

Name of Student: \_\_\_\_\_

Date Started Module 1: \_\_\_/\_\_\_/\_\_\_ Goal Date To Finish: \_\_\_/\_\_\_/\_\_\_

Actual Completion Date: \_\_\_/\_\_\_/\_\_\_

Name of Mentor: \_\_\_\_\_

Mastermind Group Attending: Day Of Week: \_\_\_\_\_ Time: \_\_\_\_:\_\_\_\_

# “Trust The Integrity Of The System!”

Tom Kunz



# Are you the type of person who just wants the bottom line?

If you are the type of person who just likes the bottom line, get to business, no small talk, zero instructions then you can implement Career Success with nothing other than this page.

<http://www.TheVisionProject.net/CareerSuccess.htm>

Name Of Career Success Video I Watched: \_\_\_\_\_

Code Of Video If Any: \_\_\_\_\_

1. What did I learn from the video?

2. What action will I take from what I learned?

3. What do I think I need to learn next?

4. I believe the team can gain the most value from this Natural Law /  
Career Success video by taking the following action and/or

[ ] - I believe it would be best to talk about this natural law in our next meeting.

**Yes . . . it is very important that you read each and every testimony. Why? Getting started with Career Success or really anything in life is pretty easy. Finishing strong is what's hard. Did you know that if you invest \$1 properly you could gain a return of \$10? Did you know that same thing is true with time and any every area of life?**

**Probably 90% of the return (time, money, relationship) comes in the last 1% of completion of what we set out to do. DO NOT COME UP SHORT! Get together with three to twelve other people and form a mastermind group to go through this together.**

**“We can accomplish so much more together than we ever could on our own!”**

**<http://www.TheVisionProject.net/CareerSuccess.htm>**

**By reading every testimony, they, like any success story, will help to motivate and inspire us to success in every area of our life. Take your time to go through each natural law and complete the short simple exercise. Learning the natural laws is easy . . . applying it to our lives to gain the energy/benefit of the natural law is much harder.**

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While this book seems like it's for adults who have careers, I believe that it's actually idea for every student, every young person who is five years old or older.

Jewel Pendergrass - Broker / Owner CENTURY 21

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Career Success has changed my life as it has helped me to realize that I already think like a business owner and now I know why. Over the years I sometimes have felt left out and lonely at work. I now, through the Crab In The Bucket principle, understand why. It has given me freedom and hope!

Melissa Anschutz - Employee

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Every employee should read this as it is the secret, the DNA to understanding success in the workplace as well as in life.

Alan Stein - Owner [www.TanglewoodConservatories.com](http://www.TanglewoodConservatories.com)

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I am using the resources of "Career Success" to learn to be a better teacher. I believe if "Career Success" were to be incorporated into the core curriculum in every grade level that we would produce students who would be job creators.

Mark Grzanna - Public School Music Teacher

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I believe this project is as much life changing as it is business changing, which is why I have committed so much to it. Having been the past President of CENTURY 21 Real Estate LLC., the largest real estate company in the world, and serving on the board of Easter Seals and helping raise over 100 million dollars, I have come to a pretty amazing realization. Each one of us can achieve whatever we desire in life if we learn to think in the right way. Yes, I mean in the right way. With all the political correctness out there it seems that we are conditioned to think, 'There is no right way!' when in fact there is.

I will not go into the deep meaning or explanation of this here, but throughout this entire workbook you will find further explanation and I believe come to the same conclusion I have. My hope is that you realize this many years sooner than I did , as it will change your life forever.

Rich people (rich in every area of life not just money wealth) are rich because they know and follow the natural laws. Poor people are poor because they do not.

Tom Kunz

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Totally amazing! A life changer.

Adam Witek - Manager of The Customer Service Experience

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I am a voracious reader and consume up to one book a week. In all my readings I have never read or experienced anything like I have with Career Success. It is really a way of thinking. Initially I thought, when I picked up the book, that others around me needed this, but soon came to the realization that I was indeed the one who needed this the most. I needed this book because I realize, now more than ever, what an amazing gift my parents and mentors gave me, and how important it is that I share that with the 7+ billion people in the world.

Jerry Hays - Owner - Kwik Kopy

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We homeschool our children and we are using Career Success resources as a foundational piece, a part of the core of helping them to become leaders. Now they will have the ability to start their own companies, and not just have a job but to create jobs, to create prosperity for others.

Duke & Almerly Zenko

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As a CPA I see how so many people are not living their dreams and goals. Career Success helps people in a fun, fast, and easy way to understand that their success is under their own control and if they desire to achieve their full potential, it is within their control, if they just learn and follow the natural laws.

Scott Allred - CPA - [e-accounting.biz](http://e-accounting.biz)

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Every owner I know has been an employee at one time or another in his life and every successful employee tends to think like an owner. Take personal ownership, learn the natural laws, and be true to yourself!

Tony Pires - Owner - [www.ThePbsolution.com](http://www.ThePbsolution.com)

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The wisdom of the ages have been captured in Career Success and I believe it should be named Life Success. Many of these natural laws, contained in Career Success, I remember, being taught to me by my parents and grandparents. They didn't have fancy names but the truth was just as real. This should be required reading for every child and adult on the planet. Wherever technology takes us, the natural laws of the universe will always be present for those who choose to be successful.

Judith Gregory Hardy - Executive Coach - Business Owner - Author

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These natural laws are changing the way I do business, earn money, connect with people, and see and think about the world.

Scott Jongsma - Mortgage Originator

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I used to have an employee mindset and now have the mindset of an owner . . . and guess what . . . I've now become an owner. If I ever chose to become an employee again, I know that I would make the best employee an employer would ever have. I've learned that it's not about me creating success for myself but about me creating success for others. I am 24 years old, a wife, and a mother of a ten month old. I am already applying the natural laws revealed in Career Success with my ten month old son.

GingerAnne Collins - wife, mother, business owner, and author

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We have implemented what seems to be every training program under the sun to help our employees see greater success, and Career Success is not only the most powerful program/system I have ever seen, it is also totally affordable. A recommended contribution to a great non profit organization, who can beat that? I am so thankful to those who have given so generously to this program and the abundance of resources. Honestly the magic, from my perspective, is that it's an ongoing project and our employees can submit the natural laws that they have been taught by their parents, grandparents, or have discovered on their own. When someone makes a contribution, they become a part of the project. Ingenious!

Kimberly Strickland - H.R. Manager

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As an owner, probably like most owners, I have had a lot of challenges in finding great employees. The Career Success project is giving me hope that, through the personal power individuals possess inside of themselves, this program will help them be able to see success through any position within my company. Self initiative, self discovery, and self discipline are truly the foundations for personal success.

Wayne J Klein II - Owner Klein Construction

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As a Boy Scout leader / mentor for years, I believe the Scouts have always taught these natural laws. Career Success is a systematic way to teach natural laws to anyone, at any time, in any way, in any position, anywhere in the world. It has helped me to realize how my limited thinking has held me back and kept me from achieving my full potential. Now I am starting to do something about that.

John Howard - Real Estate Broker

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Owning my own company in Canada I realize that I lack some very important skills in leadership and have not had a system by which to really help each of my employees see success. Career Success helps me to do this in a way that is fun, easy, takes very little time, and helps each of my employees realize how important they are to the overall success of the entire company. Amazing program!

Ron Versteeg - Owner - Printing / Promotions Company

**NOTE: Working through this workbook on both a printed copy as well as with an ecopy helps when taking notes and physically touching what is being learned, while we are learning it. Your learning experience will be greatly enhanced.**

**To order your hard copy of the workbook and to see every link from within the workbook go to:**

**<http://www.TheVisionProject.net/CareerSuccess.htm>**

# Most Important Action Items

Version 2.01

Have you ever felt that you were not achieving your full success in your career and / or in other areas of your life?

This workbook will help you to discover and then fulfill your Life Vision. Share it with others around you . . . because . . . when we help others to see greater success, we will see greater success as well. “When the tide rises . . . all the ships in that port will rise.”



We know, based on the the 80/20, 90/10, or the 97/3 principle that most likely 10% of this workbook will produce 90% of the result for you, over the next 90 days. When you produce more income/revenue/sales in less time and IF you invest those dollars back into the right areas within your business, **YOU WILL MAKE A LOT MORE MONEY and will work a lot less hours!**

As you go through this workbook, list below the most important action items and their due dates. Better yet, we recommend getting a hard bound journal where you actually list the following:

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- Action To Take (Be Specific) - Due Date - Part Of The 5/30 Grid Applies To
- Why this action is so important to your success, the value of taking the action, and the cost to you, if you don't take the action, that you will incur but will never see a bill.
- Upon completion, write how you were able to see the success, the benefits you will see in both the short and long term, and how great it feels to complete a part of the overall system which will help you to earn a lot more money working a lot less hours. **FEEL THE SUCCESS!!!**

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## There are a number of different ways you can use this workbook.

1. **With A Group** - Usually the best way to go through the workbook is with others who are already familiar with Career Success. They will know a lot of the background information which will save you a lot of time. This can be more or less structured.
2. **Individually** - Go through each lesson individually..
3. **Mastermind** - A mastermind is a group of people highly committed to getting the most from this workbook and all its content.

The results we see in our career/life are a direct result of the best/ideal combination of quantity and quality of activity. The more serious we are in doing the assignments and taking action on what we learn, the more we will get out of the workbook and the exercises.

Some of the assignments and what you learn may not seem to make sense and/or bring you immediate value. They will bring you value, over time, without question, so really dig in and master the knowledge contained in this workbook as well as all the associated links.

**IF YOU DO NOT SEE THE VALUE from EVERYTHING within the workbook, please let the person who provided this workbook to you know, OR call 630.393.9909 ext. 222 and we will work with you to assist you to SEE - DO - UNDERSTAND.** There is something of value from everything we learn, but it can be hard for us to see this, and we may need others to help us see how to apply certain things to our career/lives.

There are over 200 natural laws which have already been discovered, and more are being discovered all the time. We encourage each individual going through this program, system for growth, to contribute **\$7/month**, and for the **employer to make the same \$7/monthly contribution** for each employee. LMI is a 501c3 IRS approved non profit organization and helps in many community based projects such as mentoring young people and kids at risk, stopping child trafficking and job creation through teaching people how to build their own profitable businesses, to name a few. For children and those individuals who are unemployed we encourage a \$3/monthly contribution by the individual and then \$3/month by the parent for each child.



[http://www.TheVisionProject.net/CS\\_Gifts.htm](http://www.TheVisionProject.net/CS_Gifts.htm) OR <http://www.LifeMastery.org/>

This workbook is made available to you as a result of the very hard work of very committed people in LMI. They desire to make additional resources available to you, your family, and your network. Thank you for your generous contribution and you can be confident that you receive far more back than whatever your contribution is.

When we make a financial investment into ourselves, there are some very interesting things which happen. When our employer makes a contribution into our development, even more exciting things happen. We become 50/50 Partners in our mutual success.

When both sides make a contribution, everyone takes the learning, training, and exercises more seriously. Those who go through the training and voluntarily contribute become partners with their employer. They not only grow as individuals, but also help change the world in which they live. As we'll learn in lesson 4 in Module 1, our learning turns into a NEW WAY OF THINKING, and the new thought process turns into a NEW WAY OF TAKING ACTION, and when we think and act in a different way, WE CHANGE OUR DESTINY.

All of that may seem too good to be true for only \$7/month, but it's true. For about the cost of one value meal at a fast food restaurant, we can change the way we think and act and reach beyond our dreams and goals in every area of our lives.

50% of our contribution goes to helping to continue to develop Career Success in coming out with additional resources, materials, and the development of other powerful laws which will continue to change our lives together. The other 50% goes to helping other individuals around the world who are not able to contribute as much for one of a number of reasons. Everyone going through this program is greatly encouraged to contribute whatever they can for their own benefit and the benefit of others.

## **Benefits To Contributing**

- Feel good about myself
- Help someone else
- Gain more from system/process
- Start to look for natural laws myself
- Gain access to additional networks and resources
- Connect with others in the network
- Open access to additional business / career opportunities
- Gain special access to additional tools and systems
- Show myself and others that I am serious about success
- . . . **AND a whole lot more**

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# Career Success

## Workbook for Module 1

<http://www.thevisionproject.net/CareerSuccess.htm>

Module 1
#01. The Napoleon Hill Principle – Think, Believe, and Achieve
#02. SEE // UNDERSTAND // DO Principle
#03. The Conflict Resolution Model
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#13. Discovering Your Values & Life Vision
#14. 4 Steps To Great Leadership
#15. Understanding 4/16 personalities

What would you like to accomplish as a result of going through this workbook in any/every area of your life?

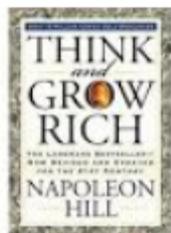
Write one short paragraph on how your career - relationships - friends - or any other area of your life you would like impacted as a direct result of going through this workbook and then a second paragraph as to what you would love to that area of your life to be after you complete this workbook.

# “Getting Started”

Have you ever felt you weren't reaching your full potential?

Have you ever felt that you were just inches away from discovering your own vein of gold in your career or any area of your life?

Do you feel you have so much more you can give to others and do for yourself?



Career Success starts out with a bang, starting with Napoleon Hill's concept from "Law Of Success" and "Think and Grow Rich" with the concept of:

**“Whatever the Mind can Conceive and Believe it can Achieve.”**



## #01. The Napoleon Hill Principle – Think, Believe, and Achieve

**Career Success - #01. The Napoleon Hill Principle – Think, Believe, and Achieve**

- [http://www.thevisionproject.net/CS\\_01.htm](http://www.thevisionproject.net/CS_01.htm) -

If you have never read these two books from Napoleon Hill you will want to do so. Obviously in the 7 minute video we are only able to share a small fraction of this concept and the “original” source will be so much more effective.

Think about when you were a child and you had all the dreams and goals you do. What happens to all those dreams and goals? Most people fear going back in time and remembering what dreaming is all about, when in fact, we should embrace these feelings and thoughts.

Why?

Any activity we have dreamed of is not the activity but the reason behind it that is important and still doable. In our younger years did we dream of sky diving and never went? Don't look at the activity but look at the reason you wanted to do that activity . . . and then realize . . . you can still gain that same feeling, that sense of thrill, that feeling of belonging, or that connection, we might just need to do a different activity.

After you complete each lesson complete the following . . . [ [Quick Survey](#) ]

## [ ] - Assignment 1 - #01. MIND can Conceive & Believe = Achieve

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. What does this really mean?
2. Do I really believe this?
3. What are some examples of this happening in my life?

Mastermind groups are so powerful as we gain decades of experience and insights as a result of plugging into the thoughts of others. You can have just one person you mastermind with or twelve or more. Everyone in the mastermind group should ideally manage/communicate UP and OUT to the entire team to help everyone grow in a massive way. There are three things we should communicate to others.

1. What did I learn.
2. What action will I take from what I learned?
3. What do I believe I need to learn next?



After we complete the above and have some time to think about what we are sharing then we should post a blog. The posting of the blog will take the best thoughts, questions, insights, and wisdom and expand it to the global network. The payback to us on this will be amazing and will surprise us on when and how it comes.

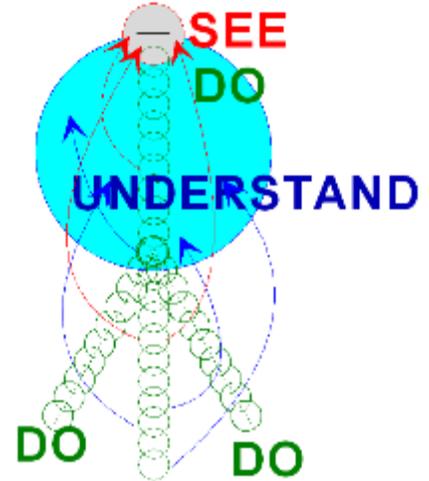
[ [Short Survey](#) ] [ [Blog Post](#) ]

## **#02. SEE // UNDERSTAND // DO Principle**

Have you ever had a thought that seemed to jump out of nowhere that changed you you saw something?

Do you know someone who seems to have a different take on most things in life i.e. they SEE things in a very different light than “normal” people?

Do you have challenges in taking action and following through with things that you know you should be doing, but then don't do?



**Career Success - #02. SEE // UNDERSTAND // DO Principle**

- [http://www.thevisionproject.net/CS\\_02.htm](http://www.thevisionproject.net/CS_02.htm) -

Why are some people, who seem to not have much to work with, so successful while others who have so much often fail? While there are many factors, without question, one of the most important factors is learning to SEE things that others do not see, learning to UNDERSTAND what we see in the right way, and then DOING, taking the right action, in the right way, over the right period of time.

Each of these natural laws do stand alone but then also connect to others. As we get deeper into Career Success we will see how this natural law connects into Personality Masteries and really ever other natural law presented. Actually . . . everyone ofthe other laws that we learn will help us to SEE and UNDERSTAND our world in a very different way which then enables us to also DO like we've never done before.

Work to see how #02 can help you accomplish #01.

### **NOTES**

## [ ] - Assignment #02. SEE // UNDERSTAND // DO Principle

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. What does this really mean?
2. Who is the person in my life who might SEE - UNDERSTAND - and DO better than anyone else I know?
3. What area of my life might I not be SEEing, UNDERSTANDing, or DOing?

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[ [Short Survey](#) ] [ [Blog Post](#) ]

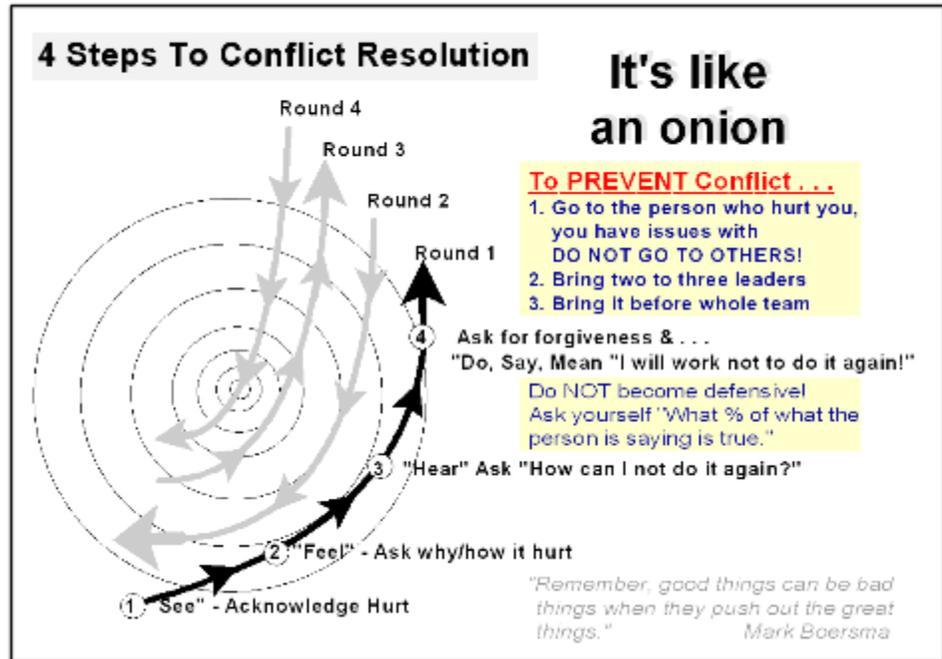


## #03. The Conflict Resolution Model

Do you have much conflict in your life?

Why do some people cause more conflict than others?

Is there a method or a process by which we can go through and solve conflict in a better, more productive way, and one that will lead to deeper, life long relationships rather than conflict which tears down and destroys relationships?

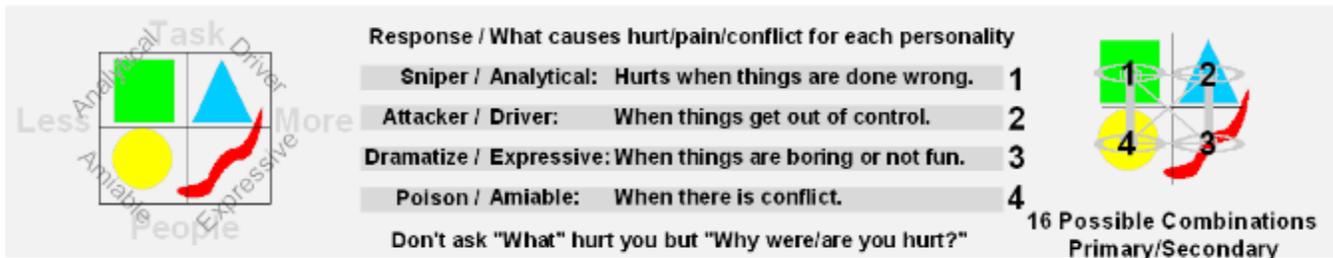


### Career Success - #03. The Conflict Resolution Model

- [http://www.thevisionproject.net/CS\\_03.htm](http://www.thevisionproject.net/CS_03.htm) -

How do we tend to lose perspective so quickly and have little things which tend to build up and destroy relationships? This model was created as a leadership model for teenagers who came together for Israel, Palestine, and the Lakota indian reservation in South Dakota.

While this process is not easy, it is a lot easier to do this than to deal with the aftermath of letting conflict go and/or addressing it improperly.



### NOTES

## [ ] - Assignment #03. The Conflict Resolution Model

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. Who in my life do I have the most conflict with? What would my life be like if they and I could learn to reduce our conflict?
2. How could I best approach the situation which would give the model the best chance of success?
3. If it doesn't work, would my life really be much worse for trying?

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2. What action will I take from what I learned?
3. What do I believe I need to learn next?

After we complete the above and have some time to think about what we are sharing then we should post a blog. The posting of the blog will take the best thoughts, questions, insights, and wisdom and expand it to the global network. The payback to us on this will be amazing and will surprise us on when and how it comes.

[ [Short Survey](#) ] [ [Blog Post](#) ]

## #04. Investment/Return Principle

Have you ever invested into something and had a terrible return? A great return?

What did that feel like?

Take my salary and multiply it by 1.40 and then imagine if you were investing that amount of money into something. What return would you be expecting?



**Career Success - #04. Investment/Return Principle**

- [http://www.thevisionproject.net/CS\\_04.htm](http://www.thevisionproject.net/CS_04.htm) -

This may be one of the most significant career advancement mindsets that we as an employee could ever embrace? Think about it . . . if we provide a great return on investment for our employers what will they do? Yes, they will invest more into us and we will have a greater opportunity to have greater personal, professional and financial success as a result of thinking in a new and exciting way.

Some weaker employees may think “What happens if my employer does not reward me with greater opportunity and pay?” The reason this is a weaker thought process is that it we think that others control us and our destiny rather than us being in control. The way we take control is to do the right thing and if/when we do, we will realize, that if we do the right thing, and our employer does not, that life has a way of causing the right employer to take notice and, at some time in the future, the right employer will discover us.

It’s amazing to ponder the thought . . . “Employers tend to attract employees of a certain type and really when you think about it every employer deserves the employees they have and every employee deserves the employer they have.” Hmmmm, that puts a little different spin on it, doesn’t it?

### **NOTES**



## [ ] - Assignment #04. Investment/Return Principle

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. What will I feel like when I know that I am gaining my employer a great return for what they are investing into me?
2. Ask your boss and if possible, the owner of your company, **“From a 1 to 10, with 10 being the best, how great of an return on investment am I giving you?”** NOTE: Be ready for an answer below what you believe and that’s alright. Follow up with **“Thank you for that. What would be one suggestion you would give to me on how I could be a 10?”**
3. If you want to double your income, find someone making twice as much as you are and then ask them “How do you think throughout the day?” Learn to think like someone earning twice as much money as you are and you’ll probably, over time, earn what they are earning.

Mastermind groups are powerful. Everyone in the mastermind group should ideally manage/communicate UP and OUT to the entire team to help everyone grow in a massive way. There are three things we should communicate to others.

1. What did I learn.
2. What action will I take from what I learned?
3. What do I believe I need to learn next?

After we complete the above and have some time to think about what we are sharing then we should post a blog. The posting of the blog will take the best thoughts, questions, insights, and wisdom and expand it to the global network. The payback to us on this will be amazing and will surprise us on when and how it comes.

[ [Short Survey](#) ] [ [Blog Post](#) ]

## #05. Caught-In-The-Middle Principle

Have you ever felt that you were in a “no win” situation?

Have you ever felt that you’ve made some amazing personally . . . but for some reason, you are not seeing the personal or professional grow that you think you should be seeing?

We’ve probably all heard of “A chain is only as strong as it’s weakest link. This natural law connects into that same concept. If we’re surrounded by ineffective, inefficient people, we will be affected by that.

Often those who obtain coaching within a company are the one’s who need it the least and those who need it the most often are not offered it or are resistant to it.

What’s the solution? We need to first “fix ourselves” understanding that we are causing those around us to be ineffective and inefficient. We need to do our part, to create a culture where we are open to direct honesty from others as to when we do this and then seek the SEE - UNDERSTAND - and DO the truth. The Career Success program/system is designed to help people see what needs to change within ourselves which is easier for us to accept, when it comes from within rather than others.

### NOTES

**Caught-in-the-middle principle**

Must know principle in leadership, systems, tools, and building winning teams.

If we're surrounded by ineffective, inefficient people we too will be inefficient and effectiveness. We must help everyone we come in contact with on a daily basis to be the most effective professionals in their industries.

**Solutions**

1. Whole team understands personalities for everyone on the team.
2. Everyone on the team have a personal/professional plan which ties back into the overall team's master plan.
3. Help everyone you connect with to implement turn key systems. #bm06-01

## [ ] - Assignment #05. Caught-In-The-Middle Principle

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. Draw a the diagram and make a list of people, around us, we may be hurting them. Go to others, around us, and ask them “I’m going to through Career Success and wondered if you could give me one or two things I may be doing which are time wasters for you?”
2. Identify people around us who may be hurting us and not even know it. Talk to a manager or mentor about the best way to produce a positive outcome to help everyone become more effective.
3. Do a quick review over the previous lessons to see how this Natural Law may connect into other natural laws we’ve learned.

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[ [Short Survey](#) ] [ [Blog Post](#) ]

## #06. 12 Principles To Life Masteries

There are over 200 Natural Laws which have been discovered over the last 20+ years AND these 12 made the top of the list. Why? When we master these 12 we start to learn to think a different way than we have in the past.

There are over 7 billion people on this planet and everyone of those people, rich or poor, young or old, male or female . . . all have problems . . . or as we refer to this “No Problems . . . Only Opportunities.” What do you think about this statement?

**“Every problem in the world for all 7+ billion people could be solved by people learning to think in a different way.”**

**12 Principles to Life Masteries**

1. *Walls of Opportunities*
2. *No Problems, Only Opportunities*
3. *Ideal or Nothing*
4. *Time/Priorities*
5. *Thinking Not Knowing*
6. *Great vs. Good - Setting GREAT goals and sometimes only getting good results*
7. *The Lucky 13 Rule*
8. *Value in Life (Value, Choices / consequences and congruence)*
9. *Roller Coaster Mystery*
10. *Stewardship (The more we do for others, the more we personally gain)*
11. *Focus: Get better results with less effort*
12. *Never Quit: No mistakes, just learning opportunities*

Fun  
Business/Career  
Financial  
Personal Development  
Relationships  
Recreation

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Think about it . . . what if . . . everyone on our team were to have a core culture of the 12 Principles To Life Masteries? What if our clients, vendors and even our families had a positive way of thinking where we approached every “problem” as an opportunity, or we approached problems as Walls Of Opportunity, or we learned to take action even when we weren’t totally sure it was going to work out? What if we all knew our values and lived those values throughout every aspect of life? What if we knew the only way to “fail” was to fail to try or fail to learn?

When groups of people all have an amazing way / a system, a process to approach the challenges that come into our lives it’s amazing what can happen as a result. Great things for all of us.

### NOTES

## [ ] - Assignment #06. 12 Principles To Life Masteries

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. Which of the 12 Principles do I need to focus on improving within myself? What about we as a team, which one most holds us back? Have some fun with this as a team.
2. Should I print out a large poster and take it home with me and make this a part of our culture at home?
3. Should I print out ten of these posters and offer them to the local schools to help to prepare the children for great things in life?

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## #07. Code Of Honor / 10 Rules To The Game

The Code Of Honor is a great template to use to come up with your own “Code Of Honor” for your team. What are the most important mindsets, ways of thinking / acting, or behavior that we must have as a team to succeed?

What is success? The team having clarity as to the overall team vision and then each team member having clarity over their own life vision and knowing clearly as to how their Life Vision fits into the teams life vision.

Code Of HONOR 10 Rules Of The Game
1. Produce RESULTS!
2. Be Coachable
3. Take Ownership
4. Take Action - Be urgent
5. Seek the Truth
6. Great Stewardship of the 5 T's
7. Follow Natural Laws
8. Respect others' perspectives
9. Manage UP and OUT
10. SEE // UNDERSTAND // DO

Every successful team has a strong vision of where they are headed. The governing rules to help us all stay on track is just like a sports team having rules as to how they are to win the game.

Many teams just make assumptions that everyone on the team plays by the same rules and this is not the case. Due to differences in personality, upbringing, experiences, our own choices and choices of those around us we all tend to see the world from a different set of eyes.

The 12 Principles To Life Masteries along with the Code Of Honor are two very powerful tools / systems which will assist us all get on “The same page of music” so to speaking going in the same direction.

**“We can accomplish far more together than we ever could on our own.”**

### NOTES

## [ ] - Assignment #07. Code Of Honor / 10 Rules To The Game

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. Do we have a written “Code Of Honor” for our team? If not, is this something that I should pick up and take charge of in making happen?
2. Should myself and my family have a “Code Of Honor” that is written and posted in our home?
3. Which of the 10 Code Of Honor principles do I struggle with and which of the 10 do we as a team believe we struggle with the most?

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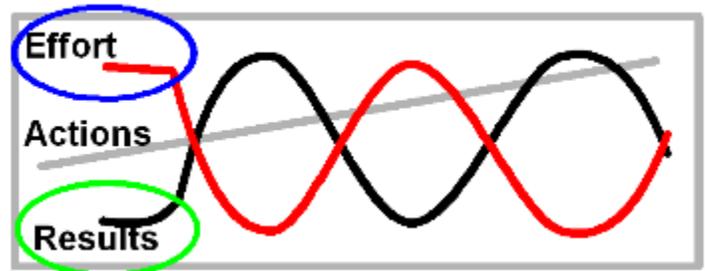
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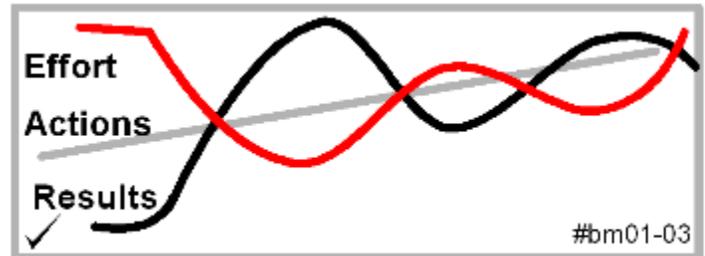
## #08. The Roller Coaster Principle

Do you ever feel like you're on a roller coaster in your career, financially, health, emotionally, relationally or any other area of your life?



Did you know there is a Natural law that can help you with this?

**Consistent Actions produce Consistent Results and Inconsistent Actions produce Inconsistent Results. When we realize this we are able to take ownership of our life / career.**



A farmer would never whine or complain if he/she didn't get a harvest if they never planted seeds, yet often we / others complain when we have roller coasters in our lives. It does take energy to take actions to produce the harvest in our lives but it also takes action to complain and have negative stress as well. Let's put our energy into taking the right actions, in every area of our lives, to produce the consistent results which will help us to achieve our Life Vision.

Talk with your mentor about the "Delayed Response / Results" Principle and how we must learn to delay gratification, giving up short term pleasure, to gain long term benefits.

<p><b>Effort</b></p> <p><b>Results</b></p>	<p><b>Delayed Response/Results</b></p> <ul style="list-style-type: none"> <li>* Could be 7 days</li> <li>* 30, 60, 90 days</li> <li>* or 1, 3, 7, 10 years</li> </ul> <p>We can be getting great results while doing the wrong thing - in the short-term, or we could be getting bad results while doing the right things.</p>
<p><b>To Achieve WOW Income Consistently</b></p>	<p><b>1. Do the right actions</b>  <b>2. In the right way</b>  <b>3. Over the right period of time!</b></p> <p>#bm01-04</p>

### NOTES

## [ ] - Assignment #08. The Roller Coaster Principle

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. Make a list, ideally in a google doc spreadsheet for all those area you are seeing the roller coaster and you want to put a stop to that.
2. In the cell next to the, area of challenge, write out what consistent actions you could take to overcome or minimize the roller coasters in specific areas of your life / career.
3. Work together as a team to make a list as to what specific areas of roller coaster the team is facing which is hurting the team's ability to reach it's overall vision i.e. which hurts each team member in achieving their own personal Life Vision as well.
  - Apply Natural Law #14 - 4 Steps To Great Leadership (Module 1) to address these areas of inconsistencies.

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## #09. The Cluster Principle & Next Dimension Principle

The Cluster Principle is one of the most powerful Natural Laws which can help a team double the sales coming into the company. We've all heard that "Money doesn't buy happiness" and while that is true "A lack of money does create a fair amount of challenges."

When you look at your goals, your Life Vision, how much money do you need to achieve your goals / Life Vision. We like what Tom Kunz shares where his view of money is very simple: "It helps me to buy back my time." If you had an abundance of FREE time, we're guessing that would be very helpful in better achieving your dreams, goals, and Life Vision.

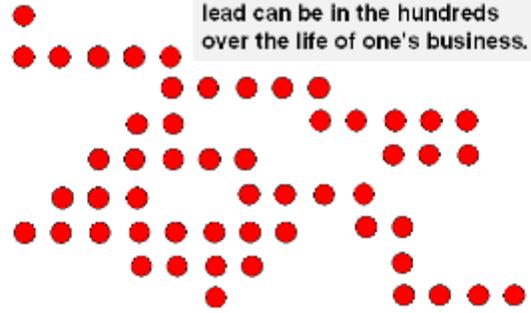
We combined another powerful Natural Law which really could have an entire module devoted just to the deep understanding of "The **NEXT** Dimension Principle." For most of us, our first jobs, we were paid hourly, not based on our productivity i.e. the results we produced. That is why with most people, if we asked "Would you like to double your income?" many would pause and not be sure. Why? We've been conditioned ([Lesson #4 / Module 3 - The Little Elephant Principle](#)) to believe that to double our income we need to double the number of hours we work AND "If it seems too good to be true it probably is."

Many of the most wealthy people in the world had less to start out with than we did. What is the difference. Napoleon Hill would make a strong argument that it's not what we are given in life but how we think that governs our success.

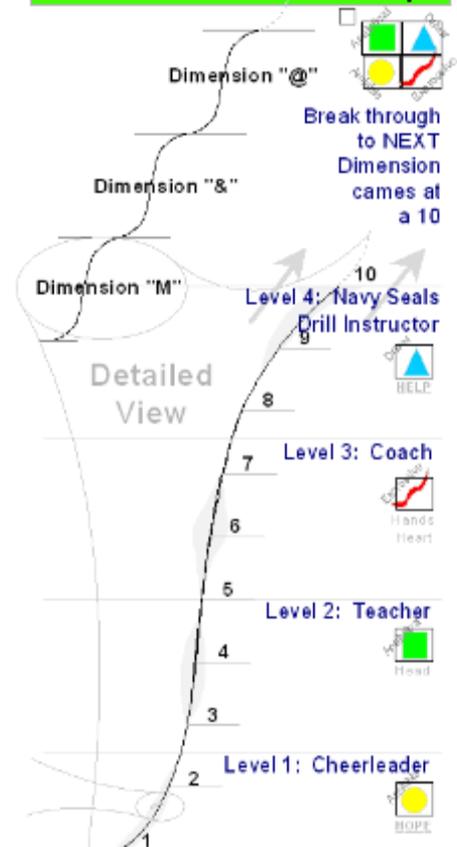
### The Cluster Principle

It's not unusual that an individual will know between 3 and 9 other individuals who are interested in the same product/service over the next six to twelve months.

The number of leads from one lead can be in the hundreds over the life of one's business.



### The NEXT Dimension Principle



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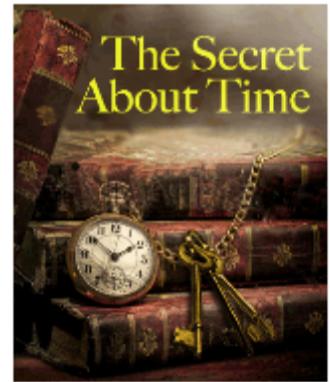
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Success through learning to think is not generally supported by formal education, the government, community based organizations or even business in most cases.

Another great series of ten videos to go through is “The Secret About Time.” <http://www.thevisionproject.net/30day.htm> There is a great white paper that you can learn from as well as it relates to gaining an extra 20 hours of free time that you don’t even know what to do with.

- [FREE White Paper](#) -

<http://www.thevisionproject.net/secretabouttime.htm>



Take a few weeks on this lesson. Take some time with your mentor / executive coach and talk about what these two or really more concepts could do to change the way your team does business forever.

If you are the individuals driving change there will be some amazing rewards for those who “Claim Unclaimed Territory” which is another great natural law that you will experience in Module 3 - Lesson 1.

You’ll notice that each of these Natural Laws connect into one another and together they provide a framework to help you precisely achieve your Life Vision.

## **NOTES**



## **#10. Warm Belly Rub**

**This is one of Natural Laws of all. It's a fun one and took over ten years to discover. In addition to teaching us the secret to "Reproducing ourselves and others / best practices" it also teaches us something even more valuable. It teaches us to be humble and understand that we can learn anything, from anyone, at any time regardless of their age, education and/or experience.**

When we seek to teach someone or put something we do into a system, we most likely will create a checklist type of process which will walk someone through the steps to accomplish whatever we are teaching them. What we are missing is the unconscious competence, the things that are really the heart and soul of what we know, but we often do not know them on the conscious level.

**One of the most powerful things Career Success is designed to do is to assist you to understand, at a very deep level, how very special you are!**

Most people, don't seem to really grasp, in their lifetime how special they are. We are often conditioned to think early on in our lives that those who are the straight "A" students are the special ones, or those who are the best athletes, or the best in whatever are the special ones. What we often fail to realize is that WE ARE SPECIAL even if we don't realize it and that we alone hold the secrets to some of the challenges being faced in our company / team.

Whatever part of this story you are on, the parent of baby, the older sibling, or the baby, we hope that you will see how special each one is and that without all three playing their roles well this Natural Law would have never been discovered. In Lesson 12 we're going to learn something so very special . . . which is that discovering Natural Laws are indeed reserved for special people . . . and you are one of those people! As you start to SEE - UNDERSTAND and DO things that others do not see, as you start to take a moment to deeply see each situation in life for what it is . . . a chance to transform your life and the lives other others, then Career Success will have been successful.

## [ ] - Assignment #10. Warm Belly Rub

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. What are some of the challenges / problems that are being faced in your workplace currently? Is it possible that some of those challenges / problems could be fixed if we were to dig a little deeper and discover the “Warm Belly Rubs?”
2. Think about the cultures around the world who honor the aged. Does the culture you were raised in honor the elderly? Does your company realize what a goldmine there is in those who have retire?
3. Make a list of the things you think you are the best in. Start to journey the “Warm Belly Rubs” for those things. Even if you never share these thoughts with others the process of learning how to identify the “Warm Belly Rubs” will cause you to think in a very different way / process which will help you to SEE - UNDERSTAND - and DO things that others do not typically see - understand and do.

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## **#11. The Teenage Principle**

**We go from learning from a baby in Lesson #10 to learning something very profound about our careers from teenagers in this Natural Law. Being a parent of a teenager is one of the most challenges roles a person probably can have. There is so much learning going on . . . often as much or more from the parent as from the teen.**

**What we as parents were so sure was going to work . . . often doesn't. The truth of the matter is that we all continue to have a teenager in us.**

One of the things that's so tricky about being a teenager is that we get this sudden surge of knowledge that hit's us very quickly. In just matter of a few short years we go from learning how to learn to ride a bike to being able to drive a car. We go from "Don't worry about making mistakes, everyone does them . . . To . . . one honest mistake could kill you and your friends."

As teenagers "We are overconfident in things we should lack confidence and then underconfident in things we should have confidence." As a parent it's the most pacilure thing . . . Our child which we brought into this world who use to trust us with their lives, now often won't trust us with input into their clothing or who their friends our.

Teenagers will say to a parent "Mom/Dad, what are you thinking, I can do that!" . . . when in fact, it seems pretty clear that, well maybe, they aren't able to do that OR they will say "Dad/Mom, there is no way I can do that!" when in fact we are pretty sure they could do that.

As a parent . . . we scratch our heads and often start to wonder "If we are the clueless one's."

The science behind this, largely rests in "The *NEXT* Dimension Principle" in understanding that when we start anything new, are are clueless and we know we're clueless. This is where all learning starts and the same thing that happens in our families happen in our careers as well. We start out in a position and are so open to learning and growing and latch onto everything we are being told. We grow like a toddler.

Then . . . the weirdest thing happens. We one day, wake up, and realize that the owner of the company who has been doing this for 30 years doesn't know nearly as much as they think they do and we now know a lot more that we need to share with others.

## [ ] - Assignment #11. The Teenage Principle

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. Where am I currently facing a teenage moment in my own personal career?
2. Where have we as a team seen teenage moments in the team as a whole?
3. What can we do to prevent those teenage moments from costing us losing great team members?

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## **#12 – What principle has team discovered? Domino Principle**

**This may be one of the most powerful of all the natural laws as it's the discovery that it's not someone else, Career Success, our teachers, parents, bosses, the government or anyone else's responsibility to discover the natural laws we need to have to fulfill our Life Vision i.e. our full potential but our own responsibility.**

**The deep understanding of this Natural Law, is that it doesn't matter how powerful the Natural Law, the system, the process . . . if we don't get buy in from people, it won't work!**

Buy in comes from teenagers (Natural Law #11) when, we as adults, humble ourselves and are vulnerable to them, in sharing with them all that we don't know and all the fears we have. Yes, there is a risk but we would submit there is a far greater risk in not sharing than in sharing.

Yes the Domino Principle is profound at the surface level where it shows a deeper understanding of Good Choices = Good Consequences, Bad Choices = Bad Consequences in that our bad choices also can produce bad consequences for those around us.

When we think about it . . . kind of similar to principle #05. Caught In The Middle but yet very very different as well. It's learning to look at things from a different angle, to seek wisdom and understanding from a deeper level.

What's maybe most interesting is that a young person discovered and was able to process this whole thing. When we and other team members start to discover Natural Laws and share those with others that is more powerful than any Natural Law being shared within Career Success because it is their own natural law and the laws we discover always have the most meaning for us.

When we think through, go over, build a model maybe, and learn to communicate that natural to others that is when we gain the gift of the power of self discovery. The truth is . . . when others start learning from us, even at a very young age, we will be more inclined to learn from others.

## [ ] - Assignment #12. Success #1 – What principle has team discovered?

### Domino Principle

#### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. What choices am I making in my life which may cause a domino effect on others around me?
2. Reflect back in your life and journal some of the natural laws you have been exposed to. What Natural Law can you discover for yourself?
3. Parents, grandparents, friends, teachers . . . and really anyone around us can reveal natural laws to us. Often those around us will give us a gift of a Natural Law and never even realize it.

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## **#13. Discovering Your Values & Life Vision**

**One of the top three things of value, in my life, was the discover of my very own Life Vision. I was blessed to discover it at the age of 8 years old.**

**It took another almost 40 years to discover the process anyone could go through to discover their own Life Vision.**

**The discovery of one's Life Vision can not be overstated. Do you have questions about who you are, why you do what you do, why hard things have happened in your life, why are you different, it seems than others around you, and/or maybe why others don't understand you?**

Once we discover our very own life vision, it's like we open a universe of understanding as to everything that happened before we were born, why we were born, and the affect our lives will have for all of future time, i.e. our legacy.

If you're saying, "Hmmm, I'm not sure I buy into that?" that's alright, you don't have to buy into it to give it a try in your life. We believe, that you, as so many others have, will discover the power, the freedom, the energy, the passion of of discovering your Life Vision.

Don't worry about "Doing it the right way." just do it!

You will refine it over time and it will start to give you energy, excitement, and passion that you may not have felt ever in your life.

# Discovering My Life Vision

Step 1: List out all of those things you are passionate about.

Step 2: From your list of passions develop a short Life Vision Paragraph

Step 3: Share this with others

Step 4: Fine tune as you seek to "Reach Beyond Your Dreams And Goals In Every Area Of Your Life."

Our Passions

Life Vision - Don't worry about it being "right" just do your best and over time you will continue to tweak it until you get it just where you want it to be.

## [ ] - Assignment #13. Discovering Your Values & Life Vision

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. Imagine . . . learning “Why I was put on the planet.” and what that could do for you. Do you, at times, lack focus, lack motivation, drive, purpose, discipline to be the very best person you could be?
2. Who are three other people you know who could go through this exercise with you?
3. How does your Life Vision fit into the overall Team Vision? How by helping the team achieve their overall vision will that help you to achieve your overall vision?

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## #14. 4 Steps To Great Leadership

Do you ever feel that, at times, you aren't getting the best results from all the effort you put in?

If this were to happen to a farmer do you know what they would do about it? They would figure something out as they know what they put into producing a harvest and

then what they get out. If the **OUTPUT** doesn't match the **INPUT** then the farmer knows there is a "problem" which needs to be addressed.

Often in our own careers, it's not so black and white and all we're left with is our gut feel saying "\_\_\_\_\_, you're not achieving your full potential." While this is good, in that it causes us to ask some very good questions we often do not have the tools, knowledge, processes to really figure out, at the core level, what the issue is.

The 4 Steps To Great Leadership not the quick fix and will not solve this "problem" totally but it will put us on the right track / path to discovery. When we learn to think, understand, and then do for every project "The 4 Steps To Great Leadership" we will start to produce the **OUTPUTS** from the **INPUTS** on a daily basis.

This is a lesson that we may need to go through a number of times to really grasp how to best do this. Connect with your mentor / executive coach and ask them for some templates which will assist you in leap frog learning on this one.

### Foundational Coaching Concepts

#### 4 Steps to Great Leadership

1. **Future Picture**/Purpose (Know the objective)  
\* Measurable and time frame
- 2a. **WHAT** needs to be done and **HOW** &  
2b. **WHO** is responsible
3. **DUE DATE**
4. Regular updates - Manage **UP & OUT**

#### 3 Aspects to Great Leaders

1. **TRUTH**: See things as they are, not worse.
2. **VISION**: See things as they could be.
3. **ACTION**: Make things happen as you see them.

## [ ] - Assignment #14. 4 Steps To Great Leadership

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. What is the most important set of actions we take on a monthly basis, as a team, that could really use a better process?
2. Work as a team to put a process in place to apply the 4 Steps To Great Leadership for all important projects.
3. Why do we as a team believe this Natural Law could be so important to helping the entire team in achieving our overall Team Vision which includes my own Personal Life Vision as well?

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2. What action will I take from what I learned?
3. What do I believe I need to learn next?

After we complete the above and have some time to think about what we are sharing then we should post a blog. The posting of the blog will take the best thoughts, questions, insights, and wisdom and expand it to the global network. The payback to us on this will be amazing and will surprise us on when and how it comes.

[ [Short Survey](#) ] [ [Blog Post](#) ]

## 15. Understanding 4/16 personalities

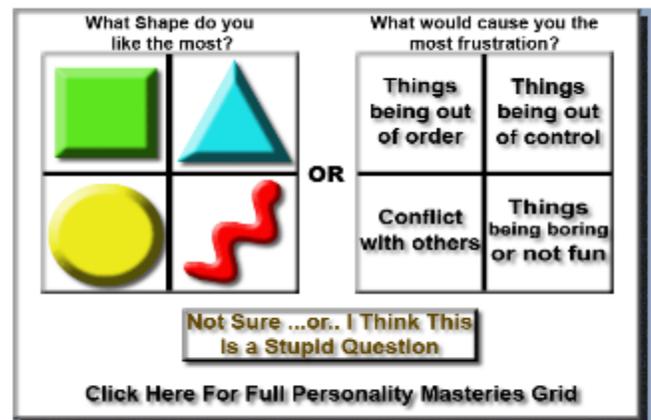
Many years ago, I was in a leadership position applying the golden rule “Treat other people the way we want to be treated.” and do you know what? It wasn’t working!



The discover of Personality Masteries was a lifesaver for me as I discovered that there are only 6.3% of the people out there who want to be treated as I like to be treated?

This was so very profound that it not only changed my career but also my entire life. It changed my marriage, how I related to my children, family, friends and anyone human being I come in contact with.

The deep understanding of Personality Masteries may be the thing you dig into the deepest with Career Success and the things that produces the greatest benefit in all areas of your life.



Two great sources for a lot of valuable information about Personality Masteries can be found in the following two websites:

[www.PersonalityMasteries.com](http://www.PersonalityMasteries.com)    [http://www.TheVisionProject.net/People\\_1.html](http://www.TheVisionProject.net/People_1.html)

*This is the fastest, easiest, most powerful program/system for understanding personalities I have ever seen. It is presented in a way that anyone can understand and use every day in every area of their lives.*

**Dr. Pam Straker (Ph.D. in Psychology)**

*“I have never seen anything like this. It is helping me personally and professionally. It is the scientific process for understanding people, which anyone can understand. I use what I have learned EVERY day!”*

**Dr. Gregory Simpson (Ph.D. in Organic Chemistry)**

## [ ] - Assignment #15. Understanding 4/16 personalities

### Great questions to answer . . .

Answering these questions in your journal will help you to, through written thoughts, determine what you are really thinking and what you should do with those thoughts.



1. How can we as a team better benefit from Personality Masteries internally as well as with prospects, clients and referral sources?
2. Have we had a Personality Masteries Team Assessment completed on us yet? If we have, what are we doing with that to better achieve our team and individual visions?
3. Have we fully implemented Personality Masteries into our BOS - Business Operating System?

Mastermind groups are powerful. Everyone in the mastermind group should ideally manage/communicate UP and OUT to the entire team to help everyone grow in a massive way. There are three things we should communicate to others.

1. What did I learn.
2. What action will I take from what I learned?
3. What do I believe I need to learn next?

After we complete the above and have some time to think about what we are sharing then we should post a blog. The posting of the blog will take the best thoughts, questions, insights, and wisdom and expand it to the global network. The payback to us on this will be amazing and will surprise us on when and how it comes.

[ [Short Survey](#) ] [ [Blog Post](#) ]

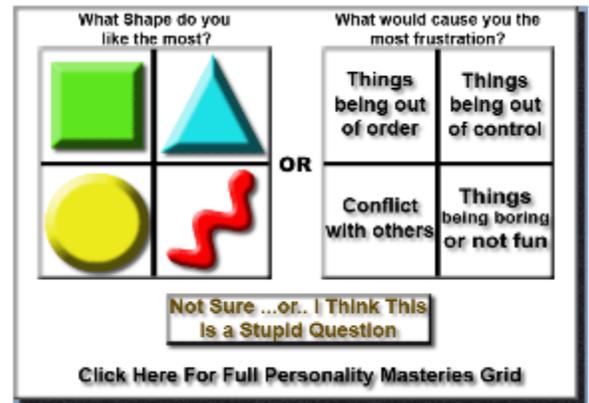
# BONUS - Special Section . . .

We Module 2, Lesson 7 we learn about the different personality types. Because every law is connected into people and every person has a unique personality type learning about personalities as soon as possible will help us to better understand and apply every natural law.

Take a few minutes to get to know Personality Masteries a little better.

Personality Masteries will be used throughout the entire Career Success program. Learning at a deep level about our personality, as to why we<sup>1</sup> think the way we do, why we take the actions we do, why we succeed when we do and how our “failure” is usually just our strengths being taken too far.

As we learn about personalities we will gain a much deeper understand of those around us and the value they can bring to our success in every area of our lives. Check out [www.PersonalityMasteries.com](http://www.PersonalityMasteries.com) for additional details and resources.



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1

A very big part of success in our careers is understanding how our role in our company fits into the overall success of the entire company.

We have included a bonus section in here about the 5/30 Grid and BOS - Business Operating System.

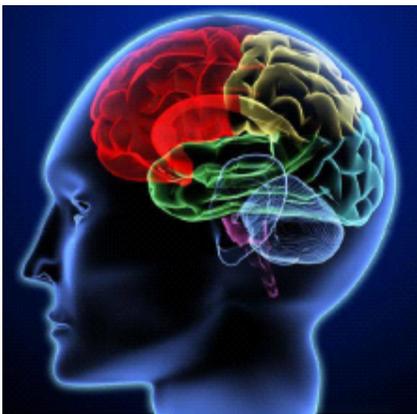
When we learn how our role fits into the overall vision, success, and profitability of the company we place ourselves in a position of greater success. To obtain the full “The Golden Triangle” workbook go to:

<http://www.thevisionproject.net/GoldenTriangle.htm>



What does every successful business have in common?

**Systems!**



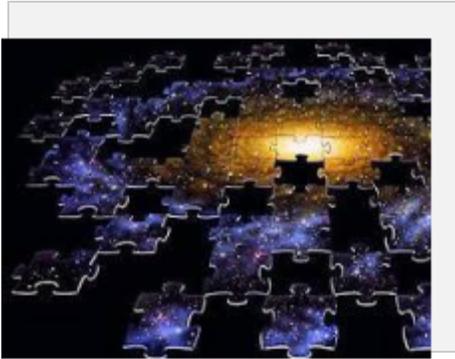
Personality Masteries +  
5/30 Grid *for*

*Individuals & Teams*

*"Reaching beyond our dreams and goals in every area of our life."  
Career - Relational - Financial - Emotional - Personal*



# BIG PICTURE



Before we get started, let's take a look at the big picture for the different phases we will go through, not only in this workbook but the other workbooks which are a part of the 5/30 Grid + Personality Masteries + Natural Laws. How fast you go through each/all phases is totally up to you. Going through them faster is not better or worse as there are both advantages and disadvantages in either strategy. We will tend to go through each of these phases multiple times as we move to new dimensions of success throughout our lifetime.

## **Phase 1 - Get to know myself**

Personality Masteries is designed to help us, first and foremost, learn why we do what we do. This is an ongoing process and more of a journey rather than a destination. - [click here](#) -



## **Phase 2 - Discovery of my Life Vision**



Once we learn “The reason we were put on this planet.” we then have a context, a reason, why we go through everything we go through in our lives. This context helps us to quickly gain perspective, understanding and wisdom as to the reason for our PAST, our vision for the FUTURE, and the specifics of what we should be doing in the PRESENT. - [click here](#) -

## **Phase 3 - Assessments**

Once we discover our Life Vision we then better understand the big picture of where we will end up at the end of our life so we know the FUTURE, i.e. our destination. We then need to take a look at different types of assessments in various areas of our life, ask great questions and assess where we are, which gives us a point of reference. - [click here](#) - simple/free assessments // - [click here](#) - more comprehensive paid assessments.



## **Phase 4 - The Plan**



In Phase 1, we learn about ourselves, in Phase 2, we discover our Life Vision, our destination, and in Phase 3 we learn about our current location. Phase 4 is taking a look at where we want to go (Phase 2), looking at where we are currently (Phase 3), and then mapping a path to get from Point “A” and move to Point “B” as soon as possible. - [click here](#) -

## **NOTES**

## **Phase 5 - Taking Action - Systems - BOS**

Every car needs an engine and every business needs a BOS = Business Operating System. A BOS is a number of systems which all work together to help achieve the overall vision. If we do not know our vision, if we do not have a map to move from Point "A" to Point "B," we will either never get to Point "B" or it will take us far longer than we ever imagined it would take. What are the best actions I should be taking today to achieve my personal and professional short and long term goals? The 5/30 Grid is the DNA for the foundation of that plan and Personality Masteries is the DNA for understanding people.

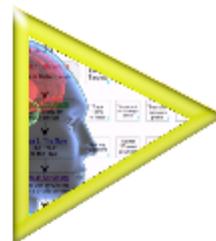


### **Phase 5-1: The Golden Triangle Workbook #1**

The cornerstone, the foundation, for building a system which will get a business to run without us, is what we refer to as the Golden Triangle, as it sets a rock solid foundation in place for seeing success in any business/enterprise you set out to do.

### **Phase 5-2 through 5-8**

There are seven workbooks in these phases. Depending on your need as a company/individual, you may go through any one of these workbooks in any order. Often individuals will start with the **Leadership** Workbook then complete each of the five areas within the 5/30 Grid - **Area 1: Marketing**, **Area 2: Pre-Sales**, **Area 3: The Sale**, **Area 4: Servicing**, **Area 5: Client For Life**, and then complete the **Profitable Partnership** workbook.



## **Phase 6 - Team - Others**



Once we have discovered who we are, our Life Vision, Our Plan and developed our BOS we are in a position to now help others. What's interesting is that when we help others, we really help ourselves and give ourselves a chance to expand our vision, our reach, our influence and our finances far beyond what most of us ever realize we were capable of.

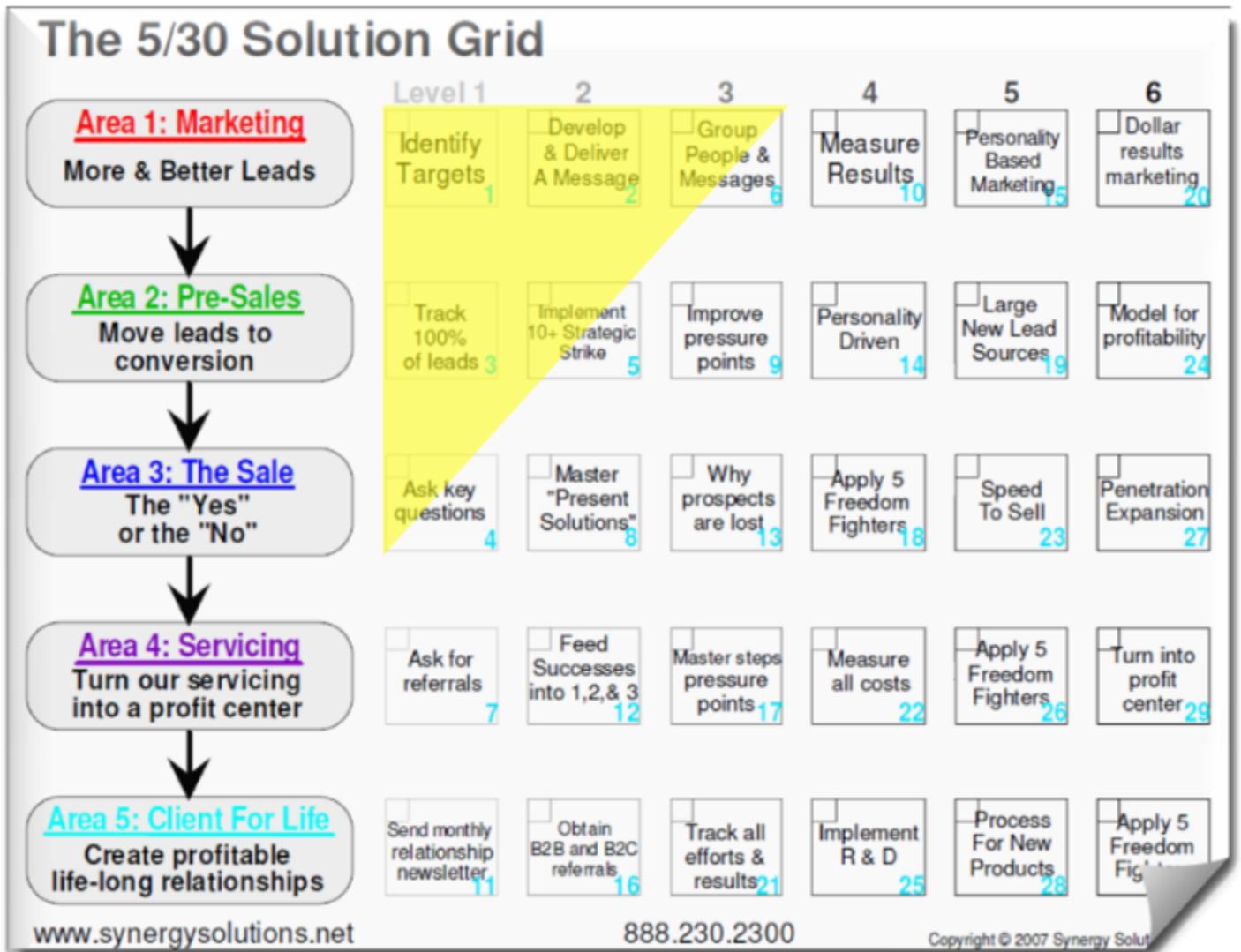
## **Phase 7 - Impacting The Masses**

Have you ever wondered how you could clone yourself? Have you ever felt that you have a lot of potential which is not being fully tapped? Often in Phase 5, we discover, that we have so much more to give people and realize there is a powerful book that is deep inside of us. Yes . . . that would mean that we would become an author and/or speaker, someone who reaches out far beyond their own world to touch the lives of total strangers and make a difference in the lives of others.



Do not get overwhelmed by all the various phases. You will know intuitively, where to get started, what to do and how to best get started. Do not worry about doing everything right . . . just "start the car and start heading in a direction." Remember . . . it's a lot easier to change the direction of a moving car rather than one that is standing still. The more we know about each phase, the more we know we don't know and we will be going through all seven phases throughout our whole lives.

## **Questions/Challenges - Please Call Toll Free - 888.230.2300**



**5/30 Grid PDF Download** - [Click Here](#) // [http://thevisionproject.net/Process\\_3.html](http://thevisionproject.net/Process_3.html)

**Short Interview with Business Owners on change** - 5 min. audio - [Click Here](#) | 17 min. video - [Click Here](#)

**Client Interview on 5/30 Grid** - Video Part 1 - [Click Here](#) (12 Min.) | Part 2 - [Click Here](#) (27 Min.)

**My WOW income/sales for the next 12 months**  
**is: \$ \_\_\_\_\_**

**I would like to be working \_\_\_\_\_ hours a week.**

**I commit to do everything in this workbook to the best of my ability to achieve my WOW income goal and work the number of hours I choose to work.**

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Two stories . . . a gift from Tom Kunz, most recent Past President of CENTURY 21 Real Estate LLC. These two stories, brought together, will . . . if you allow them, change your life/business forever. Tom achieved business success that very few people achieve, of leading a worldwide company of over 140,000 sales professionals in over 70 different countries.

Tom is a very humble and giving man who has a passion for making a difference in the lives of people. Tom does not have a college degree and was not born into a family with connections. Tom saw his amazing success in large part because he sees, understands, and does things that most people do not. We trust these two stories will change your life/business as much as they have ours and those around the world.

## The Grandpa Chappell Story . . .



Tom fondly shares this memory . . .

“I suppose, I was like most sixteen year old boys and was at the age where I felt I had most everything pretty much figured out. My parents would share things with me, teachers would share things with me, and other authority figures would work to get through to me. Honestly, when I think back, there wasn’t a lot getting through at the time.

My Grandpa Chappell, in his deep wisdom, shared something with me that I’ll never forget. He said ‘Tom, what I’m about to share with you may not make sense right now, you may even resist, or write off what I have to share, and that’s alright. All I ask is that you write down what I have to share with you, and at some later point in your life go back and read it again.’ Years later I thought *“What would my life have been like if I would have listened closer and applied sooner those things Grandpa Chappell had to share?”*

Do you know what’s interesting . . . As I think over the last 40 years of my life, as I rose to the President of the largest real estate franchise in the world, I now realize that the mindset of “I pretty much know what I’m doing.” does not end with teenaged boys or girls but actually can get much worse with adults and leaders/owners of companies. When we think we’ve got things figured out and pretty much together, that is when we know we’re stuck. What you are about to be exposed to, will, if you allow it, change your life forever. If you think it’s too complex, doesn’t apply to your business, or does not apply to the specific need you are facing right now . . . I would then reference the next story.

## The Golf Pro Story . . .

I, like many Presidents of large companies, love to golf and have invested in a lot of golf equipment to help improve my game over the years. A number of years ago I decided that I probably should have a golf pro give me some pointers on my game. After we had exchanged pleasantries he asked me to give him the club from my bag which I would never use because it never produced the results I wanted it to.



He dropped the golf ball, took that club that never seemed to work for me, and hit that ball so far, that it seemed like it went forever and was straight as an arrow. He put the club back in the bag and then casually said “Well Tom, we know it’s not the clubs, don’t we?”

Get a pro to help you install and use the systems you will find in this document. When you travel the world as I have and are exposed to all the things I have been exposed to, you think you’ve seen and experienced everything . . . until you see what you are about to see. **Trust the integrity of the system!**



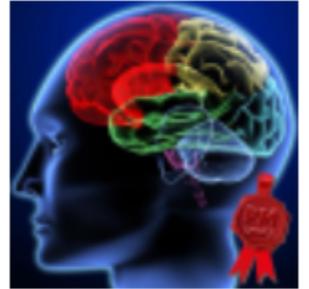
# [ ] - Personality Masteries - Level 1 Certification

## Purpose

To learn the DNA of myself and those around me.

## Assignments

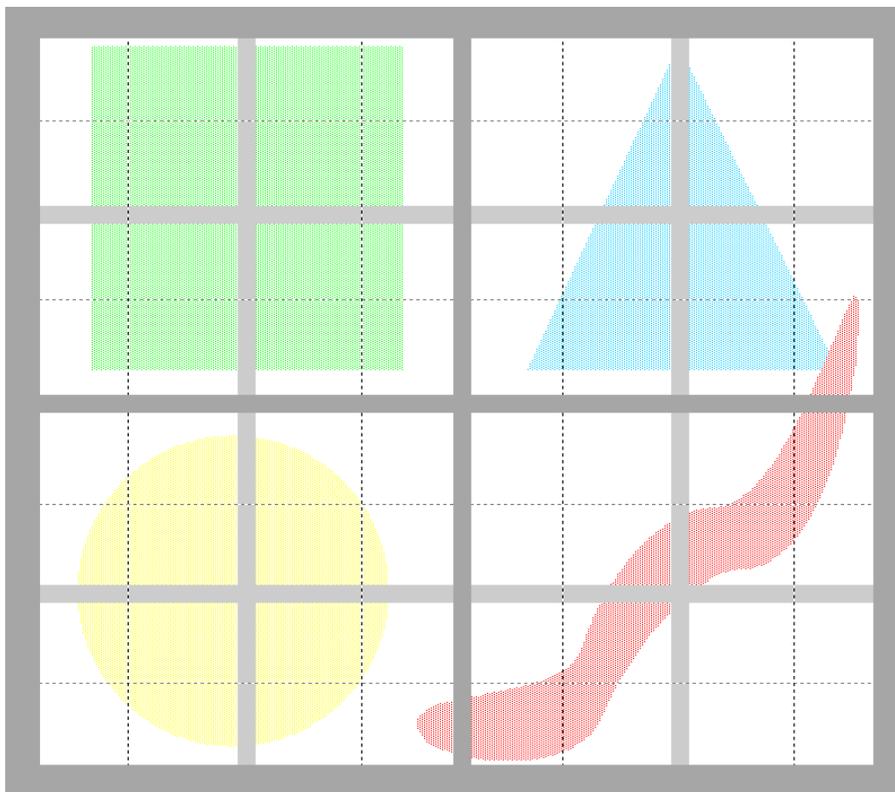
1. Ask five people in your life the two sets of personality questions and then get an assessment from someone who is certified.
2. Become certified in Personality Masteries - Level 1 Certification



## Estimated Time To Complete

12 Hours online training + Homework time - [information link](#) -

Plot out those around you as to what personality they are. How can you, as a team, better work together based on everyone's knowledge of Personality Masteries?



**Assignment:** Started - \_\_\_/\_\_\_/\_\_\_ Completed - \_\_\_/\_\_\_/\_\_\_

**Signed Off:** \_\_\_\_\_ / /

## **Overview - “Why Assignment Is So Important”**

Some individuals will do this certification right away and others will take a longer time to get to it. What is common with everyone who goes through the certification process is that once they go through it . . . they, without question, wish they had gone through it sooner.

Yes . . . you will be exposed to Personality Masteries throughout the entire process so you will pick up a lot as you go through, but you will not gain what is in the Level 1 Certification any other way than by going through the certification.

Welcome to the simple Personality Masteries assessment. The assessment will help you and others in every area of your life - personally - relationally - emotionally - financially - in your career and in every relationship that you have in any area of your life.

**This assessment can be used by an individual to assist them in any area of their life, can be used by businesses, community based organizations, groups/associations/chambers . . . or really any group of people. To best understand how this applies to you individually and/or a group of people you are doing the assessment with, it is strongly recommended that you have someone who has been certified in Personality Masteries to assist you in understanding what the assessment really means to you individually/as a group and then what are the best NEXT Step actions to be taken.**

It is not unusually for individuals to say “Wow, this assessment is right on target. It’s like they know me better than my mom does.” Personality Masteries has been developed over the last twenty plus years and is designed to help individuals and teams better understand themselves as well as those they work and connect with on a daily basis.

Ask yourself,

1. Which of these four shapes would I tend to like most, 1st, 2nd, and 3rd?

\_\_\_ Cube, \_\_\_ Pyramid, \_\_\_ Wavy Line, \_\_\_ Ball

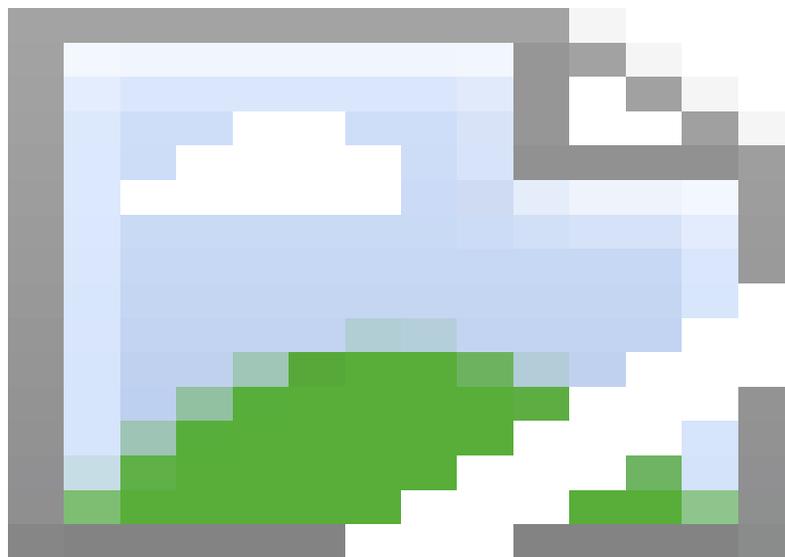
2. Which of the following things would cause me the most frustration, 1st, 2nd, and 3rd?

\_\_\_ Not being done properly and in order

\_\_\_ Out of control

\_\_\_ Boring or not fun

\_\_\_ Conflict with others



**For MORE FUN . . . pass this along to others you know, family, friends, loved ones, co-workers, clients . . . really anyone you know will benefit from this.**

**[- MORE PERSONALITY RESOURCES -](#)**

## 5 Simple/Easy Steps To Success

Step 1: Determine your primary and secondary personality

Step 2: Review report

Step 3: Request a complimentary individual and/or personality coaching session - 888.230.2300 ext. 222

Step 4: Obtain Personality Masteries - Level 1 Certification - [Click Here](#) -

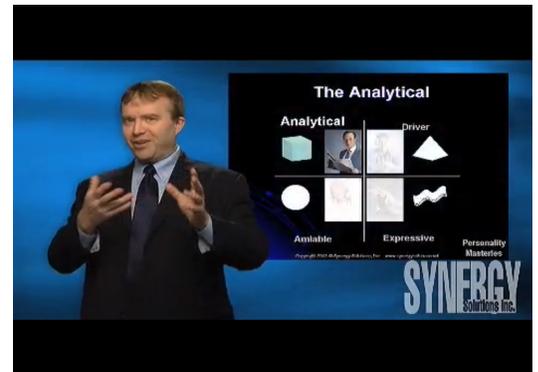
Step 5: To see life/career success, develop a detailed plan and then obtain the specific training/coaching needed to follow through on doing the right actions, in the right way, over the right period of time.

Actually identifying our own personality or someone else’s is very easy. Mastery of what that means to ourselves and others . . . takes a lifetime.

## Enjoy!

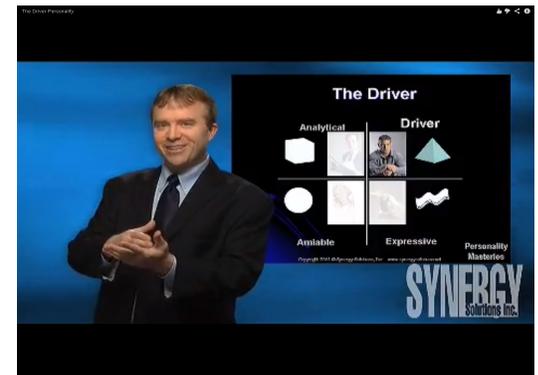
If you chose the “Cube” or “Not being done properly and in order” then we would tend to refer to you as an “Analytic” personality type.

- [Click Here](#) -



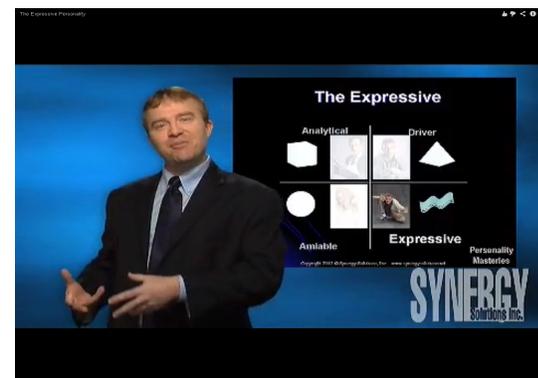
If you chose the “Pyramid” or “Out of control” then we would tend to refer to you as a “Driver” personality type.

- [Click Here](#) -



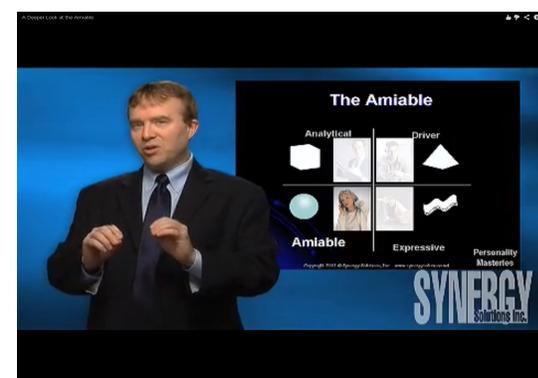
If you chose the “Wavy Line” or “Boring or not fun” then we would tend to refer to you as an “Expressive” personality type.

- [Click Here](#) -



If you chose the “Ball” or “Conflict with others” then we would tend to refer to you as an “Amiable” personality type.

- [Click Here](#) -



## [ ] - Discover Our Very Own Life Vision

### Purpose

Discover the reason we were put on this planet.

### Assignments

Minimum . . .

1. Discover our very own life vision - Lesson #4 - [open link](#) -

Ideal . . .

2. Go through all seven lessons - [open link](#) -

### Estimated Time To Complete

1. 20 minutes to 60 minutes for version 1
2. 111 minutes for 7 lessons plus homework time

**Assignment:** Started - \_\_\_/\_\_\_/\_\_\_      Completed - \_\_\_/\_\_\_/\_\_\_

**Signed Off:** \_\_\_\_\_

### Overview - “Why Assignment Is So Important”

This is one of the most important assignments and one that many people will skip. Why? We're not sure. Is it that people are fearful of knowing their Life Vision as they fear that they may not be able to achieve it? Is it that people try to be too precise and think they need to figure it out the first time? Is it that people lack the deep understanding and lack the trust of the importance of this to the success of the integrity of the system?

Whatever the reason for not doing the lesson, we trust that you will not allow any of those reasons or any others to prevent you from seeking your Life Vision. Your Life Vision, once discovered, will help you in ways that you probably will never fully realize.

# Discovering My Life Vision

Step 1: List out all of those things you are passionate about.

Step 2: From your list of passions develop a short Life Vision Paragraph

Step 3: Share this with others

Step 4: Fine tune as you seek to "Reach Beyond Your Dreams And Goals In Every Area Of Your Life."

Our Passions

Life Vision - Don't worry about it being "right" just do your best and over time you will continue to tweak it until you get it just where you want it to be.

# Connect My Life Vision Into The Company And Others Around Me

Step 1: If company has not developed a company vision then do that with key group of people

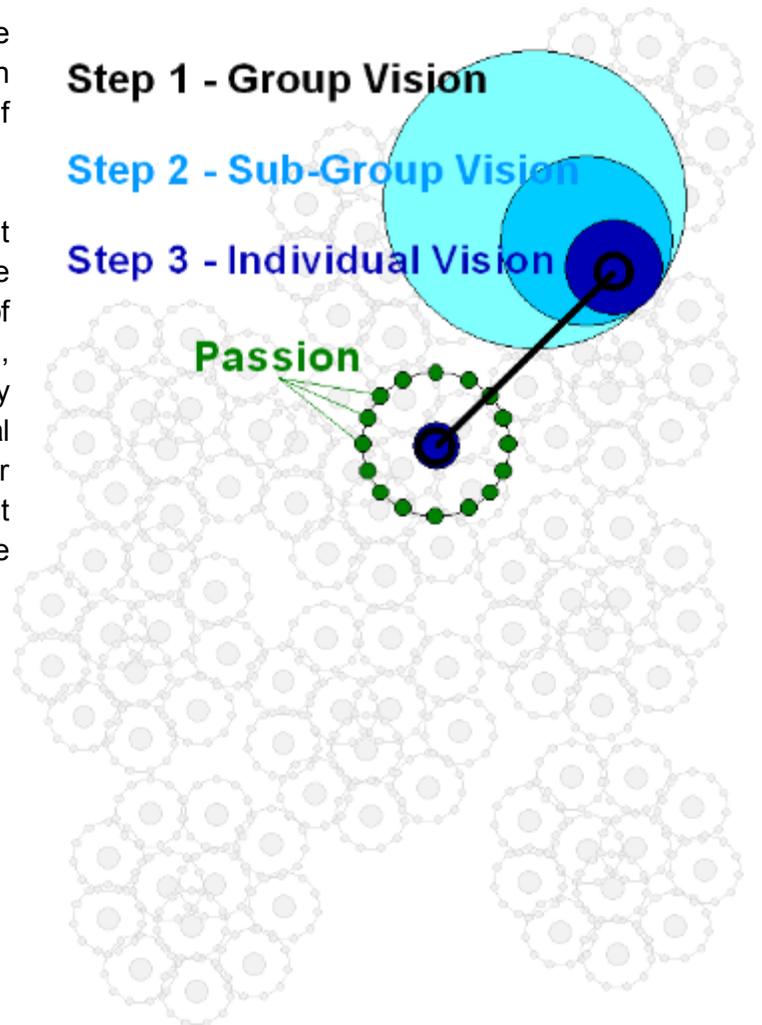
Step 2: Look for the connections between those things you/others are passionate about

Step 3: How does your life vision fit into the company vision and the life vision of others around you?

Step 4: Seek specific actions steps for everyone to take to help everyone achieve their life vision

Often, for whatever reason, people will skip the life vision or the connecting of visions together. When they do this they are not “Trusting The Integrity Of The System.”

While that is each person’s option to trust or not trust it is critical that “IF” a person does not earn the income they desire, is not working the number of hours they desire, if the person has too much stress, or if their lives are not balanced then it is very important that the individual takes personal ownership and DOES NOT blame the system or does not question the integrity of the system but realizes they took charge of a system that maybe they should not have taken charge.



**When Tom Kunz shares “Trust the integrity of the system!” a big part of the system is the proper understanding and the proper implementation of the natural laws.**

**If you believe you are implementing the system as you best understand it and still are not getting the results it may be due to people within your team who are not changing the way they approach or think about their position.**

**The system even addresses how to get people on the team to think in a different way as that thinking may be the difference between you achieving your overall vision and missing the target.**



**Watch the movie “Charlie and the Chocolate Factory” and see if you SEE things that you never saw before.**

What was the owner, Willy Wonka, of the chocolate factory looking for? How did Charley respond throughout his entire journey? What was his attitude? How are you like Charley and how are you not?

Will you start strong on this journey and then drop out? Will you give up or become arrogant and say: “I think I’ve got all I need out of this, I think I’ll move on.”

Will you go the extra mile as Charley did? Will you SEE that this recommendation was put in here for a very specific reason and if you miss watching this video then you are not following the system?

If you want to achieve your full potential in your career it probably makes a lot of sense to figure out how the owner of your company is thinking and “Charlie and the Chocolate Factory” is one of the best movies ever to do that . . . then you will employ a great deal of what Willy Wonka did in his search for a successor. Dream really BIG . . . could you be that successor? Help someone else leave a legacy and you will be on your way to leaving your very own legacy as well.

If you look at this workbook as “just another workbook” then that is what it will be to you.

If you look at this workbook as being the instruction book as to how you will achieve your Life Vision . . . than that is what it will be to you. It is totally up to you and your Life Vision, reaching your full potential is totally within your control. Success is your choice and your choice alone.

INTERESTING NOTE . . . Looking back . . . are you making a monthly contribution for this system to Life Masteries Institute?

If you did, great work, as that is part of the system. If you did not, why not? There is something very special about putting your money into something and it does something special to you. If you did not . . . start doing so immediately and see the difference it will make in what you SEE - UNDERSTAND - and DO.



<http://www.lifemasteries.org/>

# IMPORTANT NOTE

All the following comes from Personality Masteries. Personality Masteries is so important to the proper implementation of the 5/30 Grid that we have included all the following for your benefit.

For information on a Team Assessment - [click here](#)

-

For information on how you can become certified - [click here](#) -

For information on many different other resources

in the Personality Masteries - [click here](#) -



# Personality Masteries

*“Reaching beyond our dreams and goals in every area of our life.”*

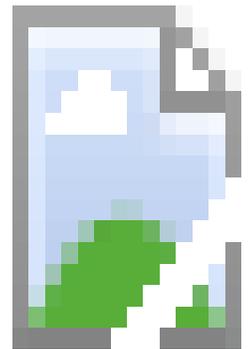
Welcome to the Personality Masteries team assessment and the team/leadership survey. The assessment and the following report will help your team to better understand one another and better function as a team. Personality Masteries has been developed over the last twenty plus years and is designed to help individuals and teams better understand themselves as well as those they work and connect with on a daily basis.

## Overview

Once we know an individual’s personality we know their strengths, weaknesses, why they are successful, what is holding them back from additional success, if they are married, what type of individual they are probably married to, strengths and weaknesses in the marriage, why they would like to work with you or if they would not, why not, and what you can do to better connect with them. We have individuals who have their Ph.D. in Psychology who go through the certification process and are amazed at how powerfully accurate the process/system is in understanding themselves as well as others. **Achieve success in all relationships in ways most people only dream of.**

## Benefits

Personality Masteries certification will bring value to our **careers** in helping us to clearly understand where we are gifted, why we have the passions and vision we do, and how to achieve more personal and professional success. Because we learn more about ourselves and those around us, Personality Masteries certification will assist us in improving our working relationships with those in the community, our spouse or significant other, our parents, children, siblings, friends, and any other relationship which is important to us.



## The Secret To Success

Personality Masteries certification will help us to learn how to ask ourselves and other people a few simple questions which will then reveal their personality. The process creates so much curiosity in people that they beg for additional information and wonder how you know so much so quickly about them.

The unique certification process helps you to apply what you learn after just two simple lessons. Imagine having deeper and stronger relationships where there is less stress and conflict and greater harmony individually and with the group as a whole.

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***"I have never seen anything like this. It is helping me personally and professionally. It is a scientific process for understanding people, which anyone can understand. I use what I have learned EVERY day!"***

*Dr. Gregory Simpson (Ph.D. in Organic Chemistry)*

***"This is the fastest, easiest, most powerful program/system for understanding personalities I have ever seen. It is presented in a way that anyone can understand and use every day in every area of their lives."***

*Dr. Pam Straker (Ph.D. in Psychology)*

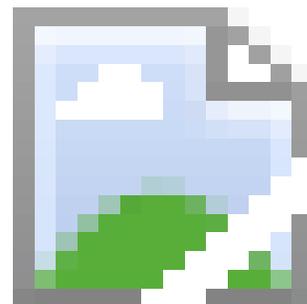
***"Personality Masteries is the DNA for understanding people. As President of CENTURY 21, overseeing over 140,000 agents in over 70 different countries, I probably saw every personality assessment on the market. This is the fastest, easiest, and most comprehensive test anywhere and so very simple for people to pick up and use in every area of their daily lives."***

*Tom Kunz - past President - CENTURY 21*

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### **Personally & Professionally**

Have you ever known someone who didn't like you and you didn't know why? Imagine having knowledge and understanding which empowered you to have **control** over every situation where people are involved. Imagine having **more fun** with more people and creating laughter, excitement, and energy everywhere you went. Imagine **learning** how to have more and better relationships which would enable you to see greater success, in less time, in every area of your life.





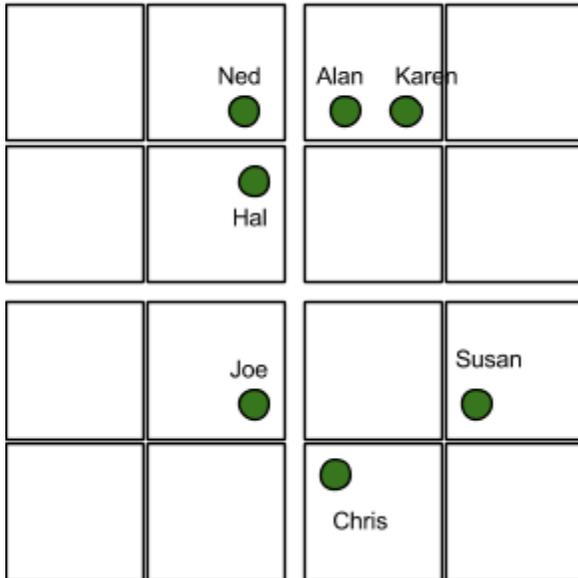
"Personality Masteries is so powerful and the Marketing Resources library you have built . . . WOW just amazing! Most people don't think of CPA's as being the most innovative types of people, but the resources you make available are changing the way I do business. Thank you!"

**Scott Allred - CPA**

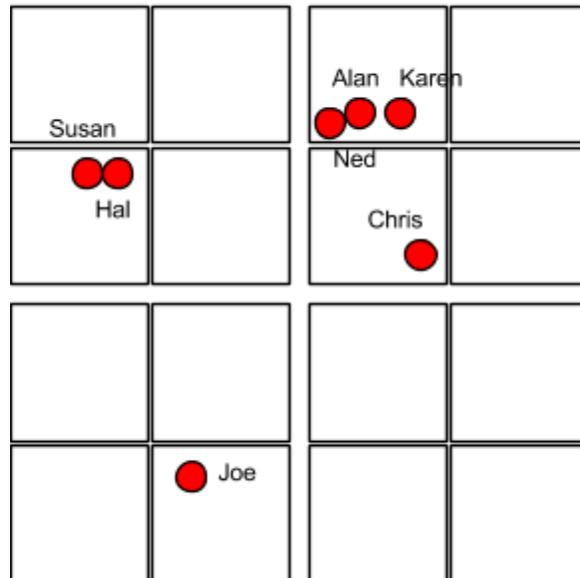
Another powerful aspect for team development is a leadership - team - personal assessment which gives us insight into how everyone, throughout our entire team, could perform at a higher level based on our personality and those around us. This assessment can be done for families, work teams, friends, clients, community groups, or any other group of people who are or would like to connect.

## Leadership Team . . .

Geo Test

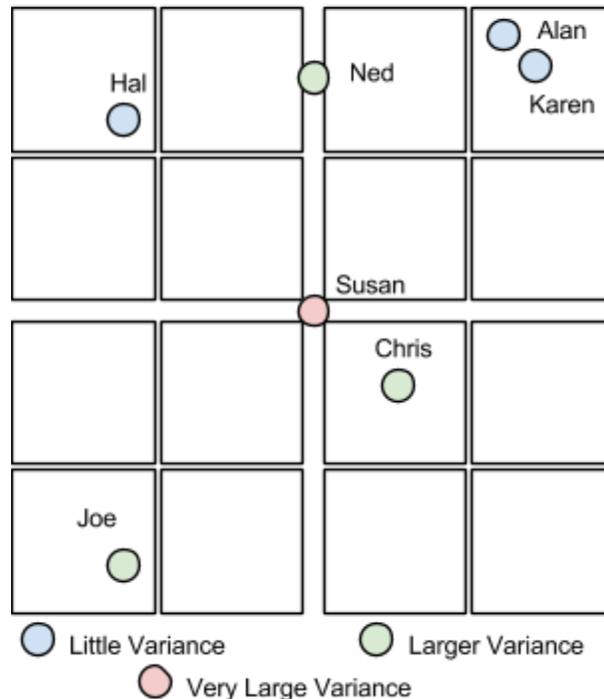


Pain Test



<u>Hal</u>	<u>1324</u>	<u>1342</u>	<u>(2666)</u>
<u>Alan</u>	<u>2143</u>	<u>2143</u>	<u>(4286)</u>
<u>Joe</u>	<u>4231</u>	<u>3421</u>	<u>(7652)</u>
<u>Karen</u>	<u>2134</u>	<u>2134</u>	<u>(4268)</u>
<u>Chris</u>	<u>3412</u>	<u>4132</u>	<u>(7544)</u>
<u>Ned</u>	<u>1234</u>	<u>2143</u>	<u>(3377)</u>
<u>Susan</u>	<u>4213</u>	<u>1342</u>	<u>(5555)</u>

Combined



# Survey - Big Picture Overview



## Additional Questionnaire

Additional questionnaires/surveys can be done on people within a group. As we learn about the personality fingerprint of a group we then are in a perfect position to help each individual learn more about themselves as well as the team as a whole. As we learn to magnify the value/gifts of each team member then the team as well as each team member will see far greater success. *“We can accomplish far more together than we ever could on our own.”*

The following is one of the more popular surveys which can be completed within a company/organization with employees. Each team can customize the surveys to meet their specific needs.

**From a 1 to 10, with 10 being the best, how would you rate the following:**

### Leadership - 7.18

- 6.46** 1. Leadership - Understands team members
- 7.25 2. Leadership - Listens and is open to new ideas
- 6.37** 3. Leadership - Concern for each team member's life dreams and goal
- 7.55 4. Leadership - Understanding of how to best run a company
- 8.25 5. Leadership - Heart/Passion for other people

### Team - 7.80 (9% HIGHER than Leadership ratings)

- 7.82 6. Team - Listen & is open to leadership's input/suggestion
- 7.99 7. Team - Understands and buys into company vision
- 7.86 8. Team - Concern for owner's life dreams and goals
- 7.17** 9. Team - Concern for the good of the team over self
- 8.15 10. Team - Competency within individual's positions

### Self - 8.68 (11% HIGHER than Team ratings)

- 8.56 11. Self - Hope that I will achieve my life dreams/goals with company
- 8.87 12. Self - Understanding of my responsibilities
- 8.38** 13. Self - My vision, passion, excitement for being on the team
- 8.91 14. Self - How well I take action and do what I need to do to see success
- 8.66 15. Self - Honesty with my true thoughts and perspectives

- 8.89** 16. Self - Coachability (110% higher than Synergy's rating)
- 4.24** Synergy's rating

- 5.86 17. Trust Others
- 8.95 18. Would like to (Would like to trust people 53% more)
- 9.46 19. Trust Self (61% more trust of self than others)

# Chamber Of Commerce / Associations



## Community Based Organizations

We have found that Personality Masteries is one of the most effective tools/systems in helping community based organizations create the greatest impact for their members and those they serve. It seems, that there are 3 R's to success as it relates to seeing greater success within any **community based organization**.

If you are a business organization and not working closely with community based organizations you are missing a huge opportunity to bring value to others while growing your company. Personality Masteries and other associated tools and resources were designed to help your local chamber and/or association to better help you as you help them. When we partner with community based organizations we create WIN WIN WIN situations for everyone. *“We can accomplish far more together than we ever could on our own.”*

## 3 R's To Success

### **Retaining Current Members (R1)**

Retaining current members is critical to any community based organization and to do that is both an art and a science. We need to understand their biggest challenges, what they would love help with, what their needs, wants, and desires are . . . and the most effective way we have discovered to do this is through surveying members and discovering the personality map for members.

We often believe we are implementing strategies or programs for the benefit of members, only to discover, that members are not embracing what we are offering. Often the offering (new programs) is something which will help members. but the communication of how that offering will bring benefit to the member, based on their own unique personality, is not communicated to our members based on their personality which prevents them from seeing the value. The [5/30 Grid](#) + [Personality Masteries](#) + [Natural Laws](#) within [Career Success](#) will help you to not only retain members but create members who are RAVING FANS.

### **Recruiting New Members (R2)**

As a community based organization we need to continue to attract new members and that takes time and resource, often time and resources we do not have. When we leverage the [5/30 Grid](#) we learn how to generate more and better leads, market to those leads in a more effective manner, use systems to convert those leads in a more effective manner, and turn our service of our current members into a new member recruiting machine.

### **Restoration Of Old Members (R3)**

Restoring past members is often the hardest of the three “R’s.” There is a science to doing this and with the right tools and systems, in combination with Personality Masteries we will build a system which will do this on a consistent basis, but will function with minimal time and resources from the chamber.

In most situations this type of program does not require any additional funding for the chamber or association as sponsors are easy to find as these types of partnership relationships will always create WIN WIN WIN for everyone. NOTE: Community based organizations can be chambers, associations, churches/religious based organizations, or any other group/organizations which serves the community.

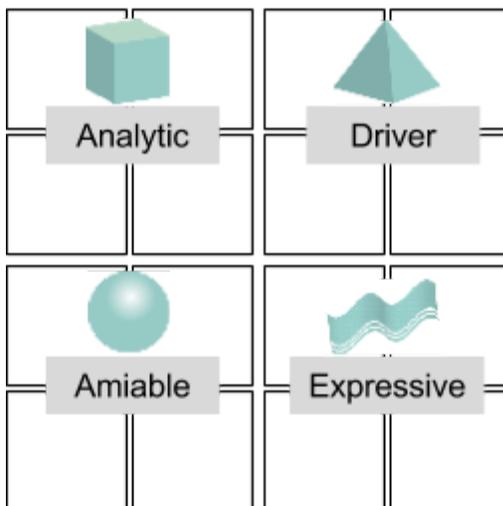
## The Science Behind The System

Within Personality Masteries an individual can be one of 4 major personalities, 16, when you look at primary and secondary, 64 when you look at three, and 256 when you look at all 4 personality types. When you combine the Geo Test (4 shapes) and the Pain Quadrant testing (what would cause you the most frustration) there are 65,536 possible combinations.

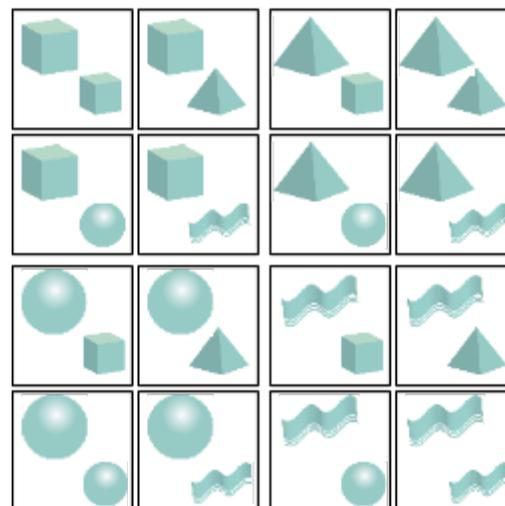
Test 1: Geo Test     = Analytic     = Driver     = Expressive     = Amiable

Test 2: Pain Test    **Analytic** = **Out of order**                      **Driver** = **Out of control**  
                              **Amiable** = **Conflict with others**            **Expressive** = **Boring or not fun**

4 Major Personality Types



16 Major Personality Types



What people/companies love about Personality Masteries is the speed of which someone can learn how to identify someone's personality, the speed (15 seconds) for which it can be done, and the accuracy. If an individual desires to just learn how to identify the four personalities it will change their lives forever.

If an individual enjoys the learning, as most do, they will gradually over time, become experts in Personality Masteries and every day they will learn something new.

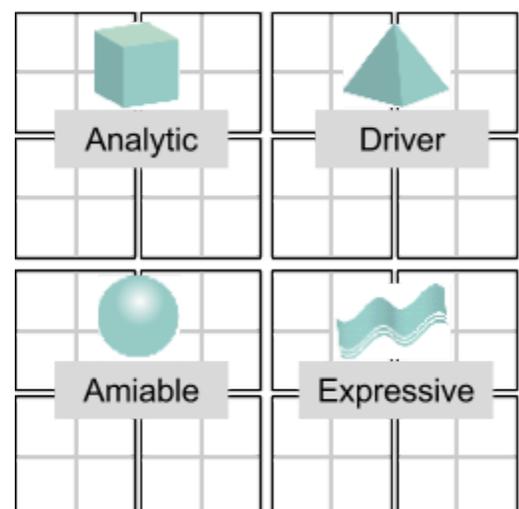
***"This is the fastest, easiest, most powerful program/system for understanding personalities I have ever seen. It is presented in a way that anyone can understand and use every day in every area of their lives."***

*Dr. Pam Straker (Ph.D. in*

*Psychology)*

Keep it simple and just use the four personality types or use both tests and learn how there are small differences

64 Personality Types



which can make a very big difference when you learn how to identify and understand all 65,536 possible combinations.

## **Big Picture**

Within Personality Masteries an individual can be one of 4 major personalities, 16, when you look at primary and secondary, 64 when you look at three, and 256 when you look at all 4 personality types. When you combine the Geo Test (4 shapes) and the Pain Quadrant testing (what would cause you the most frustration) there are 65,536 possible combination.

What people love about Personality Masteries is that it takes very little training to have a good understanding of it and you can start to apply it very quickly. Another thing that people enjoy is that the more you know about it, the more you know you don't know. Individuals can learn something new every single day.

If you or someone didn't want to take the test, thought it was a stupid test, or just couldn't make a decision then that person is a unique personality we refer to as a Chameleon personality. Whatever an individual tested out to be, they are not good or bad personalities, the personality of an individual is what it is. Each personality has its own strengths and weaknesses. One personality is not better than another; each one is just different. Understanding our own strengths and weaknesses enables us to assist others and relate to those who see things differently than we do.

## **Opposites Attract**



Opposites tend to attract, which provides an opportunity to grow in areas where we are weak by interacting with those unlike us. Our greatest area of strength will usually also be our greatest area of weakness when we take it to extremes. Usually there is someone in our own family and/or work place, who has talents and skills that are totally different from our own; if we learn to appreciate their strengths and more fully understand our weaknesses, we can work better as a team.

We will also have more opportunities to reach our full potential when we are around people with opposite personalities.

There are some unique personalities who hate to be tested, do not like to "be put in a box," and don't like others to know them in greater depth. This is alright, there is nothing wrong with being this way, again . . . it is what it is. Sometimes people have experienced the misuse of personality testing which can create a distrust of the system or process. Within Personality Masteries, there is an effort to never make a negative judgment, just to understand the truth about each of us.

There are other times where individuals will greatly resist some part of the analysis. With 65,536 possible combinations, it's obvious that this test, as with any test, as with any individual, that nothing is perfect, and we, as individuals probably do not know ourselves perfectly either. It is kind of interesting, when often people who resist the information the most and will deny the data applies to them, will have friends and family members or coworkers often smiling and saying to themselves "It applies a lot more than the individual would like to believe."

## **When The Test Does Not Seem To Work**

If someone resists it greatly, then there may be 1% truth to it or 99% truth. As the saying goes, “When the student is ready, the teacher will appear.” Actually, it seems, that the teacher is always around us and we are the ones that just need to be ready to grow and change to achieve our full potential.



When the two tests match, it means something and when they do not it means something else. Again, it's not good or bad, it is what it is. If the two tests match or come close to matching it is easier to read the individual. If they do not match then that individual will tend to be much harder to read and understand. They can shift from one personality to another.

## **Benefits**

### **Personally**

When we better understand ourselves we better understand our life goals, what we are passionate about, why, what motivates us, why we are motivated, and why we do not do things we know we should be doing.

Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength misapplied. When we learn how to control our own energy or personality strength, we will see greater success in every area of life we value.

Different personalities also will view money in a different way as they also view success in life, career, relationships in different ways too. Learning how we value things in life and how others will have different values helps us to have greater success in every area of life.



### **As a Team**



Being a part of a team obviously has stresses. As a result of better understanding not only our own gifts – strengths and weaknesses, we're able to understand the entire team and each individual on that team in a very different light.

This raised awareness provides a foundation for better teamwork, accomplishing more together, with deeper understanding, friendship, and greater working relationships.

### **Within Community**



As we better understand personalities we better understand the community as a whole as well as specific leaders within the community. This helps us not only have better community relations but also helps us to navigate community relations, compensation, budgets, press, and having positive interactions with other groups in the community.

## **With spouse or significant other**



There are obvious stresses in relationships. While all professionals like to think that we are able to separate our personal from our professional life, the truth is that one does affect the other, either in a positive or negative way.

Since opposites tend to attract in relationships this can cause stress which would be avoided if we better understood our spouse or significant other. What causes pain for one personality type, can actually cause pleasure for another.

Through Personality Masteries we learn to better communicate with our spouse or significant other. As we learn to communicate/connect with them in a better way that will help us professionally and as we grow professionally, we also improve personally. Each will compliment the other.

## **As a Parent**

When we are better able to understand our children, family relationships improve. As family relationships improve, it helps to reduce overall stress in the workplace. Personality Masteries, along with the understanding of many other natural laws discovered through Life Masteries Institute, provide tools and resources to help improve our parenting skills and the relationship we have with each of our children.



## **With Friends**



Friendship with all types of personalities helps us to be more rounded and have more fulfillment in every area of our life. Personality Masteries provides insights that will affect every friendship and human interaction we have.

## **When Coaching**

It seems, that all those who have succeeded in any area of life have had great coaches and/or mentors. When individuals become certified in Personality Masteries they immediately become better coaches/mentors. When we understand at the core/DNA level how we are different than others, we understand that others can be as successful as we are, but will do so in a different way. When we master Personality Masteries we start to see at the deepest levels that we have something to offer everyone we come in contact with . . . and everyone we come in contact with has something to offer us as well.

If we are being coached/mentored or managed by anyone personally or professionally, we should insist that they be certified in Personality Masteries. Why? Everyone of the 65,536 possible combinations of personalities will see success for very specific reasons and will be held back for those very same reasons. Individual(s) coaching us will naturally seek to understand us through their own eyes and understanding of their life experiences.

What created success for them personally, based on their own life experiences, is very different than what is required for us to see success. If the individual coaching/managing us does not deeply understand their own weaknesses, prejudices, tendencies and flaws they will often help us in one area, but will inadvertently hurt us in other areas of our careers/life.

## Personality Types

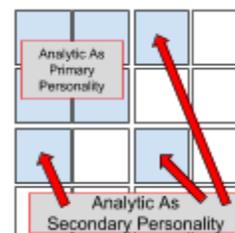
■ **Analytical** - Less aggressive, focusing more on the task than on people.

The analytic personality's greatest strengths will tend to be they like to dot their i's and cross their t's. Their greatest weakness will be . . . they tend to dot their i's and cross their t's. Our greatest strength is our greatest weakness and our greatest weakness is just our greatest strength taken too far.



What causes the analytic personality pain is when things are not done properly and in order. This pain is what gives the analytic very powerful energy to succeed in life. This energy is also what holds them back.

Individuals who are analytical may tend to be perfectionists at times and love details. They tend to be good with details, like things to be in order, and think in an outline format. They can struggle with self-esteem issues because of their unrealistic expectations of themselves and others. They can also struggle with pride because they follow directions well and do what they are told, which may result in looking down on others because they do not do things as well as the analytical believes they should be done. Analyticals hate to be wrong, and even if they are, they will have enough information to make it look like they are right. In many situations, these individuals will be firstborns.



As we drill deeper into the understanding of people and their personalities we start to realize that the secondary personality of an individual has almost as much influence over the individual as their primary. When our primary personality is analytic (upper left) we are driven at the primary level based on our analytic energy. When our secondary personality is analytic - Driver/Analytic, Expressive/Analytic, or Amable/Analytic our analytic energy can kick in at any given time.

This creates a new level of complexity as it's not just the analytic energy that we must understand but the blended energy of the primary personality in addition to the mixture of the secondary as well. When we combine the different energies in a different order, we see a response, a thought process which is very different.

For example, the analytic/driver personality, on the surface may seem very much like the driver/analytic, but they are very different. What makes it complex to deal with people is that two people who seem to be very similar on many things, when given a different situation, requiring different energy, will respond in a totally different way. When this happens in our careers, relationships, or friendships it will not only create confusion, but also frustration and a loss of productivity.

What is exciting about Personality Masteries is that it is so easy to pick up, understand, and gain value from. What keeps people engaged, for a lifetime, is that the more you know about Personality Masteries the more you know you don't know.

Another major reason companies will have all their team members go through Personality Masteries Certification as well as additional training for specific areas within their careers is that this training not only helps employees perform better individually but also in a group as well. Employees also love the learning as they are able to immediately apply this to their personal relationships outside of work.

Employers enjoy when employees are applying Personality Masteries in their personal lives, because the more they learn about themselves and others around them, the more productive the employee/team

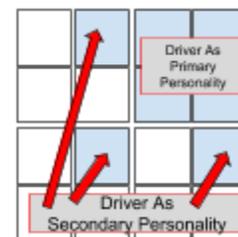
member will be. It creates a WIN WIN WIN for everyone.

► **Driver** - More aggressive, focusing more on the task than on people.

Driver's greatest strengths tend to be their drive, aggressiveness, they make things happen. Their greatest weaknesses tends to be their drive, their aggressiveness, they like to make things happen. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength misapplied, taken too far.



What causes the driver personality pain is a loss of control. The driver is actually a very sensitive personality type but often others do not realize this as they are sensitive to things that the other personality types are not. They are very sensitive to a loss of control and see/sense a loss of control before anyone else is able to.



Some people believe drivers are control freaks, when often, it's not that they need to be in control of things but someone does. If things are not in control then they will tend to be very willing to jump in and gain control.

If they believe things are out of control, they will usually do anything they can to gain control, even if it means running over someone as they believe that one person getting hurt is a lot better than a whole group of people being hurt. They tend to be very aggressive and can struggle with being too pushy with people. They do not like their freedom to be restricted, and they are willing to take great risks to achieve their goals. They like to be in leadership positions and often are unconcerned when they hurt people's feelings. They can struggle with people seeing how compassionate they are while other personalities will often look like they are compassionate, but in reality they are not. Drivers hate to lose. In many situations, these individuals will be second children.

Each individual will have a primary personality and then a secondary personality. The primary personality is often a combination of their DNA and their birth order and seems to be pretty much in place at birth or within the first few years of life. The secondary personality tends to be more environmental which would include how our parents raised us as well as our career i.e. those people around us and how their energy gets transferred over and interacts with our energy.

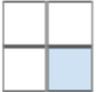
Our primary personality is pretty much rock solid and will not change but our secondary can change. Our blended personality, the energy from all our personality types is what gives us the overall energy we tend to have which largely causes us to learn to think and do what we think and do.

If someone is a Driver/Analytic personality that is a very different personality than a Driver/Expressive personality. The Driver/Analytic will tend to want to do things FAST & PERFECT and in that order. The Driver/Expressive personality will tend to want to do things FAST & FUN. Over time we will learn not only how the primary and secondary personalities interact together but also how the third and fourth personalities come into play as well as how the Geo energy and the Pain energy causes people to show up as very different people at different times.

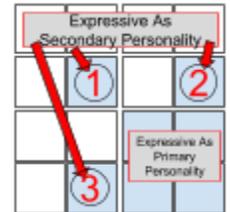
The more we learn about the 4/16/64/256 or even the 65,536 possible personality types the more we'll have confidence that we really do understand ourselves and those around us.

**Expressive** - More aggressive, focusing more on people than tasks.

The Expressive's greatest strengths tend to be their energy, excitement, and millions of ideas. Their greatest weaknesses tends to be their energy, excitement, and millions of ideas. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strengths misapplied, taken too far.



The expressive is often the last born and loves to be the center of attention. They love to have a good time and are good at doing many things at the same time. They have struggles with follow-through and will often sacrifice quality in order to move on to something new. They are aggressive like drivers but are very people-focused, similar to the amiable. They do not like to look bad in front of others and will do anything to get out of doing something that is "boring." Expressives will often struggle with focus and direction as they have so many interests. To them, it is boring to do only a few tasks at once.



If someone has a secondary personality of the Expressive such as the Analytic/Expressive, the Driver/Expressive, or the Amiable/Expressive personality it will cause a person to "show up" in a very different way than if they had some other personality type as a secondary personality.

The Analytic/Expressive **1** will have a great deal of inner conflict in that the Expressive energy in that type of person will tend to offset the Analytic energy. With both energy's in the same person, it will cause this type of personality to be wildly successful at times and to crash and burn at other times. This person will be greatly confused at times as will be those around this type of person.

The Driver/Expressive **2** personality type will have twice the aggressiveness of most personality types where they will be aggressive in getting tasks done as well as social interaction with people. While both "1" and "2" have the same secondary personality type their primary personality type is what causes a very different approach to life, people, relationships, and even how they view success.

The Amiable/Expressive **3** personality type will be very different than "1" and "2" in that they are a double portion of focus on people. This will give them far more "compassion" or patience with people at least as it relates to getting the tasks done. This personality will tend to have challenges getting tasks done themselves as people are always coming to them with all types of issues and since they have the amiable personality type they will not want to "turn people away" and the expressive personality type just likes to talk with people. Will be very connected, people will tend to love this type of personality but will have some real challenges in getting tasks done.

Once we start to see the power of understanding the 4 personality types and how much of a world of understanding that gives us in connecting with people, we can start to look at the two different types of tests, the Geo, and the Pain. At times these two tests will match but most of the time they will not. Sometimes they are close to matching and other times they are totally opposite.

Geo Test		Pain Test		Combined	
2	3	2	1	4	4
1	4	3	4	4	8

When we deeply understand that there is no right or wrong personality type and each one of the 65,536 possible combinations has strengths and weaknesses we can then set out to really discover the gifts each

personality type has and how we can better work together.

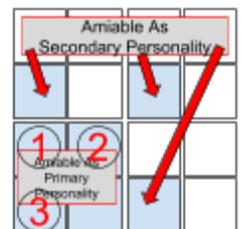
● **Amiable** - Less aggressive, focusing more on people than tasks.

An amiable's greatest strengths tend to be their concern and compassion for people. Their greatest weaknesses tends to be their concern and compassion for people. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength misapplied, taken too far.



Amiables are often middle children and will work hard to keep peace within the family. They hate conflict and will do anything possible to avoid it. They are good at building agreement within a team and bringing people together. They are good at building loyalty and trust within a group of people. Loyalty is extremely important to these individuals. Because they do not like conflict, they will often hold things inside, which can cause bitterness. Amiables will often be the most stubborn of the four personalities if they feel very strongly about something, even though they will often tell you what you want to hear to avoid hurting your feelings.

If we were to look at the three Amiable personality types, we would see some very interesting types of things. The Amiable/Analytic **1** personality type would be concerned about people and about getting things done properly and in order. This would cause some measure of inner conflict. This type of personality will also tend to be very stubborn and have a great deal of energy from being an analytic to have a lot of data to back up their stubbornness as well.



The Amiable/Driver **2** personality will want people to be happy but will also want to get things done as well. They, at times, may try to warn someone that they are going to get run over, run them over and then feel bad and apologize for running them over. That attitude/perspective way to see the world in a very different way than, let's say, the Driver/Analytic personality, which will probably not give a lot of warning but will just run someone over as they "should know better" and then explain why that person deserved to be run over.

The Amiable/Amiable **3** personality type is the least aggressive of all 16 personality types and will be very laid back, easy going, and kind of let life be whatever it is. This type of personality will tend to attract a Driver/Driver personality which creates a situation which is, let's say . . . very interesting.

When we learn how the blended energy of our various personalities affect how we SEE - UNDERSTAND - and DO things we start to take control of our energy, our personalities, rather than that energy controlling us. This will help each one of us to better understand how to prevent our strengths from becoming weaknesses and will help us to value, appreciate and understand others around us.

As we understand and value others we then put ourselves into a position to learn from others much faster and in a more precise manner, to where we can input their energy and/or leverage their gifts in a more effective manner, therefore; achieving our own personal goals faster and with less effort as well as the goals of the team and those around us.

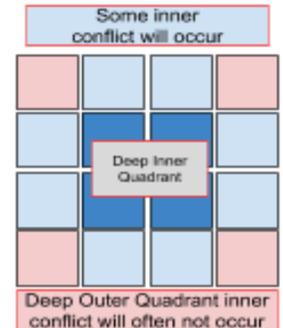
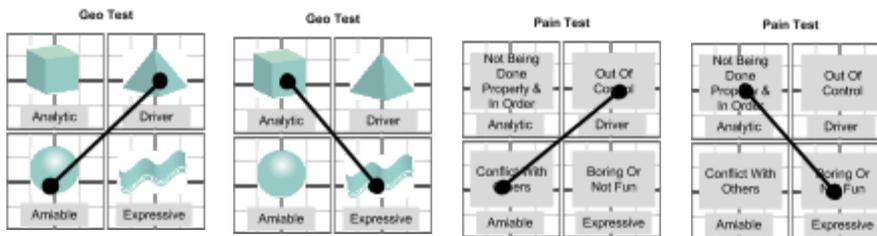
## ? Inner-Quadrant or Chameleon

A Chameleon's greatest strength tends to be their flexibility. Their greatest weakness tends to be their flexibility. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength misapplied, taken too far.



If you believe you exhibit traits from different categories, you may be an inner-quadrant personality. These individuals may dislike taking the test because they see themselves in multiple personality categories and may have a hard time answering the questions. These individuals tend to be "chameleons" and can adapt to any environment. They will also tend to have more inner conflict because their primary personality is constantly "fighting" against their secondary personality.

There are four of the deepest inner quadrant personality types which are represented by the dark blue. These individuals either chose opposite shapes and/or opposite things which causes them frustration/pain.



The other way to be an inner quadrant personality type is that you can choose one type of answers for the geo test and very different answers for the pain testing. The light blue are those who have some level of inner conflict.

The pick boxes are those who tend not to have inner conflict as they are in the deep corners of the Personality Masteries grid.

What's interesting about people is that those who have inner conflict often should not and those who don't have inner conflict often should. When we understand at a deep level our inner conflict and as to why it is there we are able to understand all the positive energy that comes along with inner conflict and how that inner conflict will help us to see greater success in every area of our life.

Due to the 65,536 possible combinations the learning in Personality Masteries really goes on for our entire life. If you are looking to see greater success in any area of your life, then the deep understanding of Personality Masteries will help you achieve that goal.

# Next Steps . . .

## **Step 1: Examination**

Review the information in the report from the testing which has been completed and talk to your Personality Masteries certified consultant.

There are a number of different types of evaluations which are available in addition to the basic one. Check with your certified consultant for their recommendation.

## **Step 2: Solutions**

People tend to like three types of solutions, a basic, an intermediate, and an advanced solution.

**Basic** – A phone review of the report with the leadership team along with suggestions on what should be the next steps.

**Intermediate** – Develop a detailed ActionVision team plan which lays out the vision for the group as well as what specific actions will be taken, by whom, when, and how those actions should best be taken. The ActionVision plan will be scored monthly and leadership/team coaching will be provided.

**Advanced** – As the Intermediate plan is implemented and there is a desire to expand what has been learned to others, individuals within the team may be certified to provide the consulting and leadership coaching to others in the community, to community business groups and to provide good will.

## **Step 3: Implementation**

Implementation is where most teams fail. Individuals or groups get very excited, are motivated, but often do not follow-through. There are many different methods, resources and tools to assist teams with follow-through and every implementation plan can be customized to meet the teams needs as well as budgets available.

**OnLine University** – This is the most affordable option and is the most flexible as well, because courses are available 24/7. Courses are available in Personality Masteries certification, leadership, team development, planning, family, and many other topics of interest.

**Group Coaching** – Get together with other leaders in the community, and/or business world. This can be something offered just for the team or other groups of people. Group coaching sessions can be customized, recorded, and shared with every future team member as a way to affordably build culture for every current and future team member.

**One On One Coaching** – This provides custom leadership/team coaching for individuals within the team. This is very powerful because it addresses specific needs of individuals.

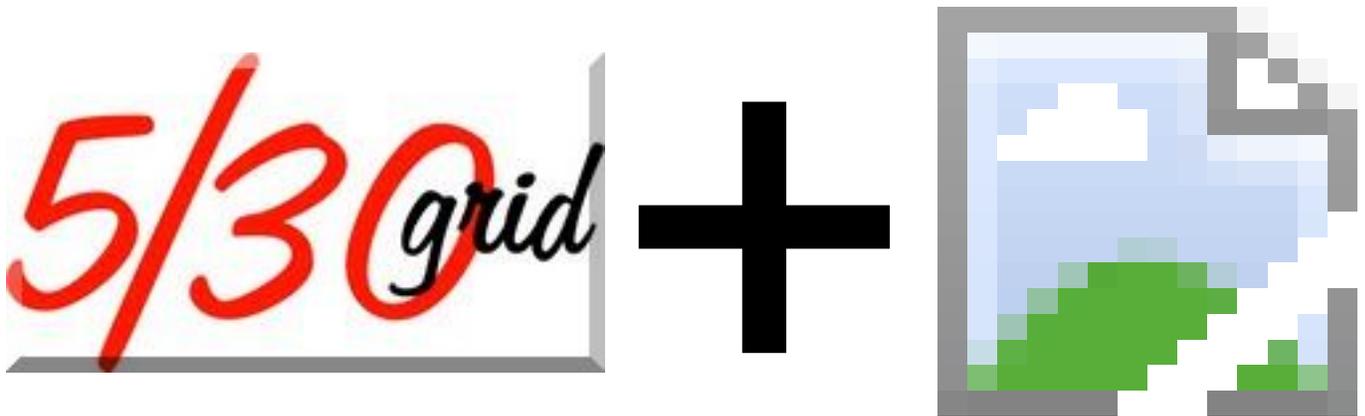
**ActionVision** – [Click Here](#) - The ActionVision (AV) system is designed to build a custom plan for an individual and/or a group of individuals. Those who go on AV, on average will see a 35% increase in work productivity within 60 days, over 95% of those who start will follow-through, and there is a positive 4% correlation between efforts invested and results accomplished.

AV utilizes one on one coaching, group coaching, and the online university to provide a unique, blended experience to help individuals see the most, understand it quickly, and then take action to change in the least amount of time.

The follow up consulting/coaching plan should be built and implemented based on the data from the surveys completed. There are over 120 Natural Laws Life Masteries Institute and our network have discovered to leadership, human development, performance, and helping people.

When these laws are applied in the right way, in the right order, at the right time, by the right people we will see amazing results. A certified consultant has hundreds of hours of training, millions of dollars in technology to support them and assist you and your team see greater success in less time, with less effort.

The following pages will assist in developing the best resources needed to assist you achieve your stated goals. Each one of the following solutions have incorporated the 5/30 Grid - [Click Here](#) - which is the DNA for business AS WELL AS Personality Masteries which is the DNA for understanding and motivating people - [Click Here](#) - to achieve their full potential.

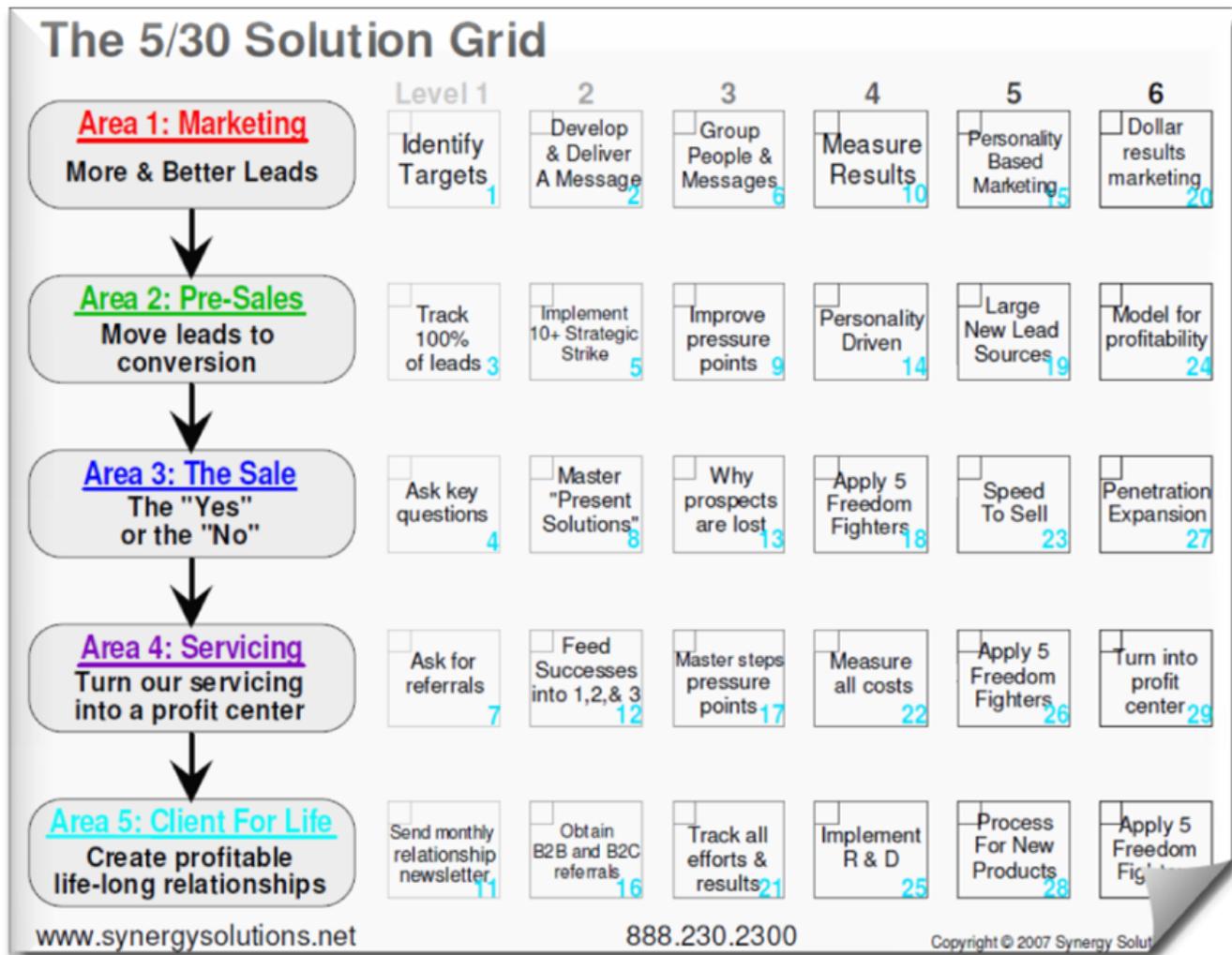


As we incorporate Personality Masteries throughout every part of our DNA within our company we will see greater success, with less effort, in less time as a result of every team member better understanding themselves as well as those around them.



- For Businesses - [click here](#) -
- For Community Based Organizations - [click here](#) -

NOTE: Click on the boxes in the above links for specialized lessons.



The following solutions are powerful and are often done in the order listed below.

### **Business Operating System - [Click Here](#) -**



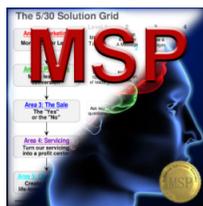
What does every company who is wildly successful have in common? They have a business operating system which assists them duplicate themselves and scale their success upward. Our very own customized BOS will help us build a unique operating system which will empower us to gain more and better of the right leads, convert those leads faster, close those leads with less resources, service those leads in such a way that we build a referral development machine. Once sold, our BOS will then go on to create such an amazing servicing experience that our current and past clients will come back to us over and over again and refer others in their network to work with us.

### **Personality Masteries - Level 1 Certification - [Click Here](#) -**



What does every successful BOS start with? Seeing success on the people side. When we learn how to understand ourselves and those around us better, we see greater success. By learning how to identify someone's personality in 15 seconds and how to relate, connect, and think like that person we will see greater success in every area of of our life. Personality Masteries is the DNA within BOS to success with people.

### **Marketing Solutions Provider (MSP) - [Click Here](#) -**



This highly sought after designation provide businesses/organizations the confidence that they consultant/coaching/advisor contracting with has been trained in the art and science of implementing proper systems. Business owners who have contracted with a MSP have said that they are far higher trained in the science of making a profit than MBA's. Personality Masteries is the first certification they go through, 5/30 Grid is second, and then there are hundreds of other courses - training - and mentoring tools, systems, and processes which make the MSP who they are and gives them the ability to do what they do. The MSP is there to help businesses select the right way to build their businesses and to take whatever is invested into the business and produce a dollar return and time savings.

### **Business X-Ray/Other Assessments and ActionVision - [Click Here](#) -**



How important is having a map to arriving at our destination? Do we currently know how to determine the great actions we need to take and then measure our efforts as well as correlating our results to those efforts? If we do the right actions, in the right way, over the right period of time we will produce the results we desire. The ActionVision system is the tool we use to achieve the success in every area of business.

**Leadership Development - [Click Here](#) - For additional information**



Are we strong leaders? If we say “Yes” how do we really know? Do we realize that our company/organization will only be as strong as the Vision we set and the culture/values we precisely develop? Does our BOS help to instill the self belief in people to create confident team members who explore opportunities which will set us apart from the competition? Are we a company where we know how to take the dreams of each team member and follow through with the right plan, the right actions, done in the right way, over the right period of time? Do we have a culture which gives far more than we take and will leave a powerful legacy to future generations?



Do you have profitable partnerships? What would happen to your business if you had a system of creating partnerships which would create WIN WIN WIN with every one of your clients and those throughout your network? Profitable Partnerships is a 14 week series which trains your leadership team and key team members on how to be great leader while partnering with others.



We can think of the 5/30 Grid as a pipeline with five pipes. We as a company are only as strong as our weakest pipe. For our BOS to be successful we need a system, a process which has tools which assist us in determining the best actions to take, how to measure if we are taking those actions, and if those actions we are taking are producing the desired results needed to achieve our

overall stated goals.

Specialized training which combine the training of the specific area of our business along with the science of Personality Masteries assists us to build the soul of success throughout the entire DNA of each of the five areas and thirty boxes within the 5/30 Grid. When we integrate the DNA for business, the 5/30 Grid, with the DNA for people, Personality Masteries, what do you believe you’ll receive? A blended system so powerful that the vision of your company will be achieved as a result of tapping into the full potential of every single team member.



**Area 1: Marketing - [Click Here](#) - For additional information**

**Area 1: Marketing  
More & Better Leads**

Identify Targets **1**

Develop & Deliver A Message **2**

Group People & Messages **6**

Measure Results **10**

Personality Based Marketing **15**

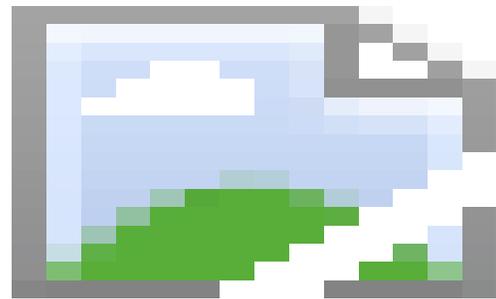
Dollar results marketing **20**

If you had twice as many leads coming into your business would you double your sales/profits? Most companies say “Yes” when in fact this is often not the case. Why not? We often do not see success when it looks like we should, as a result of not understanding the deep laws of success.

One of these laws is the 4 Q’s to success - (Q1) Quantity of Leads, (Q2) Quality of Leads, (Q3) Quantity of Efforts to convert the leads, and (Q4) Quality of Efforts to convert a lead. When Q1, goes up, normally Q2, Q3, and Q4 will go down. This is often the way when we increase the leads coming in, we actually will do less sales. If we do not build success based on natural laws much of the time, money, and energy we invest will not be leveraged.



**Normal Cycle**



When we learn and apply the six levels in Area 1: Marketing with the full integration of Personality Masteries into each lesson/level we will not only generate more leads but also better leads. When we generate more and better leads in full cooperation/integration with the other four pipelines, we have full confidence that our overall profits will increase significantly.



Are you looking for innovative ways to market, to reach out and show how different you are from your competition? Are you looking for a way to set yourself apart and show the marketplace how much value you can bring into the lives of your clients? Are you looking for ways to reach directly into the very core of someone’s personality and speak to them in a way they have never be spoken to in the past?

**Check out Personality Masteries - Marketing Resources - [Click Here](#) -**

**Area 2: Pre-Sales - [Click Here](#) - For additional information**

**Area 2: Pre-Sales**  
Move leads to conversion

Track 100% of leads **3**

Implement 10+ Strategic Strike **5**

Improve pressure points **9**

Personality Driven **14**

Large New Lead Sources **19**

Model for profitability **24**

Once we have generated the lead in Area 1: Marketing, then Area 2: Pre-Sales takes over . . . or it should happen that way. Many companies combine Area 2: Pre-Sales with Area 3: The Sale, not realizing the massive lost opportunities which happen as a result of doing it this way.

Once the lead drops down from the marketing funnel into Pre-Sales, Pre-Sales will make the decision if they should pass it on to sales or if that lead needs additional nurturing prior to sending it to sales.

Why is this so critical?

Most sales professionals are really designed to be sales closing machines and if they obtain a lead which is not ready to close they will still often seek to close that lead. That is not only not good for the prospect but also not good for the company if they succeed in closing the sale.



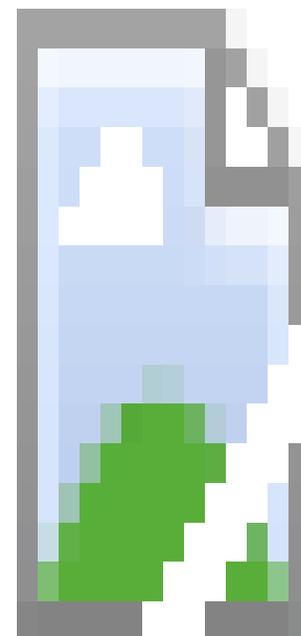
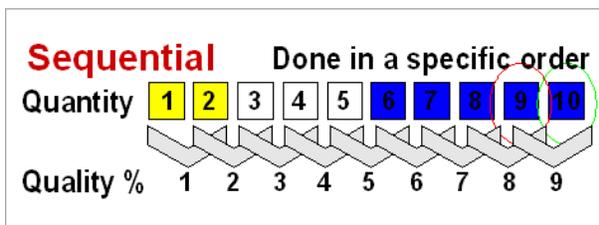
**Area 2: Pre-Sales**  
Move leads to conversion

While every personality type can be successful in pre-sales or sales those who tend to do the best in pre-sales are the analytic or the amiable personality type. Those who tend to be natural closers, who do well in Area 3: The Sale, will tend to be more the driver or the expressive personality type. When we leverage the natural personality gifts of individuals to their positions we not only gain additional productivity but also people are a lot happier.

**Area 3: The Sale**  
The "Yes" or the "No"

Do we have a system by which we rate every lead which we earn access to? Normally if the lead is a "7" or higher, on a scale of 1 to 10, with 10 being the highest/best lead, then Pre-Sales would pass those leads along to Area 3: The Sale and pass them along all set up to close. If the lead is below a "7" then normally Area 2: Pre-Sales should continue to work those leads through Box 5, a Strategic Strike.

Based on different university studies the average number of contacts which must be made to close a sale is between 6 and 10 contacts. Those same university studies show that the average sales person will only make 1 to 2 contacts before giving up. We need to build a system, based on our deep understanding of personalities, to nurture the weak leads to stronger leads and dish those leads from pre-sales into sales. The stronger our system is, the lower the quality of lead we will be able to convert.



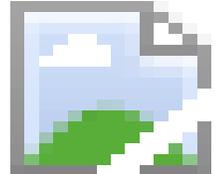
**Area 3: The Sale** - [Click Here](#) - For additional information



Have you wondered what the secret is to reproducing your best salespeople?

Do you find that it interesting that we often have systems throughout the entire company but when it comes to sales we often scratch our heads and wonder what systems we need to implement to capture the magic that every amazing sales person has?

Actually much of the secret is buried deep in one box within the 5/30 Grid that isn't even in The Sales area. It's Box 5 - Implement 10+ Strategic Strike. As we learned in the previous section the weakness, the flaws within most sales professionals is that they often do not have the deep disciplines and/or systems in place which help them to nurture weaker leads.



 - [Click Here](#) - for more details. This seven week course, titled Prospect Conversion System or PCS could double your sales, without any additional leads, any additional money being invested, without any additional people, it's learning to better work all those leads we currently have. This course would be a great course actually for every single person in the company to go through. Why? This simple seven lesson/week course helps everyone to understand that it it all about the client and that each person on the team has a special piece they can contribute to the conversion of leads. Think about it . . . how many leads, out of ten, are you converting. What if every single person on your team were focused on converting just one more lead out of ten? What would that do to your sales?



A couple of other weaknesses that many sales professionals fall into is that they often forget it's all about the client and not about their amazing ability to sell. Many sales professionals start out well in that they ask great questions, Box 4, and then present the solution. Over time though, sales professionals often forget the importance of asking the best questions and go far too quickly to Box 8, Present Solutions. The sale is NOT made in the presentation of the solution, but in the asking of the questions.

Once we've gone through the Personality Masteries certification course we understand that there are 16 different personality types when we consider a person's primary and secondary personality type. 1/16th is 6.3% which means the average person off the street could sell to 6.3% of the people they talk with. When we consider that the average sales professional only converts 10% that's not a lot more than 6.3%.

People are people and we all tend to sell to others the way we want to be sold to. We tend to think that others will think and respond the way we think and respond which is only true 6.3% of the time. When we integrate the 5/30 Grid and specifically Area 3: The Sale with Personality Masteries and then integrate natural laws into powerful system, we will convert more of the leads we have invested so much time and

money creating.

**Area 4: Servicing** - [Click Here](#) - For additional information

**Area 4: Servicing**  
Turn our servicing into a profit center

Ask for referrals  
7

Feed Successes into 1,2,& 3  
12

Master steps pressure points  
17

Measure all costs  
22

Apply 5 Freedom Fighters  
26

Turn into profit center  
29

Is your servicing group the most profitable area within your whole company?

Probably not! Why not? It's because we do not view servicing as a profit center but a cost center. Interesting, isn't it, that the part where we deliver what we say we are going to deliver to the customer is the part that we often try to cut costs to save money . . . not realizing that when we cut costs we actually are cutting dramatically into profit and don't even know it.

When we use Personality Masteries to build a servicing system which treats our clients the way they want to be treated, not the way we in servicing and/or leadership believe people should be treated, we not only will reduce our costs but will improve the servicing we provide to our clients.

How will our clients show their appreciation for how we service them? They will give us more referrals. It's actually pretty simple when you think about it.

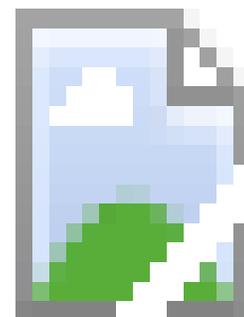
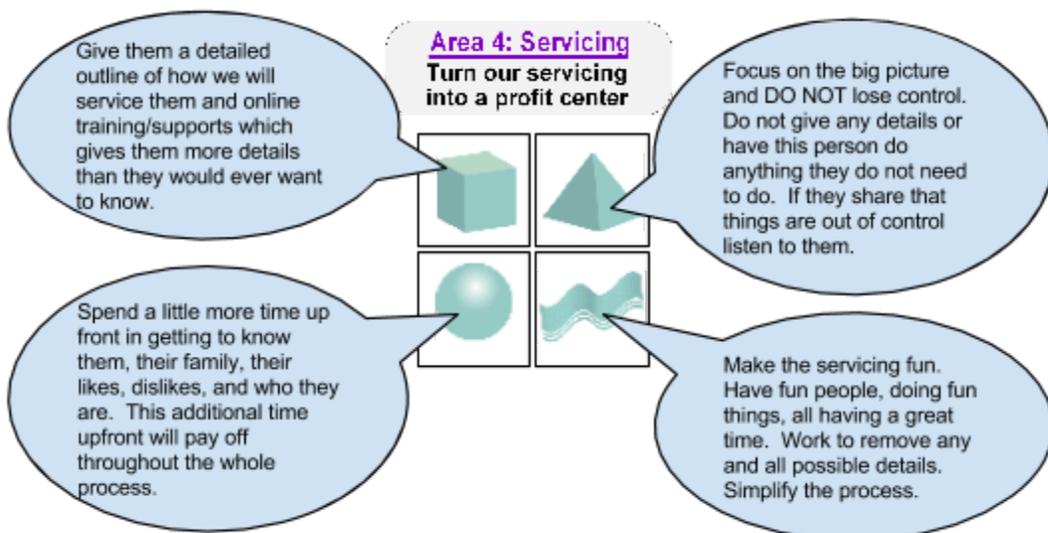
Does everyone in servicing really understand their value? Do they treat their position as if they were the President of their own servicing company?

Does marketing, pre-sales and sales actively seek input from servicing for ways to improve their own areas?

Do you as a leader ever feel that you have silos within your company where there isn't the collaboration between people and departments that should be? Do you know why you feel that way? It's probably because it's true. Seeing the issue is one thing, finding a solution is another.

If every person in your organization were to go through this seven week series it would change the entire culture of the company and how every team member views servicing. Everyone would start to realize how servicing could be the most profitable area within the company and would work together with servicing to leverage all the power and influence they possess.

Do you ever feel like you need more resources but do not have the budget to hire more people? Is your marketplace requiring more output from your employees but your employees are saying "We can't give any more?" Have you heard about VA's - Virtual Assistants but aren't sure how to go about discovering how to use them to compliment your current staff? - [Click Here](#) - for more details on VA's - [Click Here](#) - for more information on the book.



**Area 5: Client For Life - [Click Here](#) - For additional information**

**Area 5: Client For Life**  
**Create profitable life-long relationships**

Send monthly relationship newsletter **11**

Obtain B2B and B2C referrals **16**

Track all efforts & results **21**

Implement R & D **25**

Process For New Products **28**

Apply 5 Freedom Fighters **30**

Client For Life is the one area that most companies struggle with and often don't know it. If we are weak in Area 1: Marketing, it's obvious as we won't get enough leads. If Area 2: Pre-Sales, or Area 3: The Sale are weak, we won't close the leads that we do get. If Area 4: Servicing is weak, clients will let us know this, but in Area 5, Client For Life, we'll never get a bill, or really even know what the weakness in this area is costing us.

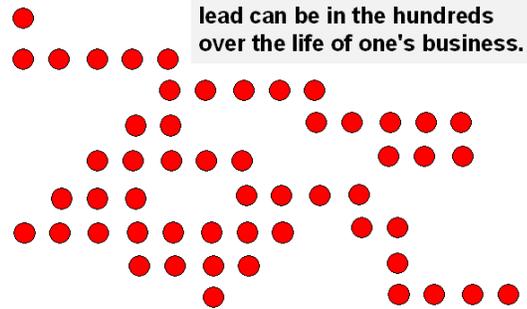
Client For Life is going the extra mile, it's giving the client something they did not expect, they did not pay for. When we understand the Cluster Principle we understand that when we give more than expected we will get far more than we give.

Think about it . . . what would happen if you could tap into the spheres/the networks of everyone of your current/past clients? With social media people are more connected than ever before and have a greater ability to share with those around them how happy or unhappy they are with our services. Are we leveraging social media, technology, and media to get our success stories out through all the networks of those we have serviced?

**The Cluster Principle**

It's not unusual that an individual will know between 3 and 9 other individuals who are interested in the same product/service over the next six to twelve months.

**The number of leads from one lead can be in the hundreds over the life of one's business.**



- [Click Here](#) - Do we have a process, a system, with specific people who are responsible for building ongoing relationships with our clients and their networks?

Are we capturing all possible testimonies from our clients, through the many media sources, and then leveraging social media and our entire database to get the message of our success out to the world?

Are we partnering with community based organizations to bring them value and leverage their network and brand/goodwill to open doors that we would never be able to open on our own?

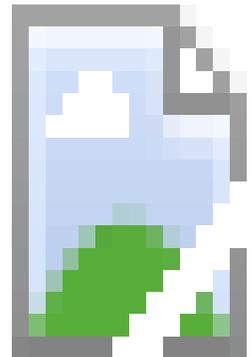


Once we have mastered Personality Masteries and fully integrated the 5/30 Grid within our business we are able to take the 5/30 Grid and not only apply it to growing our business through sales, but also hiring, partnerships with other companies, and community partnerships as well.

- [Click Here](#) - for additional information/resources

Do you believe at the deepest core of who you are that “We can accomplish far more together than we ever could on our own?” Learning what is contained in this information is the easy part. Taking action is the hard part which is why we need the following things:

- \* Need a Pro . . . like Tom shared at the beginning
- \* We need a plan
- \* We need accountability
- \* We need a mastermind group



[Click Here](#)

If you have any questions on anything shared in this document please do connect with the person who shared this information with you or please call toll free 888.230.2300.