is the feeling you get when something is not right. It is the inner voice inside of you that speaks to you about something not right. An example is a person who has integrity in business but does not. Another example is the danger of being somewhere at night, being followed, yet you cannot see anyone.



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Franchis Cholle does an excellent job outlining and defining intuition and instinct.

- Instinct is our innate inclination toward a behavior (as opposed to a learned response).
- A gut feeling – a hunch – a sensation that appears quickly in consciousness (noticeable enough to be acted on if one chooses to) without us being fully aware of the underlying reasons for its occurrence.
- Intuition is a process that gives us the ability to know something directly without analytic reasoning, bridging the gap between the conscious and non-conscious parts of our mind, and between instinct and reason.

In life, we need perception (reason) and intuition (instinct) to make the best possible decisions in all aspects of our lives. Many of us do not follow our intuition, because we have been taught that following hunches is not good business practice and not an effective way to live one's own life. Yet, many times in life, when we have not followed intuition, we end up paying the price in a negative way. What we need to do is become more aware of our intuition, listen to ourselves, and utilize both perceptions with intuition. In other words, if you are inner voice is whispering to you a certain thing, PAY ATTENTION!

Include Intuition in Your Daily Life

How do we pay attention to our inner voice? How do we include intuition into our everyday life? First, because most of us have not included intuition in our daily lives, we are going to have to focus our energy daily and dialogue intuition into our lives.

How Important is Dialoguing and Listening? (Perception & Intuition #4)

How does dialoguing work?

As you dialogue, keep in mind that each of us is different. Some are work-aholics, some are organized, some are more logical, some are artistic, some are laid back, and some are rigid. In the example below, please keep in mind that if I do not see boundaries for myself, I will work 7 days a week and work many hours, because I love what I do, and I love to work. An example of this is:

- You: Should I work today even though it is Sunday?



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- You are Unconscious: No.
- You: It is okay. I will just work in the morning and I have a lot to get done.
- Your Unconscious: I do not know, I really need to do other things that rejuvenate my batteries, have some recreation, and just be.
- You: Why?
- Your Unconscious: My mind and soul need a break from work because I have already worked 70 hours this week.
- You: But I must get these things done.
- Your Unconscious: You're missing the point.
- You: What's the point?
- You are Unconscious: You like work but you need to regenerate your batteries and just be – read, barbecue, hang out, enjoy the weather...
- You: What has gotten your batteries going has to do with this?
- You are Unconscious: Everything. You: How?
- Your Unconscious: You'll see; just trust me on this and you will be so glad you took a break and did not work today.

Listening Can Make or Break You!

As you can see, we really need to listen to ourselves and follow what our inner voice. The more we practice, the better we will do. As Franchis Cholle points out, there are three other things we can activate in our daily lives to be more aware of our intuition and listen to our inner voice! They are:

- “Keep a journal. Writing your thoughts and feelings down on paper - even if you "think" you have little to say - helps the non-conscious mind open. You may find you are writing words and phrases that do not make sense to you or stir emotional responses rather than intellectual responses. When this happens, it leads to the next area.”
- “Turn off Your Inner Critic. Often, we rationalize away those voices within. This time listens without judgment. Allow the inner dialogues to happen without fear or ridicule.”
- “Find a Solitary Place. A place where you can allow emotions to flow freely is an imperative part of finding and retaining the building blocks of intuition. Here you may



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also want to create an emotional connection to an object, a color, a piece of music or literature - anything that will allow feelings to stir that are solely from within and do not carry intellectual or rational reasoning.”

What Can You Do to Increase Your Perception and Intuition for Greater Success?

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What are 12 Understanding's to Greater Business and Life Outcomes?!

How Important is the Right Daily Repetition in YOUR Success?

This knowledge paper outlines many facets, areas, truths, stories, and understandings important to your success in life. The content points to four principal areas in your life which impacts you the most!

- What You Desire.
- What You Think and Believe.
- What You Speak.
- How You Act!

Review all the information below and apply for your greater outcomes in life!

Understanding 1: Four Business Phases -- What to Expect in Your Own Business, Sales, and Building Teams

Every person in a business will go through four phases of their business growth. When a person reaches the fourth phase, he or she has obtained a solid foundation.

If a person does not grow to the third and fourth phase, he or she will eventually leave their business or industry. The people that quit carry the mindset: sales, having your own business, and building a team of people does not work. Either these folks recruited a lot of people that did nothing, or they did nothing themselves, they could not fill their own prospect client pipeline, did not follow up with prospects, or did not target the right people and organizations.

Keep in mind: The highest paid people in the world are either salespeople, marketing, entrepreneurs, or business owners.

What are the four phases, and which one are you at?

Phase 1

The first phase takes place in the first 30 to 90 days or so.

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Below are some of the thoughts a person will go through:

- If I could get this person to do this, obtain a client, get that big billion-dollar company, I will earn some great income.
- When I find the connectors, those who know how to network, people who get my business, I will be financially on my way.
- Everyone will want to do this! I will find a certain number of people and organizations. This will be easy!

People who start are usually driven by excitement, which is great! The excitement is good. Some recruit other salespeople because of this excitement, only to find that the new people have joined because of their excitement. These people did not join because of their understanding of the opportunity, your business, the industry you are in, and their own personal goals and reasons (the why behind why they are doing this).

Also, certain prospective clients agree to see you because of this excitement only to become dead end opportunities that go nowhere.

Phase 2

In the **second phase**, which takes place after 90 days, new business owners / salespeople, begin to realize that finding a certain number of people is not the answer.

It is all about developing people. This is where most people quit because they realize this takes work and personal development. And, because they have lost focus on the long term (not being value focused), they think, "I have not earned a lot of money". This is where you must find out why each prospect, team player, and staff person want to be a part of your business or be a client that values what you bring to them. Each person must learn, implement, and teach a system that works. Each person starts to realize they are not the reason, issue, and that they are not duplicable.



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Some of the thoughts at this stage are:

- I spend all my time recruiting / prospecting people who do not do anything after they become a part of my business. I must not have what it takes. I must figure this business out.
- I market and sell and plant seeds to gain clients and have had some interest, but I have not gotten the results I have wanted.
- I should quit because I have only
- Why did so and so client do this or why did the company I thought would do something not?
- The amount of income I have made in proportion to the time spent has not been worth the effort.
- I will never retire from this business if I must always sell, market, and recruit staff and obtain new clients.
- Why does so and so do what they do and have such success and I cannot?

Those who make it through the second phase realize that they have gotten plugged into a team, leaders, and a system that can be duplicated by others (important). The most effective systems are the ones that find emotional reasons within their prospects.

This is the why behind the goals.

In other words, when you ask someone why they joined your company, decided to sell for you, or become a client, each person will tell you many things. It could be curiosity, an extra amount of income These are goals. The why behind these goals the prospect and the team player can only provide? You cannot provide this to anyone. People must want this to succeed.

Phase 3

In the **third phase**, sales, recruiting staff, prospecting clients, and enrolling clients becomes a rhythm.



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Confidence in prospecting, recruiting, selling, and engaging clients begins to emerge. **The difference between dollar focused and value focused is learned.** This phase takes place from about 120 days to 1 year.

In this phase, frustration begins to set in, which hopefully drives them to the next and final phase. Their thoughts go something like this:

- My recruiting and selling are not hard. It is natural.
- I understand that recruiting and selling is only the beginning. Mentoring and providing solutions to each person is the answer.
- I am tired of recruiting people who do not have any reasons why they want to develop sales for my business, and I am tired of prospective clients who waste my time.
- I would not have wasted my time with so and so if I knew they were not going to do anything.

Phase 4

In the **fourth phase**, team players are professionals in this industry.

They exhibit a unique difference between prospecting and recruiting. Many of those they recruit go to work and produce and prospective clients become productive clients. The predominant attitudes with the professional are:

- I enjoy qualifying people.
- Enrolling people the right way provides rewards beyond comprehension. I will not waste my time chasing people. My prospect must qualify before I will spend my time working with them.
- I require prospects to sell me on them before I ... I enjoy helping people overcome their challenges with the solutions my team can provide.

The above attitude can be seen in many top money earners.

Some of you are wondering, "How do I get to the fourth phase?"

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It is not difficult, but it takes work. If you develop and use a system of organization, follow up, sales, mentoring, prospecting, and other areas, you will find the answers about how to develop **relationships with the right people over time.**

It is a numbers game. Do not let anyone lie to you. You need to be consistent like any business to succeed. You need a daily plan of action that you carry out every single day, every week, every month, and every year.

The more people you contact (email, call, inform, etc.) every week and follow up with people you have presented, the quicker your success.

If you want to speed up the one to two years to less time, you will have to work more hours, focus, apply more marketing and advertising dollars, and build your sales team quicker.

People are busy. People have problems (what I call opportunities).

You must show people that YOU can be trusted before they will become a part of your team, become a client, and refer others. This all takes time, emails, leaving messages on their voice mail, and any other method of follow up.

When a person says “no,” do not give up. It is only one more no to yes.

You must find your why. Your why will carry you through the times that are difficult? Where do you want to be in one year? Write down your goal and pay the price.

In Summary

If you get this, you will be 80% there. This means you must be consistent over the next 12 to 24 months with yourself and with people.



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Understanding 2: Daily Success Steps

What do you do daily for the next twelve to sixty months to grow your business, create a value-added team, and create long term relationships, and increase revenues and income?

1. Follow your business system (sales, marketing, follow up, goals, etc.).
2. Support your team, your staff, your salespeople, and your clients.
3. Email and call each person every so often to say thank you ... what can I do to help you? We call this servant leadership.
4. Communicate with your team and the company on a regular basis -- Communication equals success!
5. Use the phone, email, and social media to establish success.
6. Lead and direct live calls and any recorded messages to develop your staff, team, prospective clients, and clients.
7. Never quit! "Steady plodding brings prosperity" and "do not despise the day of little beginnings".
8. Listen to as many innovative ideas, encouragement, and direction as possible. Then, apply these ideas, test them, and apply the tools that work.
9. To become successful in your business, learn from those who have done it before. Example: If you want to become a millionaire, get around those who are a millionaire (not people who are broke or middle class or make \$100,000 per year). Just like a Medical Doctor, to become an MD, you will spend time in residency around MD's who will mentor you.
10. Get it in your mind and heart "things take time." Anyone who has ever succeeded in any business worked consistently for more than 12 to 60 months.
11. Listen to people! Acknowledge people. Talk less and listen more. Become more aware of those around you. This will help you to see what the need is and where you might fit in to provide solutions without selling.
12. Total commitment plus total focus equals total success - word of mouth will always outperform any other types of marketing and sales.

If you do this on a regular basis, your business will grow, and you will have a solid foundation of success.

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Bottom Line

Listen to more people and say less.

The key is to tell the story as many times per day as possible. If you do not have a story about your business, find one and make sure everyone has this story to share. The person who shares the story more wins quicker. You are not a salesperson ... you are an information giver filling a need.

The person you are talking to may need - extra money; to belong to something; education; training; earn a full-time income; or many other assortments of reasons. All that you are doing is filling the need.

Understanding 3: Financial

Those that live the life they want pay the price!

The price for getting up when you want, vacationing where you want, living where you want, eating what you want, paying cash for what you want, giving money to whatever charity (cause) you want, and on and on....

Do you want time and money freedom?

A price is paid up front!

This means you must make a choice to do what it takes to get there! You will make this decision every day until you arrive at your goals. Then, as you are succeeding in some of your goals, you will add other goals to your list. Goals are not stagnant but should continually be growing just like your life should continually be growing and changing.

This means you understand, or will understand, that your business is a numbers game! You understand you will have to go through many people to get the few who will become your committed staff, team players, strategic partners, and your loyal client partners!





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To do this quicker, you will need to spend more time and more money on a regular basis!

All business owners understand, that for business success, new representatives, new customers, and new staff (if you are growing), must be found on a regular basis to stay in business. Your business, like all other businesses, requires growth for success.

Keep this in mind as you are building your business and its foundation over the first 12 months to 60 months!

Understanding 4: The Power of Systems

You must have a system to succeed!

We would like to highlight someone who did this well.

True Story

In 1954 a man named Ray was 52 years old. He mortgaged his house and invested his life savings to buy the exclusive rights to distribute a machine that could mix 5 milkshakes at one time. He dreamed of wealth.

Ray heard about a hamburger stand in California that was running 8 of these machines. He headed for San Bernardino to see for himself. If he could find out how they were selling so many milkshakes, he could share the idea with other restaurants and sell a lot of mixers.

What He Saw

Ray had never seen so many people served so quickly when he pulled up to look. Seizing the day, he pitched the idea of opening several restaurants to the brothers who owned the restaurant, convinced that he could sell eight of his multimixers to each one.

History!

"The Right Activated Knowledge is Power" (Ted Landgraf)





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By 1963, more than 1 billion hamburgers had been sold, a statistic that was displayed on a neon sign in front of each restaurant.

Ray Kroc, building on a restaurant management system developed by the McDonald Brothers, revolutionized the restaurant industry. He did it by refining operations into easily replicable processes.

Can you begin to see the picture?

Instead of simply supplying franchisees with milk-shake formula and ice cream, Kroc sold his new partners a system. We have this 100% Automated System. All you must do is plug-and-play by activating the Steps in all the sections in this training on a regular basis.

This was how McDonald's created a chain where a store in Delaware and a store in Nevada could serve burgers of the exact same size and quality. Each with the same number of pickle slices and the same-size dollops of mustard and ketchup, each on a similar tray alongside potatoes deep-fried for the exact same length of time.

It defied all traditional logic.

McDonald's, now a worldwide icon, is operated entirely by teenagers, working at near minimum wages, who know nothing about the restaurant business! Yet the success rate for these hamburger factories is virtually 100%! The McDonald's system creates that success and it is completely independent of the skills or abilities of the employees.

Things have changed!

Most fax machines are not being used as they were in 2005! So are the Big Mac and fries! As you glance around the room you see that everything is different. The home you lived in before your journey to the past is completely different than what you grew up in. In 1960, most homes had no garbage disposal, a microwave was a luxury in 1985, a CD player was non-existent in

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1995 for the normal consumer, a memory stick was unknown in 2000, and so forth. What started as a personal computer is now migrating to new applications and mobile technologies.

Racy Kroc's System

You see, McDonald's system does not teach kids to cook French fries. It teaches them to push a button, twist a dial, drop a basket, and listen for a bell. Anyone can be taught these steps. And the steps create the same fries in Denver, Colorado, as they create anywhere else in the world!

It is all about the: system, same tools, ingredients, steps, brand, with the same results.

In other words, everyone needs to be on the same page, presenting your business, story, solutions, and foundation the same way so that each client's needs are met with sterling, quality, and long-term relational results.

Ray Kroc's system has been deemed at the ultimate example of duplication. Even the system itself has been cloned many times by other companies like KFC, Burger King, and Taco Bell, all with comparable results.

What do all these companies have in common?

1. They provide consistent value to their customers.
2. Everything they do is clearly defined in their operations manual.
3. Their success does not depend on just one person. Each team member, staff person, and partner refer to the system for implementation.

You cannot change history.

But you can learn from it and use what you learn to change the future.

Your Business – Must Have a System

If you are going to achieve the kind of duplication that leads to real success, then you are going to have to have a method that does not depend on the level of just skills.

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Keep Things Simple

Like it or not, a lot of the "ordinary" people who became wealthy from business, if the truth be known, understood and understand simplicity without knowing it. They kept things simple and went out to others and showed them how to keep things simple.

Barring a major stroke of luck, your success depends entirely on people being able to tell the story – your story – your companies' story. Do you have something in place that motivates others to tell the story? If not, you need this in your system.

Develop your system or utilize the system your company already has. Then, plug in, review, set your goals, focus, and implement with action!

Understanding 5: 12 Essentials

The importance of a warm market

It is important to express to new team players of a business the importance of warm market. A lot of successful business is based on people communicating with people they know (warm market). You, as the owner, executive, manager, and /or leader, along with any staff / team members should use their warm market to promote the company, and to establish a strong, secure, and prosperous foundation.

Attitude and enthusiasm are quite important when approaching your warm market. The greater your beliefs in what you are doing the more chance of success.

You are an information giver, not a salesperson

Your goal is to provide information to a prospect and educate them on the benefits of your business and the strength of the company. After this it is up to the prospect to decide if it is the right time for them to join as a client or join your team. No convincing or selling is necessary. You do not want to sell or persuade, but to offer information, and let the person come to a

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decision on his or her own. As important as the initial contact, the regular email follow-up is important.

Every person in the organization should be a storyteller, an information giver, a solution provider, and a relationship developer.

Communicate

Get to know your TEAM (Together Everyone Achieves More). Talk to those you want to build a relationship with. In other words, "Success is a collection of good relationships" (J.C. Penney). Email and call your team on a regular basis letting them know you are there. From this, as you develop your team and clients, your success will come when your team members and clients have success.

Stick with one system and one company.

Duplication is the most important thing in building a successful business. Your job is to have a system that works. This system must be simple so that everyone in your business can follow it and be able to teach others who can follow it.

Teach self-reliance and leadership.

This is the most important aspect a person needs in any successful business. You cannot drag anyone to the finish line. You are responsible to give your team the tools, the knowledge, the support, and train them to be independent leaders. This in turn will breed other independent leaders.

*** It is vital to train your team well and teach them to be independent***

80% of your day should be spent prospecting and recruiting team members and clients. 20% of your day should be spent supporting those who are a part of your team.

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Do not lend anyone money.

You want to seek out and work with people who are willing to invest in themselves and make a commitment. Success depends on believing and investing in you. If someone really wants to improve their situation, they will find a way.

Do not offer before making a commitment yourself.

Along those same lines, please forewarn a prospective team member to NOT under any circumstances try and offer this opportunity before they have committed to building a prosperous business, understand what the company provides, know the strengths, and is willing to work overtime.

The spouse / partner

A big killer in business is spousal rejection. If you know the person has a husband or wife or business partner, who has influence in the decision-making process, invite them both to hear about your business before they start working with you. Inevitably, if one sees it, he or she will go home and try to tell the other one.

Meetings

Engagement and involvement with conference calls, webinars, Skype calls, one-on-one mentoring, and in-person meetings are vital to accountability, goal setting, staying engaged, and moving forward in any business. If a person is not engaged, the chances of success are very slim.

Rejection

Business is a numbers game. The more people you talk to, the more successful you will be. Also, by talking to large numbers of people, each individual person begins to matter less and less. Those that say "no" will be easier to take because of those that say "yes."



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Be there for your team and clients.

Answer any questions they may have, give them encouragement when they need it, go over strategies, and teach them to go out and develop your business with you as a TEAM! Leaders are people who get the job done because they want success for themselves. If someone is going to be successful in any business, they will be successful with or without you. If someone is going to fail, they will fail with or without you.

Teach people your system and show them how to make it work for them.

Do not quit!

The major thing that can make you fail in business is if you quit.

Invest in Your Business

Making money requires investment.

There is no easy way to tell people the truth! It takes money to make money! If goods and services are not purchased (in any business), there will be no money earned, no profit made, and no business to work in the future!

We hesitated even placing this in this training section, but there are so many people that believe that they will succeed without time given and money spent.

The bottom line: If you do not lead by example, very few other people will do the same in your team. Thus, your income results will not be good in this business and/or in any other business.

Whatever you do, do not waste your time and other people's time!

Life is too short!



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Understanding 6: 12 to 60 Month Success

Turn new people into leaders.

When a person signs up in your team, joins your staff, and becomes a strategic partner what do you do next? Do you sit back and think that you are set?

Do you leave it up to each person to succeed on their own?

No.

It is up to you to offer your new team player help. Email and call them and let them know you are there to support them with email tagging; answers to their questions; help with their goal setting; accountability; 3-way calling; conference calls; Skype calls; encouragement; regular communication; and anything else that will help them succeed.

Your support and understanding can make the difference between keeping and losing a new player.

What do you do with a new team player?

1. Refer them to your training website and the company website for training -- They will learn how to be successful with your business.
2. Email a few other people in your team asking them to welcome them. This shows the person that there is a team they can depend on.
3. Call them by phone and welcome them to the team. Help them set their 12-month and 60-month goals. Set-up a time to do calls with people that they know (have them write up their warm market list - friends, family, businesspeople, etc.) to obtain clients.
4. Ask this new team player to read everything they can on your website, your system, and any other papers, documents, brochures, and information you have. This will show them what to do, how to email, how to follow up, and how to build a profitable business.
5. Email your team players on a regular basis.



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Communication is the difference between success and failure.

The only people that ever succeed are those who persist and work steady during the tough times. If your new team players are going to succeed, they need to be committed for 12 to 60 months!

Make sure you communicate with your team on a regular basis. Let them know you are there for them. People do not need a lot to succeed ... For many, just knowing that you are there, is all they need.

Total focus + Total dedication = Total success!

Understanding 7: Repetition

Perception depends upon follow-up. This is so important, but very few people follow through....

Children are born with knowing what follow through is about, but by the time adulthood comes, it is forgotten by most. Follow through is the ability to keep on asking, asking, and asking. If any of you have children, you know what this means. Learn from the children.

Below is an example of what successful marketing, sales, and advertising must go through (this is email, opportunity cards, newspaper ads, magazine ads, etc.):

- The first time a person looks at an advertisement, it is not seen.
- The second time the ad is noticed.
- The third time there is a consciousness of its existence.
- The fourth time there is a remembrance of the ad being seen before.
- The fifth time the person reads it.
- The sixth time the ad is ignored.
- The seventh time the person reads it through and says, "Oh brother!"
- The eighth time, "Here's that confounded thing again!"
- The ninth time the person wonders if the ad amounts to anything.

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- The tenth time the thinks; "I will ask my neighbor, friend, co-worker if they have tried".
- The eleventh time the person wonders how the advertiser makes it pay.
- The twelfth time the person thinks - "perhaps it may be worth something."
- The thirteenth time the person thinks it must be a good thing.
- The fourteenth time the person remembers that they have wanted such a thing for a long time!

Special Note: Email ads take more times to be effective, because most people receive more email than anything else.

Does Thomas Smith's simplistic model have any support today?

Ebbinghaus, studying memory, concluded that the more complex and the longer the message, the more it needed to be repeated to get retention. Research since that time has confirmed the conclusion. Repetition with variation is, however, desirable. Repetition is necessary because there are many competing messages.

Understanding 8: What Do People Want?

For your success, you must think about everyone else's success first.

If you will provide the following for your team and those that you enroll in the future, you will see success in your life in all that you do:

Support

To uphold, serve, endure, defend, and keep a person going.

Commitment

An agreement or pledge to do something in the future - It is an act of committing to trust with another person.

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Focus

Center of activity, attraction, and attention point of concentration – this means having or giving the proper sharpness of outline due to good focusing.

Communication

Communicating information to your team, Information exchanged between individuals through a common system.

Acceptance

This is the approval of another; to receive another; to believe in another.

Responsibility

This is the quality or state of being responsible. It is moral, legal, mental accountability, reliability, and trustworthiness; something for which one is responsible (burden).

Leadership

This is the office or position of a leader; Capacity to lead; Leaders.

Honesty

This is uprightness of character and action. It is an active and anxious regard for the standards of your profession, calling, and/or position; Fairness and straightforward of conduct; Adherence to the facts; Sincerity.

Steady

This means to be firm in your position - unfaltering; stable, uniform; not easily disturbed or upset - Dependable.

Diligent

Steady, earnest, and energetic application and effort.



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"There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success. (Ted Landgraf)

Which road do you want today?" (Ted Landgraf)

Choose what you want and give it your all!

Understanding 9: Leadership

What is a leader? What is leadership?

What does a leader mean to a business, a community, and a family? To begin with, there are a lot of misunderstandings about business and how to succeed in business, build committed teams, recruit the right staff, and team members, attract long-term clients, increase revenues, and earn a substantial income....

A lot of people think it is luck ... they think it means recruiting massive numbers of sales people or going after mass prospective clients ... getting the top position in the company ... being in at the ground floor (when a company launches their business) ... the compensation plan ... a few dynamic sales people belonging to their team ... investing \$10,000's in marketing ... going after your warm market (friends, family, business associates, church people, etc.) ... the best looking website on the Internet ... and just about anything else you can imagine....

The above reasons are not true.

The real facts about any business you will ever build, start, and/or represent are "Steady plodding while looking for the right people brings long term prosperity".

This is where most people give up and quit. Why? Because the first 90 days are all about learning about your company or the company you are representing, learning about the opportunity, building your team, supporting those you enroll, and starting to prospect for clients.

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Because of this, most people will not make any money (if any) in the first 90 days. This is especially true, if you have never succeeded and/or been involved with your own business before.

Most business millionaires earn most of their income from a few people and clients. This all takes time to find the right people, develop the relationship with each person, create your story or share the story you already have, and develop the clientele.

What is a leader and what is leadership?

The definition of a leader is a person that leads. The definition of leadership is the office or position of a leader. It is the capacity to lead.

The definition of lead: Direct a person on a course or in a direction; to bring a person to a conclusion (their goals); to act or serve as a leader (you serve your team); to provide direction or guidance.

The greatest leader and most successful leader are the one who serves the most. You must be willing to support, communicate, email, and be there for anyone in your business, your team, and your clients. If you do this, people will begin to trust, work, and feel empowered because you are there for them.

Understanding 10: Success Truth

The story and principles below are the absolute truth.... Please read it several times and get it into your mind and heart.

Any business you start and/or represent will have these same factors for your success or failure...

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The **people who succeed in business do the following** (many people who succeed do not have college degrees, do not have a high IQ, do not have money, and do not live in an incredibly good place...):

- Keep going no matter what.
- Stay focused with their company for the long term (no such thing as get-rich-quick).
- Do not ever put down other companies and do not pillage other companies.
- Do not get caught up in hype (going to the newest and greatest).
- Keep representing their company even when there are company problems.
- Keep recruiting, prospecting clients, and developing markets every month no matter what the results.
- Give at least a 60-month commitment to work their plan and company.
- Support every single person in his or her team (help them succeed).
- Communicate with the team.
- Do not complain about problems (fix them).

The real key for your success

- Find a company or start your own company that you think will be around for the years to come.
- Find a product/service that is affordable (global).
- Establish a compensation plan that is fair for your team / staff.
- Find a team that you feel will support you and will give you the truth.

Commit yourself to making it happen over the long-term!

Making it happen is your desire that is fueled by your dreams, which are goals that make that dream happen!

You must do whatever it takes, because no one else is going to do this for you.

I am reminded of a person who earns more than \$10 million per year and has for years...

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He was a college drop out. He did not know how to talk to people. He did not have any experience in business. He was broke. He did not have a suit. He did not have a home. He did not have any money.

BUT ... he had a dream!

He joined a company in 1982 by selling some of his things. He worked, dreamed, cried, prayed, and worked for 6 years straight full time on top of his construction job. That was back in 1982.

By 1988, he was earning millions of dollars every year because he did not listen to others tell him he could not. He encouraged himself, focused, worked hard, and learned everything he could from others.

He learned a lot more by falling on his face many times.... During this process, he learned the secret of his success and now lives the life that most dream about, but never does anything about.

If you really want something different in your life, you must take massive action, come up with your plan, write your goals down and not let a single person get in your way. This starts with you and will spread to others as you continue working on YOU. As you affect others more, you will learn to become a servant and do what it takes to help others succeed.

Understanding 11: Wealth Principles

There are three understandings that have created more millionaires ... The 3 principles below will change your life IF you apply them.

The rule of 72

Divide 72 by the percentage (return on your investment) and you will get the amount of time it takes for your money to double. This same principle can be applied to time.

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Example: Invest \$1,000 one-time at a 12% return. Divide 72 by 12% and it takes 6 years for your money to double.

- 6 years = \$ 2,000
- 12 years = \$ 4,000
- 18 years = \$ 8,000
- 24 years = \$16,000
- 30 years = \$32,000
- 36 years = \$64,000
- 42 years = \$128,000

Where do you start earning most of your money – the end of this period.

The 20 / 80 Rule

This rule states that 20% of your customers / team players will produce 80% of your business, your volume, and your income.

What does this mean?

You must determine where to spend your time. We are in business to help people, but we need to spend our time wisely with people who really want something for themselves.

The rule of doubling

The way business works is illustrated in the example below. You start your business and build your team and clients one person every month for 46 months.

Here is how the numbers play out:

<u>Month</u>	<u>Total team players, staff, and clients</u>
1	2
9	4
17	8

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25----- 16
 33----- 32
 41----- 64
 49----- 28
 57----- 256

The numbers are staggering beyond this point. When does your growth start? At about the 8th to 9th month. Most people quit between their first 90 days to 120 days. Why? People want instant results but forget about Business 101.

Most businesses do not make a profit until the 3rd to the 5th year.

Understanding 12: What Must You Do?

The information below is for your success. It is not meant to discourage you, but to point you down the correct road, thus giving you maximum success in the shortest period. Is it worth the price for success in your business?

Decide to pay the price and live the life you desire.

Succeeding big...

Any business and anything you do in your personal life can be compared to farming. You must plant seeds, invest time, invest money, and care for those seeds you have planted. When a farmer plants these seeds at the beginning of the farming season, these seeds are not left to their own care. Fertilizer, water, and many other components go into creating a bountiful harvest. The same is true for those that save money.

Some folks save money every month and invest that money in favorable places. After so many years, the amount of money in their saving is large because of the compounding interest. Unfortunately, there are some folks who think they can amass a fortune without planting the seeds that grow a fortune. Planting seeds (money, time, effort, ideas, etc.) must take place on a regular basis for your life to become a plentiful harvest.

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The points below will give you an outline to follow for your maximum success....

- 1. It takes money to make money in business.**
Money and time must be exchanged for a product and/or service on a regular basis to see financial success.
- 2. Learn the business with eagerness.**
Seek out those succeeding and learn what they are doing. Do a little homework about your industry, the market, your compensation, what people are looking for, etc. As you do this, your belief will increase, and you will have enthusiasm. As you learn, you apply what you are doing, and become a teacher. Remember the importance of conference calls; training calls; 3-way calls; challenges that arise; having a Success System; and other things.
- 3. Our Steps for Success System.**
As you **read our Steps for Success System thoroughly**, do what it guides you to do, apply the principles, and you will have success over time. Remember that this portion "Success Requires Repetition" is only one part of many areas in our system.
- 4. Have creative enthusiasm.**
Most businesses are capital (money) intensive or labor (employees) intensive. Work within your business to create a system and model where this is minimized. Enthusiasm means strong excitement of feeling; something-inspiring zeal or fervor. Being creative will help you discover new, better, simpler, and easier ways to achieve your goal of success. The most important task is that you find a way that works best for you.
- 5. The desire to see other people succeed.**
Showing other people how they can succeed, realize their goals, earn more money, and anything else that is important to them is critical. Why? Your direct proportion to your ability of helping others see their goals become reality equals your success. Your team will need your guidance, support, development, and know-how. If you do not have all the experience, what you have in enthusiasm, passion, and belief will make up most of the difference. Also, the leadership team is there for anything lacking. The essence of successful business is "People Helping People".



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6. Time.

Time is the only asset everyone has in equal amounts. Each of us - successes and failures, rich or poor, young, or old, employed, and unemployed - has exactly 24 hours per day, 168 hours per week. The more time you invest every week, the more results you will see faster. In home-based business, you duplicate your efforts by bringing others into the business. Successful people know that time can be found for what they really want to do. Since most of us really want to earn more money, making the time investment is no problem.

7. Handling Challenges (known as so-called problems).

As you grow and succeed, you will have challenges arise. How you approach and handle these challenges will determine how large your business will grow. When challenges take place, look at them as potential opportunities to be honest, create more solid relationships, and build trust because of your desire to support and help and find a solution.

8. Communication

This means being in front of your team players on a regular basis... email, phone, social media, etc. Giving your team ideas, support, offering help, and anything else. It means letting them know that you care about their success and fulfilling this with your actions.

What is Your Daily Repetition Leading You Too?



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What Are You Doing with Your Most Valuable Life Resource?!

Does Success Take Time? It is not just about time; it is how you use your time to achieve Success!

Achieving Success Takes Time

Most people do not know how to utilize their time effectively.

You might seem busy – you might feel like you work all the time – you might feel like you have little time left at that end of the day. To really see how effective, you are at your time and increase your time management abilities, a simple time audit can be conducted. Once you identify where your time is going, you can eliminate the time wasters and recapture valuable productive time.

Time Wasters Ranked by 10,000+ Business Executives.

1. Shift priorities.
2. Telephone interruptions.
3. Lack of priorities or objectives.
4. Attempt too much.
5. Drop-in visitors.
6. Ineffective delegation.
7. Cluttered desktop (lose things).
8. Lack of self-discipline.
9. Inability to say “no.”
10. Meetings.

Everyday Effort

We must make a conscious effort every day to control events in our life if we are going to manage our time effectively. There are several areas that must be addressed in your time audit and in your time management.

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Plan Your Workday

The secret to effective time management is learning how to plan events so that your high-priority tasks are handled first. Taking time to plan your workday is a discipline that requires commitment and regular attention throughout your day.

Overcome Distractions

The distractions that are within your control (self-imposed distractions) include: Procrastination; selecting tasks with the wrong priorities; Attempting to accomplish more than can be done in a specific time; and Social interruptions. In organizing your day well, you will be able to minimize the impact of distractions.

Time Audit

A time audit is exactly what it means – taking inventory about how you spend your time. This will help you find out where your day “really goes.” To do a time audit, you will need to track and record what you are doing each minute throughout your day. The data you collect from your time audit will help you determine if your activities are consistent with your business objectives and will help you identify major time wasters that are decreasing your daily productivity.

Your time audit can best be set-up by tracking each activity in fifteen-minute time blocks. Record your activities on paper (daily planner) in hourly blocks of time. Every fifteen minutes stop what you are doing and write what you are doing in the fifteen-minute time block. At the end of your day, you can analyze what you did and how much time you spent on each task. Compute your time findings for each task and review your findings honestly. As you do this, you will be surprised on what you can improve in with your activities and output.

Activities and Output

Activities are the things you do during the day. Output is what you achieve. Activities are of no value if you do not have the output you want. The keys to increasing your productivity and



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achieving your objectives are to determine which of your activities are the most important, and to prioritize those tasks.

The Payoff

The primary purpose of a time audit is to make you aware of how you are spending your time, so you can reprioritize activities to help you achieve your objectives.

Overcome Procrastination

The key to overcoming procrastination is to prioritize your work. After this, focus your efforts on completing your most important tasks before taking time to complete less important tasks or socializing.

Helpful Tips for Overcoming Procrastination

- Use check lists.
- Make a radical change.
- Group similar tasks.
- Do not chase perfection.
- Avoid pressure.
- Finish what you are doing.
- Set deadlines.
- Get the worst over first.
- Start projects as soon as possible.
- Conduct time audits regularly.
- Review your daily and weekly check list a few times per day.
- Think about your reward for your output.

Eliminate Interruptions

Interruptions decrease your output by diverting your attention from high-priority activities to lower-priority activities and by requiring you to mentally “reorganize” your work. The average



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time it takes for a person to become focused when interrupted is 6 minutes. If you are interrupted 10 times per day, you lost 1 hour getting yourself focused.

Be on Time

By being on time; you set the example for others to do the same. A person being late is a big-time waster.

Plan for Success by Committing to Yourself

Take a few minutes every morning and prioritize your checklist of things to do that day (or even the night before). This is crucial for your success so that you know where you are at and where you are going that day. Visualize yourself as an energized and organized person.

Mind and Life Success Preparation

We do not have tomorrow, because it has not come, and yesterday is gone. We only have the present. What are we doing with our day? What are we thinking about each day? Each day is a building block in what we what we desire, what we think, what we proclaim, and the actions we take. The building block of today is what creates success for our lives in the future in what we want out of life.

Below are some things to think about and some questions you can ask yourself to help assess yourself each day. As you start your day, spend some time before you do anything else so that you are where you need to be.

- How can the principal of whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable, and... think on these things be applied in my thought process every moment each day?
- How can I apply more gratefulness and thankfulness for what I have right now – not what I do not have? Contentment is so important.
- What can I do to prepare the night before to put my heart and mind in the place I want to be for the next morning?

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- What am I taking in into my life? There is a statement that says, “Garbage in, garbage out.” This truth applies in all things we do. In other words, what can we watch, read, and listen to each day that will change our lives for the better?
- On the other side of the coin – what can I avoid watching, listening, and reading that will free up my heart, mind, and emotions so that I am healthy?
- What are some things I can tell myself when I wake up that will put me in the right frame of mind? If we do not commit ourselves to controlling what we listen to, think about, and act upon, someone else will do it for us. We must take decide, commit, and act to see successful results.
- What is the gauge in my life – my standard and anchor? How do I measure my heart, actions, feelings, what I say, and my results? Without truth, how do we know where we are at and where we are going?
- What are we telling ourselves? What we say comes from our thoughts, which come from what we desire in our heart. What are we desiring and what are we thinking about?
- How can I train my mind to think on those things that will help me to get to where I want to go? In other words, I need to take regular stock on what I read, what I am doing, what I am thinking, and ensure that it lines up with where I want to.
- How can I use prayer and truth to live my destined and purposed life?

What is the most valuable thing everyone has in life?

Take a minute and think this through!

- Is it money? Is it status? Is it?
- It is time!

Each one of us has 24 hours in a day (no more and no less), 365 days per year (most years), and so many years to live. The average person lives between 70 to 80 years (some more and some less).

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The gift of time is amazing!

Please read the marble story below so that you can remember the gift of time in your life.

How are You Using Your Life?!

As you read this, think about being in the place of accomplishing your daily, weekly, monthly, annual, and life goals. Think about your time and what that means to you and those around you.

I have those 1,000 marbles left before I am 75, if I should live that long. This would be a wonderful way to motivate yourself to change from what you have always done, to what you have wanted to do. Every time a marble goes from the supply bin to the trash bin, another Saturday has been subtracted from your life. If this gets you to take the action you need to change, then it becomes more pressing as the marbles decrease. Fool the tables, finish out the marbles, and start putting them back in.

"One marble at a time"

The older. get, the more I enjoy Saturday mornings. It is the quiet solitude that comes with being the first to rise, or it is the unbounded joy of not having to be at work. Either way, the first few hours of a Saturday morning are most enjoyable.

A few weeks ago, I was shuffling toward the basement shack with a steaming cup of coffee in one hand and the morning paper in the other. What began as a typical Saturday morning, turned into one of those lessons that life hands you from time to time. Let me tell you about it.

I turned the dial up into the phone portion of the band on my ham radio to listen to a Saturday morning swap net. Along the way, I came across an older sounding chap, with a tremendous signal and a golden voice. You know the kind; he sounded like he should be in the broadcasting business. He was telling whomever he was talking with something about "*a thousand marbles*". I was intrigued and stopped to listen to what he had to say. "*Well, Tom, sounds like you're busy with your job. I am sure they pay you well but it is a shame you must be away from home and*

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your family so much. Hard to believe a young fellow should have to work sixty or seventy hours a week to make ends meet. Too bad you missed your daughter's dance recital."

He continued, *"Let me tell you something Tom, something that has helped me keep a good perspective on my own priorities." And that is when he began to explain his theory of a "thousand marbles."*

"You see, I sat down one day and did a little arithmetic. The average person lives about seventy-five years. I know, some live more and some live less, but on average, folks live about seventy-five years. Now then, I multiplied 75 times 52 and I came up with 3900, which is the number of Saturdays that the average person has in their entire lifetime. Now stick with me Tom, I'm getting to the important part."

"It took me until I was fifty-five years old to think about all this in any detail"; he went on, and by that time I had lived through over twenty-eight hundred Saturdays. I got to thinking that if I lived to be seventy-five, I only had about a thousand of them left to enjoy."

"So, I went to a toy store and bought every single marble they had. I ended up having to visit three toy stores to round-up 1000 marbles. I took them home and put them inside a large, clear plastic container right here in the shack next to my gear. Every Saturday since then, I have taken one marble out and thrown it away."

"I found that by watching the marbles diminish, I focused more on the really important things in life. There is nothing like watching your time here on this earth run out to help get your priorities straight."

"Now let me tell you one last thing before I sign-off with you and take my lovely wife out for breakfast. This morning, I took the very last marble out of the container. And the one thing we can all use is a little more time."



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"It was nice to meet you Tom, I hope you spend more time with your family, and I hope to meet you again here on the band. 75-year-Old Man, this is K9NZQ, clear and going RT, good morning!"

You could have heard a pin drop on the band when this fellow signed off. I guess he gave us all a lot to think about. I had planned to work on the antenna that morning, and then I was going to meet up with a few hams to work on the next club newsletter. Instead, I went upstairs and woke my wife up with a kiss. *"C'mon honey, I'm taking you and the kids to breakfast."* *"What brought this on?" she asked with a smile. "Oh, nothing special, it's just been a long time since we spent a Saturday together with the kids. Hey, can we stop at a toy store while we are out? I need to buy some marbles."*

- Work like you do not need the money.
- Love like you have never been hurt.
- Dance like nobody's watching.

Everyone should buy marbles and then ask him or herself how they want to "lose their marbles".

What are You Doing with Your Time, Your Life, and Your Success?

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How Important is Vision for a Successful Life?!

Understanding Vision (How Important is Vision #1)

How do you communicate and give vision to others effectively?

In working with people, one truth that is a surety, “You can seize only what you can see.” Being an effective visionary leader means you must look before you lead.

Vision is Important to each Leader.

It is utterly indispensable, because vision leads the leader and helps the leader communicate the target to others. This vision sparks the fire, the fuel, and the energy within, and draws him or her forward. The leader visionary can know who they are, paint the picture of what things look like, what to potentially anticipate, and draw a team together who acts to make this vision happen for all involved.

Understanding Vision

To understand vision and how vision is a part of a leader’s life, review these principles below:

- Vision meets others’ needs – Your vision must serve others.
- Vision helps you gather resources – One of the most valuable benefits of vision is that it acts like a magnet (attracting, challenging, and uniting people).
- Vision starts within – If you lack vision, look inside yourself.
- Vision Draws on history – Many leaders vision came from key events in their past.
- Vision gives life – “Without vision, the people will perish.”

Vision Comes from Listening

You must be able to listen on several levels. Listening is not just about hearing someone, it is about observing. I worked with a great man many years ago, who would walk the organization premises. He watched, asked questions, called people by their first name, sat in the lobby for a little bit, and just hung out for a bit.

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He could monitor and gather more information and ideas during this time than the greatest board meetings from upper management. It is about stopping what you are doing and placing your focus on others. What are others thinking, feeling, and concerned about?

The Inner Voice

This comes from within – vision starts within.

It is the knowledge, understanding, and application of your life mission.

It is what stirs your heart. It is what you dream about.

The Unhappy Voice

Noticing what does not work helps you and gives you inspiration to work and plan from a different angle.

The Successful Voice

It takes the TEAM (Together Everyone Achieves More) to be successful. You must have a voice from a good team to succeed.

The Higher Voice

A truly valuable vision must have God in it.

Only God knows your capabilities, talents, faults, weaknesses, and vision more than any other person on the planet.

Vision Life Examples (How Important is Vision #2)

Visionary Life Examples

So, what does this mean in practical terms? What are some examples of how a vision becomes reality through the direction of visionary leadership? Below are a few areas that may be helpful

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to you as you believe in you, know your mission, engage in your vision, attract others to the vision, and see the vision become reality.

Edison

Edison invented the light bulb and many other things that have changed us forever.

Were the thousands of experiments failures and the one experiment, which created the light bulb, a winner? No!

Each experiment was one step closer to success. Edison learned from every experiment. These so-called failed experiments helped him win the final experiment. We all benefit from light 24 hours per day because "this man did not quit".

Success is 99% perspiration with 1% inspiration.

Honda

Mr. Honda started out building motorized scooters. He wanted to build cars. He began to develop the engine for his cars and ran into failure #1 - financial difficulty.

Then, he came up with the engine for his cars. World War II started ... there was no metal for the manufacturing of his cars. He went bankrupt - failure #2.

What he did next is what we call turning lemons into lemonade. All the bombs dropped on Japan were made of steel. Mr. Honda had several people pick up the steel remnants and he used this for his new autos. Each failure was success turned inside out. Honda is one of the largest automakers in the world because he did not quit.

J.C. Penney's

J.C. Penney started one of the very first retail conglomerates.

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Mr. Penney told my grandfather years ago: *"Carl, success is a collection of good relationships."*

Mr. Penney was in debt to the equivalent of more than \$100 million (in today's value) and was told to file bankruptcy. Mr. Penney did not.

He eventually paid back every debtor. He prospered, because he learned about the real value of people, relationships, and how to treat every single person. Success is a collection of relationships. The JC Penney Corporation is one of the largest retail stores in the world because he did not quit.

McDonalds

A man named Ray mortgaged his house and invested his life savings to buy the exclusive rights to distribute a machine that could mix 5 milkshakes at one time. Ray heard about a hamburger stand in California that was running 8 of these machines. He headed for San Bernardino to see for himself. If he could find out how they were selling so many milkshakes, he could share the idea with other restaurants and sell a lot of mixers.

What He Saw

Ray had never seen so many people served so quickly when he pulled up to look. Seizing the day, he pitched the idea of opening several restaurants to the brothers who owned the restaurant, convinced that he could sell eight of his multi-mixers to each one.

The Rest is History!

By 1963, more than 1 billion hamburgers had been sold, a statistic that was displayed on a neon sign in front of each restaurant. Ray Kroc, building on a restaurant management system developed by the McDonald Brothers, revolutionized the restaurant industry. He did it by refining operations into easily replicable processes.

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Can you Begin to see the Picture?

Instead of simply supplying franchisees with milk-shake formula and ice cream, Kroc sold his new partners a system. We have this 100% Automated System. All you must do is plug-and-play by activating the Steps in all the sections in this training on a regular basis.

This was how McDonald's created a chain where a store in Delaware and a store in Nevada could serve burgers of the exact same size and quality. Each with the same number of pickle slices and the same-size dollops of mustard and ketchup, each on a similar tray alongside potatoes deep-fried for the exact same length of time.

It defied all traditional logic!

McDonald's, now a worldwide icon, is operated entirely by teenagers, working at near minimum wages, who know nothing about the restaurant business! Yet the success rate for these hamburger factories is virtually 100%! The McDonald's system creates that success and it is completely independent of the skills or abilities of the employees.

You see, McDonald's system does not teach kids to cook French fries. It teaches them to push a button, twist a dial, drop a basket, and listen for a bell. Almost anyone can be taught these steps. And the steps create the same fries in Denver, Colorado, as they create anywhere else in the world!

Same tools, same ingredients, and same steps equal same results.

What do these companies have in common?

It is the ultimate example of duplication. Even the system itself has been cloned many times by other companies like KFC, Burger King, and Taco Bell, all with comparable results.

- They provide consistent value to their customers.
- Everything they do is clearly defined in their operations manual.
- Their success does not depend on the level of skill of the workers.

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Plug in, read, set your goals, and focus!

How do You Apply Vision? (How Important is Vision #3)

Vision Applied

So, what do you do now? There are several areas a visionary must establish, review, and bring the vision into practical terms for others to understand (remember, the picture). These areas are:

- Write down who you are (what are your strengths and weaknesses – outgoing, organized, able to attract quality people, caring, passionate, intuitive – not detailed, no financial savvy, aggressive, ...).
- What is your mission in life (your purpose – to empower others to become all that they can become, to teach and train individuals about how to run organizations, to make a lot of money and give this money away to those in need, ...).
- What is your overall vision (what do you see for who you are, your mission, your vision – a non-profit that provides food to the needy, a marketing firm, a worldwide company, ...).
- What does the vision look like (write down the tangible outcome – what it looks like – a company that has revenues of \$100 million per year, a non-profit that gives away \$2 million per year to those who cannot afford college, ...).
- What steps are needed to make the vision a reality (write down all the areas that are needed – business plan, people, funds, contacts, technology, time plan, budget, ...).
- What will be your focus (do not focus on what you do not have – focus on what you have right now and build off this – many great people throughout history came from nowhere, had no money, were not known, ...).
- Start working the plan, the goals written, and follow the areas below each day no matter how you feel!

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Seeing the Vision

Vision is seeing something, believing in who you are and your mission, attracting the right people to the vision, applying a practical day by day plan, and staying to the plan. Below are some basic tips about your daily vision action plan.

- People never fail, they quit, thus failing.
- Set your goals.
- Write them down.
- Focus on your plan.
- Commit – Dedicate – Focus.

Start Now!

Unless you determine who, you are, what it is that you desire, how you are going to accomplish your desire, and act, you will never see the accomplished vision of your purpose and mission in life! It is hard enough to allow others to rob you, let alone to rob oneself of a purpose and destined driven life!

Act make a commitment to yourself, and do not stand for anything less than excellence!

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What are Successful Communications & WHY is this Important to Your Successful Outcomes? Effective Communication Brings Success! (Successful Organizational Communications #1) How does effective communication bring success in a company, organization, and people?

Successful organizational communications bring success in many ways, from the company vision and mission accomplished, growth seen, greater compliance, Standard Operating Procedures followed, enjoyment in the workplace, and financial objectives met.

Before we can understand successful communication, we must understand what communication is. Webster's defines communication as: the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs; a document or message imparting news, views, and information; a sending of messages and orders; activity by one that changes the behavior of another.

Some of the questions we will address are:

- What are some of the impacts of the lack of communication in an organization?
- Why do employees not communicate in the workplace?
- How do employees within an organization communicate?
- How does an organization implement an effective communication plan? Where must this plan start?
- Does your organization grasp the importance of effective communications skills?
- Is organizational leadership committed to making communication happen?
- Why do some organizations not adapt communication policies?
- What are the benefits of an effective communication plan?

Our company, ATS has had the opportunity to help many organizations change their entire workplace environment, from upper management to line staff, implement successful communication plans, and continue with their plan. The end results of successful communications in these organizations have included some or all the following:

- Fear based management replaced with an open, reciprocal environment.
- The vision and mission understood, ownership by staff, and realization of team impact.



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- Budget ownership and accountability.
- Standard Operating Procedure's adherence.
- Ideas and solutions shared and implemented.
- Greater cohesiveness amongst departments and inter-departmental staff.
- Manager's leading by example in what they do, instead of what they say.
- Employees feel more valued and a part of something greater than just coming to work.
- Employee retention percentages reduced.
- Organizational structure changed with more efficiency.
- Reduced costs.
- More financial incentives.
- Employee awards programs.
- New goods and services emergence.
- Greater customer / client services.
- Empowerment of staff to work with each customer.
- Attract talent for future positions.
- Company sales, team, and client growth.
- Listening becomes more important.

Communications are Critical! (Successful Organizational Communications #2) Communications are Critical.

Communication is critical in any organization to become a world class company. Without communications, it is not about the team (staff / employees). It is not just about management giving direction and orders but leading with their example of what they want others to do. Management must know how to communicate, create an atmosphere for staff to communicate, be able to teach communication, and have a communication plan that is used, works, and is continued with. As Geraldine Kilbride says, "Communication is the 'lifeblood' of every organization. People in organizations typically spend over 75% of their time in an interpersonal situation; thus, it is no surprise to find that at the root of many organizational problems is poor communication."

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Communication is easier understood in the business environment when viewed as being a personal process that involves the reception and transfer of information. Communication is a two-way process of giving and receiving – understanding what has been communicated and the transfer of information from you to others. “Communication is a basic human activity” and “enables us to connect with each other” (Pihulyk, 2003, *Michael Langley, 2006*). A successful business must have good interpersonal, organizational, and external levels of communication (Geraldine Kilbride, *The Importance of Effective Communication to the Success of Any Organization*).

Another way to review communication, what it is about, and what it means in our society is listed below (*Michael Langley, 2006, references these sources*):

- It is the method of transporting information and ideas between two or more people (Cole, 2001).
- It is not just the flow of information between people but also a process of “creating, shaping and maintaining relationships and enacting shared values, common culture, agreed goals, and means for their achievement” (Clegg, 2005).
- It is critical in all aspects of life, in business and personal relations.

Without communication “our whole way of life would crumble” (Pihulyk, 2003, Michael Langley, 2006).

Being an Effective Communicator! (Successful Organizational Communications #3)

How do we know we are an effective communicator?

Michael Langley, referencing Lapin (2004), outlines that an effective communicator is measured by “how well the listener is heard”. What this means is how the person who is listening understands, responds, and acts within the timeframe requested (Shetcliffe, 2004, Michael Langley, as referenced by Michael Langley). Employees need to be able to provide feedback within an organization for the communication to be successful, thus the success of what is being communicated.



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Mark Twain sums up communication nicely, **“The difference between a good word and the right word is the same as the difference between a lightning bug and lightning.”** (Dean Brenner, Marni Lane)

What is the real value of communication in an organization?

Communication, by far, has a greater impact than any other skill in any organization. Several realities take place with effective communication, such as (As Dean Brenner, Marni Lane, Geraldine Kilbride, Rob Jackson, and ATS):

- Shorter meetings, more productive time, and greater internal efficiencies take place.
- Goods and services time to market takes less time.
- Brand identity and promise are ensured and consistently represented to the marketplace.
- The sales and business development team can speak more persuasively with clients because they understand what the organizational message is.
- Fostering stronger, more successful organizational teams, with clear roles and responsibilities.
- Greater effectiveness with the mission, vision, and goals.
- People stay in the picture (employees are the most prized asset of an organization).
- More involvement takes place (employees go beyond what is required by their specific position, think more outside of the box, and more feedback takes place).
- Employee commitment increase.
- Greater relationships between: Management and staff; Management and subordinates and colleagues; and People within the organization and outside of the organization.
- People understand the need for change.
- Change Management understood by the leaders in the organization.
- The resistance to change reduces.
- Employee morale improves.
- Problem solving skills improve.
- Productivity grows.
- Reduced costs and increased efficiencies!

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Supportive Communications! (Successful Organizational Communications #4)

Why does an employee bring greater success to an organization as an individual when communications are supported and part of the corporate methodologies and environment?

For an individual to realize personal success in their goals and needs, employment from an organization that communicates is key. If the organization offers them the ability to accomplish this, they will be motivated to bring value to the business (Princeton University, Michael Langley). There are two types of motivators: Intrinsic and Extrinsic. Intrinsic motivators encompass areas such as, job satisfaction, a family friendly workplace, flexible hours, appreciation, and being a part of the team (acceptance). Intrinsic motivates employees at work. "Effective communication in an organization contributes to individual success by satisfying the intrinsic needs of the individual" (Michael Langley).

Some organizations view communications as a waste of time or say they communicate, but do not. What are the effects of the lack of communication in an organization?

First off, the bottom-line reason that an organization does not have communications or is not behind communication is they do not recognize the importance and effectiveness of communications. As the Latimer Group points out, companies and organizations exist on one of three levels:

- **Some companies do not walk the talk, even though they claim to understand the importance.** These organizations embrace certain aspects of effective communication, but not the entire company communications plan. They may acquire the necessary tools (plan, ideas, Standard Operating Procedures, meetings, etc.), but do not have the skills to pursue the plan and make the plan work for their organization. The organization might even spend the dollars to bring the message forth to their employees, customers, and vendors, but are not ready to execute the live message that is the necessary fundamental to communication success – to walk the talk. They lack the commitment or discipline to put their words into action (Beacon IV, 4, *If I had a Hammer, July 2006, as referenced by the Latimer Group*).





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- **Some companies make effective communication a critical competency because they understand the importance.** These organizations do all the correct things: Ensure the correct and coherent message; Acquire the tools and skills for effective communications at all levels; and Focus on training initiatives that help provide a strong message and the skills to deliver that message.
- **Some companies ignore the benefits of effective communication altogether because they are not willing or do not understand.** They do not value it and do not do anything to develop the correct skills. They fail to see how effective communication applies to their organization or how it can improve productivity and results.

Because communications are not a widget and something that can be seen, touched, and utilized in the physical realm, many do not take the time to realize that this intangible tool called communication is an absolute necessity in life – in any organization, company, team, and management structure. When the leaders and upper management of an organization take the time to learn, apply, and follow through with their communication game plan, the results are amazing. This act and continued act of a communication game plan brings about clear direction, organizational vision, and more efficient work teams. This brings communications down to all levels that bring forth more productive work groups, decisions made quicker and effectively, less wasted time, and more cohesive relationships.

The bottom line about an effective and implemented communication plan is reduced costs and greater efficiencies (ATS).

Leadership and Planned Communications! (Successful Organizational Communications #5) Does your organization grasp the importance of effective communications skills and is leadership committed to making this happen?

With globalization, margins reduced, competition increase, and the lack of resources, an organization has a competitive advantage in being able to be lean in all areas. This all comes down to who your organization employs which all starts with what the leadership has set for the organizational environment. This includes being able to develop the right skills to



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implement what the organization sells. In our global business world today, it is the ideas, intellectual property, and relationships that all drive this. Without effective communications from the top down, there is waste, lack of competition, and misuse of talent. (Dean Brenner, Marni Lane)

How is a communication plan developed?

According to data from the 2005 Change Management Best Practice Report, “**effective communication ranks third** in the top change management contributors to success.”

To start and follow through with a communication plan, organizational leadership must be behind starting the plan and following through with the plan. There is a significant amount of work that will take place, especially with organizations that have had no communication and no communication plan. The elements of creating a successful communication plan include (Prosci and ATS):

- Senders.
- Key messages.
- Timing.
- Delivery Channels.
- Follow through.
- Measurements of these elements.
- Regular evaluation of the communication plan.

What is the Process?

- Audience identification (teams, managers, staff, vendors, and partners).
- Timing and key messages identification (meeting times, follow through meetings, and metrics and measurement of the timing and key messages to ensure follow through).
- Determine content packaging, delivery method, frequency, and sender.
- Create and share the communications plan to the leadership of the organization.
- Ensure leadership understanding of this communications plan.

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- Upon support and understanding of this plan by the leadership, identify a few key people who will manager and ensure the plan moves through the organization.
- These few key people will then ensure that there is follow up to the plan with measurement for effectiveness, continued change to the plan for success, and communication of this plan to the leadership, managers, departmental, inter-departmental, vendors, partners, and whomever else is involved in the plan (Prosci and ATS).

One of the key elements of the communications plan is meetings. Some organizations have no meetings, some have meetings, but they are not reciprocal (employees to management and management to employees), and others have meetings but do not follow up with the tasks provided to ensure projects, tasks, and areas are completed. It is important to gauge these meetings (because they are a form of the communications plan, whether by conference call, in person, via email, etc.). A straightforward way of ensuring input, feedback, measurement of results, and deadlines met is the meeting template below (notice the topics for explanation, ATS):

- Meeting Date:
- Those in Attendance:
- Discussion Topics:
- Task Name:
- Date Task Given:
- Date Task Due:
- Responsibility:
- Status of Task / Completion:
- Notes / Ideas:

The communication plan includes an output table that identifies communications and the tracking of these communications for success measurement. This provides a way to see where there will be communication breakage in the organization (Prosci and ATS).

- Audience:





Lasting Life Leadership

- Timing (Phase of Project, Task, Meeting, Area):
- Message Content:
- Delivery Method:
- Sender:
- Date and Time:
- Improvement Areas:

Keep in mind that an organization cannot just start communicating and following the plan with communicating. The plan must be measured, thus the table for output and the table for meetings, for identification of weak areas to improve the communication flow.

As the communications plan is created and implemented, there are some areas that need to be considered and addressed with all staff (Prosci, ATS):

- What do you want the employees to know about the communication plan and the reasons behind the change in the organization now and going forward?
- When do your employees, vendors, partners, and subcontractors/consultants need to know this information?
- How, when, and with what way do you want to deliver the message?
- Who should deliver the message to your employees?
- When will the meetings take place, how often, and how will these meetings be measured for performance?
- What opportunity will the employees be given for feedback and in what way so that there is an understanding that this communication plan is not one way, but both ways?
- How will the leadership bring continual action to the communication plan so that employees do not think this is just another change that will fizzle away?

Once the leadership has ensured their commitment, the communication plan has been developed, the leadership has bought off on the new plan, and it is ready to be delivered. The next step is the implementation phase, which will be a continual phase, because communication is continual. With implementation, the communication plan will continue to



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change as the organization changes from the leadership, line staff, vendors, and markets. The communication plan will need to be measured for performance, meaning all the organization will need to continually provide feedback by COMMUNICATING.

Why NOT Communicate?! (Successful Organizational Communications #6)

As we have reviewed the benefits, why would an organization not want to communicate or hesitant to communicate in certain forms?

One of the reasons is litigation risk. Sun Microsystems was concerned about this when they wanted to set up a blog about IBM not doing enough to make the two companies product line compatible. Some of the litigation risks, as Howard Rice outlines, are:

- **Discovery** (companies can be sanctioned during discovery for failure to produce archived blog content).
- **Employment Issues** (companies that terminate employees for posting inappropriate content to corporate blogs may be sued for wrongful termination).
- **Forward-Looking Statements** (failure to include appropriate cautionary language accompanying a forward-looking statement on a reporting company's blog could cause the statement to fall outside the statutory safe harbor for such statements).
- **Gun-Jumping** (while a company is in registration, statements made on a company blog "hyped" the company could be deemed a prohibited offer of the company's securities).
- **Infringement of Intellectual Property** (posts that include a third party's intellectual property, such as copyrighted material or trademarks).
- **Privacy Torts and Defamation** (defames or invades the privacy of third parties).
- **Securities Fraud** (material misstatements made on a company blog could expose a publicly traded company to liability for securities fraud).
- **Selective Disclosure** (disclosure of material nonpublic information on a publicly traded company's blog could be deemed a prohibited selective disclosure under federal securities laws).
- **Trade Libel** (false or misleading statements made on a corporate blog about the goods or services of a competitor that cause or are likely to cause the competitor harm).

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- **Trade Secrets** (inadvertent disclosure of company trade secrets on a company blog can destroy the “secret” status of such information).
- **User Privacy** (companies that collect personal information from individuals who visit or post comments to the blog may be required to comply with state, federal and foreign privacy regulations). (Howard Rice)

As you can see, just from a litigation standpoint, some forms of communications can be a challenging task in certain companies and situations. That is why each company must make it very concise and clear what their communications plan is and will be.

As Joseph Falgiani points out, if a company creates “bad” company documents for their communication policy and procedures, the company can be held liable legally. Companies need defined and enforced document retention, a work force that is educated, that creates a safe communications program. This is another reason why some companies do not pursue a communications plan, because they are afraid of being held liable and/or accountable (Joseph Falgiani).

Some of the areas to be aware of to overcome this fear, liability, and risk in a communication plan, as outlined by Joseph Falgiani is:

- When possible, use alternatives to written communications.
- Avoid commenting on potential liability.
- Bad comments must be dealt with immediately.
- Limit dissemination of all writings to those who need to know.
- With any pending litigation, never create documented comments.
- Utilize a strict document retention program.
- Every written area may be used as an adversarial litigation.
- Ensure accuracy in every written communication.
- Realize that communication can be construed to mean something else (be clear).
- Choose words with great care when dealing with sensitive / risky subjects. (Joseph Falgiani)



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Other areas why companies do not embrace communications in their organization are:

- Fear based management style.
- Organizational leaders do not want employees to think on their own.
- Micro-Management.
- Closed management environment.
- Desire of leaders to have no accountability (do as I say, but not as I do).
- Do not believe in the benefits of communication.
- Have had terrible experiences with communications that occurred before in the organization.
- The leaders do not have any communication skills and do not want to learn.
- Organizational dysfunction.
- Financial stress that creates a closed off setting (not meeting payable and even on the verge of bankruptcy – panic stricken); (ATS).

Where Can Great Communications Lead?! (Successful Organizational Communications #7) A Communication Plan is a Must

There are more benefits to the creation, implementation, and follow through of a communications plan than not having one. The biggest area where a communication plan can be hurtful to an organization is not having a direct, clear, and legal communications plan. The next area is the lack of organizational leaders supporting the plan.

If an organization has a clear plan, the support, and follows through continually with the communications plan, the many benefits that take place far outweigh an organization not having one. Some of these continual benefits are improved employee retention, greater ideas, a work environment where staff enjoy coming to work, less people missing work, reduced costs, same message being communicated to all involved with the organization, quicker goods and services to market, potential new areas of goods and services, greater efficiencies with time management and organization skills, accountability, greater ownership from employees, and many other areas.



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What does all this mean?

A direct, clear, and legal communication plan works very effectively when organization leaders and management stand behind this plan through creation, implementation, and continual follow through. The results and benefits are greater by far than not having one.

What are You Doing to Communicate for Greater Outcomes?

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How do you Extend Influence, Empower Others, and Bring Change?

You Change Lives When You Empower Others! (Extending Influence #1)

When you empower others, you change lives!

Why would ATS create this article / white paper and include this in our suite of information? In business, procurement, and as purchasing is expanding into the executive suite, where working with and influencing people is critical!

The Ability to Empower Others is one of the Keys to Personal and Professional Success.

“No matter how much work you can do, no matter how engaging your personality may be; you will not advance far in business if you cannot work through others.,” as truly stated by John Craig. And J. Paul Getty said, “It doesn’t make much difference how much other knowledge or experience an executive possesses; if he is unable to achieve results through people, he is worthless as an executive.”

Some bold statements above – But, true!

Empowered People

When you empower people, you not only work with and through others, but you also enable them to reach the highest levels in their personal and business development. And you benefit in many ways.

Empowerment is giving your influence on others for the purpose of personal and team growth. It is seeing people’s potential, sharing your resources with them, and showing them that you believe in them completely.

Empowering Others! (Extending Influence #2)

Empowering Others

There are certain things you must possess to successfully empower others. Some of the principal areas are:

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- **Position** (You cannot empower people who you are not leading. Position means: A place where someone is located or has been placed: "their position in the organization").
- **Relationship** (It takes time and effort to develop relationships. Effort is needed if you want to connect with people. Relationship means: The way in which two or more concepts, objects, or people are connected, or the state of being connected).
- **Respect** (Relationships cause people to want to be with you. Respect causes people to want to be empowered by you. Respect means: Admire someone deeply, because of their abilities, qualities, or achievements).
- **Commitment** (People need to know you are going to be there for them. Commitment means: Dedication and application).
- **Attitude** (Means you are a servant, have humility, are a giver, are secure, and embrace change. Attitude means: A settled way of thinking or feeling which is typically reflected in a person's behavior).

How Do You Know? (Extending Influence #3)

How do you know if I am ready to influence / empower others?

The questions below will help you establish your foundation, plan, and initiate team goals in the proper perspective. Take some time, ask yourself the questions, and take whatever necessary action to change your life and others in your life.

1. Am I willing to serve others and not take credit myself?
2. Do I believe in people and feel that they are the most valuable / appreciable asset?
3. Would I be willing to publicly give my authority and influence on potential leaders?
4. Would I be willing to invest time developing people who have leadership potential?
5. Do I believe that empowering others can accomplish more than individual achievement?
6. Would I be willing to let others work me out of my job?
7. Do I want to help those in my team become greater than me?
8. Would I be willing to hand the leadership baton to the people I empower and truly encourage and support them in their new position?
9. Do I allow others freedom of personality and process, or do I have to be in control?
10. Do I challenge and inspire others to become the person they want to become?

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11. Would I be willing to let others get credit for what I taught them?
12. Am I only interested in my own life (finances, appearance, present, etc.), or do I see a legacy, and do I see those that I influence helping others over the next several decades?
13. Do I actively search for potential leaders to empower?
14. Do I tell people the truth with care and concern for their feelings?
As you are influencing others, you will need to be bold and humble at the same time as you direct with truth yet supportive direction.
15. Would I be willing to raise others to a level higher than my own level of leadership?

Stop for a moment and read the questions again – Let them sink in!

Be Directed! (Extending Influence #4)

Be Molded and Directed in Your Empowerment

Do not let the questions above stop you but let them mold you and direct you in your empowerment (influence) of people. Act change your life from the areas that you know you need to work on and become the person you desire to be!

Remember, it is all about people!

People are the most asset in any organization, in any team, and in life!

Changes

What are some things you can make to extend your influence and empower others (your leadership style) to become the best person they can be?

Example Change Areas

Below are some areas that will hopefully provide some areas to review in your life that you can work on to be become an empowering person. This list is not all encompassing but will hopefully get you started in the right direction.

- Develop listening skills.
- Respect people with your responses.

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- Become more organized.
- Say “please” and “thank you.”
- Lead by action and example (if you want others to follow, lead with what you desire from others).
- Be honest, have integrity, and ethics in all things.
- Become more direct instead of trying to please everyone (make sure that you are not rude when being direct – communicate in a supportive, coaching, and encouraging manner).
- Hold people, including yourself, accountable.
- Include your team (in projects, discussions, idea sessions, etc.).
- Implement the good ideas and common-sense ideas of what others suggest.
- Give credit where due.
- Appreciate people.
- Anything else that you can do to empower others to be their best.

Empowered! (Extending Influence #5)

Empowerment

“By attempting to avoid the responsibility for our own behavior, we are giving away our power to some other individual or organization – In this way, millions daily attempt to escape from freedom.”

(Peck, Scott M. 1993, *Meditations from the Road* 31).

The above quote by M. Scott Peck explains how we disempower ourselves. We allow ourselves to be robbed of our power and consequently our freedom, by expecting others to take responsibility for us. We cannot influence others if we cannot take responsibility for a behavior and problem in our own lives. By owning the power over my own life, I can become independent from others and influence others.

Empowering others is a process.

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Workplace Principle

Children and youth often feel powerless in situations where adults control the environment and make decisions for them. For young people to reclaim their power, they must be provided with as many opportunities as possible to make decisions over their own lives. The most insignificant decision can give a young person a profound sense of control and ownership over his/her life. Young people then learn that they are responsible for the outcomes of decisions. This is a crucial step in achieving a sense of independence.

This same principle applies in the work environment.

When workers are disempowered, it is difficult for them to empower others. What often happens is that to have some sense of power and control, the worker exerts extreme power over the less ranking people and younger people. This is to meet the worker's need for gaining power in the work environment. This becomes a vicious cycle because it simply disempowers the powerless. He/she is then likely to gain power in more intense ways.

True empowerment can only happen when "my own need" to control and exert power over others is extinguished.

If I assume, I have power and others do not, they will not be empowered, but instead, resent me. No human being can empower another; we can only assist others with their process and allow them to take from us what they need to gain control (Oosthuizen, Sandra).

Empowerment Circle (Spiral)

We found a great picture of what empowerment looks like in a circle or what they call a spiral. Please review the information below.

<http://bitsofcio.files.wordpress.com/2011/08/spiral-of-empowerment.jpg>

"What goes around comes around" and "It is way better to give than to receive."

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Sum it Up!

To sum up all things from this Lasting Life Leadership and you ...

Life is short, life happens fast, and you only have one life to live. Embrace each day as a gift to you. Desire, think, say, and act out each day the path and purpose you have in life. Embrace and appreciate the low times and high times. Keep close to the heart always what is most important!

Much favored leadership success to you!

Ted Landgraf

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About the Author

Mr. Ted Landgraf: A Profile of a Global Speaker, Empowerer, Trainer, Innovator, Leader, and Strategic Change Agent.

Mr. Landgraf is an experienced global presenter with a passionate and enthusiastic presentation and speaking style, empowering, motivating, and producing lasting change for individuals and organizations.

Hundreds of thousands of people have benefited from his presentations in more than 150 nations over the last 30 years with greater results in cost reduction, best value implementation, improved efficiency, development and delivery of sustainable best practices, profitability growth methods, revenue increase solutions, and team unifying practices.

Mr. Ted Landgraf has created, led, and delivered workshops, presentations, and life changing training including topics, such as:

- Advanced Procurement Negotiations Strategies Middle East – Bahrain.
- Social Media, Linked In, Marketing, and Uniformed Branding – Several U.S. Locations.
- Gaining Clients, Business Development Processes and Implementation, and Global Marketplace Branding and Revenue Outcomes – Federal Way, Washington.
- Strategic Leader – Strategic Planning, Negotiation, and Conflict Management – Orlando, Florida.
- Leadership Strategy, Team Building, Communicative Processes and Outcomes, Business Goals with Impact and Results, Process Compliance, Success Strategies in the Workplace and Beyond, and Other Leadership Components – U.S., Canada, Europe, Southeast Asia, Africa, Australia, and the Middle East.
- Perfecting the Art of Procurement Negotiation Outcome Strategies, Bottom Line Improvement, and Sustainable Suppliers – Kuala Lumpur, Malaysia.
- Procurement Compliance, Cost Reduction, and Global Best Practices – Bangkok, Thailand.

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- Effective Vendor Spend Management, Tender Strategies, and Cost Reduction – Kuala Lumpur, Malaysia.
- Procurement and Finance Training - Assessment, Audit, Sound Procurement System – Dubai, UAE.
- Advanced Procurement Negotiations and Profit Improvement – Bangkok, Thailand.
- Procurement Audit for Public Sector – Singapore; and
- Procurement Fraud and Internal Best Practices and Audit – Several Southeast Asian Countries.

Mr. Landgraf's Life Changing Training's, Programs, Presentations, and Change Leadership Topics include:

- Advanced Procurement Negotiations.
- Audit, Compliance, & Regulation.
- Business Development, Social Media, and Marketing.
- Commercial Audit – Internal Audit and Best Practice.
- Contractor Purchasing System Review (CPSR).
- Cost Reduction and Supplier Partnership.
- Creating, Developing, and Implementing Cohesive and Sustainable Teams.
- Effective Bid and Tender Strategies for the Oil and Gas Industry.
- Effective Supplier Bid and Tender Strategies (all industries).
- Effective Vendor Spend Management and Strategies.
- Global Strategy and Leadership.
- Government Process Audit – Internal Audit and Best Practice.
- Leadership and Communications.
- Procurement Audit and Procurement System Development.
- Procurement Cost Reduction.
- Procurement Process and Solutions.
- Strategic Leadership: Strategic Planning, Negotiation, and Conflict.
- Steps for Success (Personal and Business Life); and

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- Much More!

Mr. Ted Landgraf has global experience empowering and changing the lives for many executives, leaders, and organizations in more than 150 nations, having increased profits in the tens of billions of dollars with sustainable outcomes.

Mr. Landgraf is a dedicated and highly motivated executive with more than 30 years global Business, Training, Strategic, Procurement, Finance, and Leadership experience in many different industries, from small to Fortune MNC's.

Global Leadership and Executive Profile

- International Trainer: Many Businesses, Individual, and Team Topics in Asia, Europe, North America, South America, Africa, the Middle East, and Australia.
- Best Practice: Creation and implementation of Best Practice, Standard Operating Procedures, Governance, Turnkey System, Contract Templates, Training Systems, and Core Guides for efficient maximization of the team, cost avoidance, cost reduction, and sustainable practices in many organizations around the globe.
- Knowledge Management: Developed comprehensive, in depth set of Intellectual property in business processes, leadership, management, processes, business development, procurement, cost reduction, and other core business areas that are transferrable across all business sectors.
- Local, Regional, National, and Global Strategist: Developed and implemented many business plans for optimum communications, compliance, best value (lowest cost included), supply chain disruption and risk management, and supplier management.
- Turnkey Success Systems: Streamlined entire procurement and finance systems in many organizations (\$10 M to \$100 B +) increasing effective requisition, contract, order, and pay, thus reducing cost and time.
- Global Area Experience: Many Industries (Private, Public, Small, Large, Non-Profit, Local and National Government, Universities).
- Category Results: includes most Indirect Spend and many direct (1,000+ areas).

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Mr. Landgraf's clients, partners, and participants include professionals, entrepreneur's, executives, business owners, managers, directors, board members, and many more wonderful people from many diverse backgrounds and experience with more than 1,000 companies.

Do not just take our word ... Take our client's word!

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