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15 Master Strategies that have been used by the world’s most successful people to achieve their impossible dreams.

**Master Strategy 1 – Play Smart**

Play to your strengths, strengthen your weaknesses, and prepare to partner.

**Master Strategy 2 - Reprogram**

Reprogram your mind and attitude to achieve extraordinary outcomes.

**A Word of Caution**

If you fail to wake up and change your attitude about who you are and what you can achieve, you will continue to act as if your dreams can never come true. You will not dream big and you will never achieve anything other than your tiniest dreams.

**One Simple Life Changing Truth**

The most powerful computer ever created is not a mainframe, it is a micro-computer and it is housed within the few cubic inches of your head.

**Important Definition**

1. **Extraordinary Achievement**
   More than just accomplishing. It is an achievement that brings an extraordinary amount of benefit or fulfillment to you or the people you care about.

**Important Insights**

1. Past achievement is not a true predictor of future success.
2. If you can do one thing well, even if it doesn’t seem significant, then you have the potential for meteoric success.
3. Work on the “Take Action” exercises at the end of this and every mentoring session. They are designed to help you discover and appreciate the things you and members of your family have achieved.

**Process**

1. Realization
2. Personal Commitment
3. Strategy (Vision Mapping)
Master Strategy 3 - Vision
Gain a Clear and Precise Vision of What You Want to Achieve.

Important Definition

1. Solomon’s definition of “Vision”
   A clearly defined dream, idea, goal, or objective and a plan detailing the specific steps that must be taken to achieve it.

Important Insights

1. If you do not clearly define your destination, you will never arrive there.
2. Without a detailed map and a scheduled plan, you will burn up a lot of time and energy and still will not arrive at your destination.
3. Your life is a lot more important than a short family vacation and needs to be planned accordingly.
4. The Vision Mapping process will enable you to clearly define your dreams and achieve them faster and easier than you would ever imagine possible.

Process

1. Create a list of the most important areas of your life
2. Define your dreams
3. Strategy (Vision Mapping)
Master Strategy 4 - Vision
Gain a Clear and Precise Vision of What You Want to Achieve.

The Triple Barreled Power of the Vision Mapping Process
Vision Mapping empowers you to achieve three significant benefits in your life that nothing else will.
1. Vision Mapping enables you to transform vague, blurry or abstract dreams into perfectly clear well-defined visions.
2. Vision Mapping makes your impossible dreams possible and your possible dreams probable.
3. Vision Mapping enables you to expand your dreams and achieve them much more quickly.

Vision Mapping Instructions
1. Write down a dream in an important area of your life.
2. Record the goals that must be reached in order to accomplish your dream.
3. For each goal, write the steps that you must take to reach the goal.
4. For each step write the tasks you must complete.
5. Assign a target date for the completion of each task.
6. Look through all of the tasks necessary to complete each step of each goal and circle the ones that you cannot achieve on your own due to your lack of know-how, resources, and ability or personality traits.
7. For each circled task, write down the type of person, company, or outside resource you need to recruit to accomplish that task.
Master Strategy 5 – Dream BIG
Dream BIGGER than you can possibly achieve.

Important Definition

1. Shooting for the Moon
   The process of defining dreams and setting goals that are extraordinary to impossible for a person to achieve on his or her own. This process is powerless without utilizing the other Master Strategies, but it is fully empowered when used in conjunction with the other Master Strategies.

Important Insights

1. When you “Shoot for the Moon”, if you miss, you are still a thousand time higher than the tallest mountain on earth. Set realistic, achievable goals when you want average or above average outcomes … “Shoot for the Moon” when you want Extraordinary Outcomes!

Process

1. Make a choice to “Shoot for the Moon” in a specific dream, goal, project, or endeavor.
2. List the obstacles or roadblocks that may prevent you from hitting the moon on that specific dream, goal, or project or that might keep you from completing specific steps or tasks that are necessary to complete to achieve a goal.
3. Identify the types of partners or outside resources you will need to recruit to overcome any of the obstacles you have listed.
4. Identify the specific individuals or resources you will try to recruit.
5. Recruit the partners or resources needed and begin to complete the steps and tasks you have listed on your Vision Map.

Master Strategy 6 – Power Pass
Power Pass Your “Lack of Know-How”

Five factors about your “lack of know-how”:

1. We do not have to be geniuses to achieve extraordinary outcomes and impossible dreams.
2. We all know a little and do not know a lot.
3. We all have a few skills and do not have most skills.
4. We do not even have to know-how to do those things that are critical to the success of a project or the fulfillment of a dream.
5. We have a few natural talents and abilities and do not have most.
Master Strategy 7 – Remove Limits

Remove the Limits of Your Limited Resources.

Important Insights

1. Your three most limited resources are TIME, TALENT, and MONEY.
2. Your “lack of resources” is not a roadblock to your dreams, it is a springboard.
3. Good use of your limited resources is the most effective enemy of the best use of your limited resources. Do not substitute good for the best simply because it is easier, cheaper, or faster.
4. Many of your natural inclinations and behavioral tendencies are not a matter of your will or desires but rather a matter of your personality type.
5. Knowing your personality type and those of people you relate to will strengthen your relationships and increase your understanding, appreciation, and tolerance of others.
6. Look for personality types in partners that are complimentary to yours, not carbon copies.

Removing the limits of your limited resource of money

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6. Look through all of the tasks necessary to complete each step of each goal and circle the ones that you cannot achieve on your own due to your lack of know-how, resources, and ability or personality traits.
7. For each circled task, write down the type of person, company, or outside resource you need to recruit to accomplish that task.
Master Strategy 8 - Partnering
Identify, Recruit and Effectively Utilize Partners.

Important Definitions

1. **Partners**
   Counselors, consultants, advisors, experts, authors, friends, key employees, financiers, investors, lenders, mentors, and literal or legal partners who are recruited to fulfill tasks that are necessary to the optimal achievement of a goal, project, or dream.

2. **Effective Partnering**
   Partnering that involves four essential components.
   A. Identify the right type of partner needed for a given situation.
   B. Identify the right person within that type.
   C. Recruit the right person with the right kind of offer.
   D. Effectively utilize the partner for optional results.

Important Insights

1. You cannot overcome the roadblocks of your “lack of know-how” and your “lack of resources” without the right partners.
2. It is impossible to “shoot the moon” without the right partners.

Effective Partnering - 11 Incomparable Benefits

1. Fastest and most beneficial way to overcome your “lack of know-how.”
2. Fastest and most beneficial way to remove the limits of your limited resources.
3. Raises your chances of success geometrically.
4. Raises your level of success exponentially.
5. Accelerates your achievement of success meteorically.
6. Increases your knowledge and broadens your expertise.
7. Increases your offensive power against competitive forces and reduces your vulnerability to their attacks.
8. Reduces risk of failure.
9. Reduces quantity and degree of failures you will experience.
10. Reduces personal workload.
11. Reduces level of personal stress.
Master Strategy 9 - Communication

Become an Effective and Persuasive Communicator.
“The heart of the wise teaches his mouth, and adds persuasiveness to his lips.” Proverbs 16:23

Important Definitions

1. **Communication**
   Our words, our tone of voice, our gestures and facial expressions, our spirit, our timing, and all the nonverbal communication cues that frame our comments (page 54).

2. **Manipulation**
   Using any means necessary to motivate or force someone to do something that fulfills your desire or need, regardless of whether or not it is in his or her best interest.

3. **Effective Communication**
   Communication that enables a person to understand what you are saying and feel what you are feeling. Communication is 2-dimensional: reaching a person’s mind and emotions.

4. **Persuasive Communication**
   Effective communication that motivates a person to do what you truly believe is in his or her best interest or for the common good. Communication is 3-dimensional: reaching a person’s mind, emotions, and will.

Important Insights

1. To be effective, communication must be two dimensional: reaching a person’s mind and emotions.
2. To be persuasive, communication must be three dimensional: reaching a person’s mind, emotions, and will.

Effective Communication – 9 Barriers

1. The listener’s “frame of reference”
2. The listener’s ego
3. Gender differences
4. Personality types
5. Semantics (different definitions)
6. They’d rather be speaking than listening
7. Opposing opinions
8. Time
9. You

Effective Persuasion Foundation

1. Honoring and respecting the person you hope to persuade
   a. Respecting their time & circumstances
   b. Listening & valuing their opinions
   c. Giving them undivided attention
   d. Communicating our message in a manner that honors them rather than in a spirit of condescension or arrogance.
2. Understanding the person’s “frame of reference”
3. Using the skills and techniques of “effective communication”
**Effective/Persuasive Communication**

1. Grab the listener’s undivided attention.
2. Keep attention level high throughout the communication. A person’s attention level begins to decline within ten to twenty seconds after we’ve gained it.
3. Implant into the listener’s mind a clear and precise understanding of what you mean.
4. Implant your feelings into the heart or emotions of the listener by using “emotional word pictures.”
5. Influence their will to make the right choice for the right reason.

**Important Definitions**

1. **Hook**
   Strong captivating statement, a personal reference, or a specific question that grabs a person’s attention from wherever it is focused and instantly brings it “into” the conversation.

2. **Salt**
   A statement, question, or a story that creates curiosity about what we are going to say, before we say it.

3. **Emotional Word Pictures**
   Single most powerful technique used by the world’s greatest communicators throughout the ages. An “emotional word picture” is a word, a statement or a story that creates an instant picture in the listener’s or reader’s mind that clarifies what you are trying to say. It also communicates a feeling that you want the listener to experience. It can be as simple as a word or statement, or as complex as an analogy or short story.

**Emotional Word Pictures – 6 Steps to Create**

1. Like a hook, they can instantly grab and direct a person’s attention.
2. They have the power to change a person’s thinking and beliefs.
3. They can breathe life into any communication.
4. They actually lock understanding and feeling into a person's memory, sometimes for life.
5. They provide a gateway to deeper relationships because they enable the listener to actually feel what you’re feeling.
6. They can enable you to correct or reprove someone’s behavior or attitude in a way that can be more easily received without negative consequences.
7. They provide the only communication method that can bridge the chasm between right brain-dominant individuals and left brain-dominant individuals.

**Three Greatest Internal Motivating Factors in Anyone’s Life**

1. Desire for Gain
2. Fear of Loss
3. Desire to Love Others or to be Loved.
Master Strategy 10 – Persistence
Use breakthrough techniques for creative persistence

Important Definitions

1. True Persistence
   Hitting a brick wall, getting up, dusting off and realizing you are going to have to develop a creative alternative to get over, under, or around the wall, if that fails, then blow it up!

Important Insights

1. You do not need persistence to go downhill, but cannot get to the top of a hill without it.
2. Worthwhile dreams are always found on the tops of rugged mountains, never on the valley floors.
3. Worthwhile dreams can never be achieved without encountering Strikeouts, Criticisms, Obstacles, and Roadblocks.

Thomas Edison’s Six Techniques for Developing and Implementing the Skill of Creative Persistence

1. Define the idea or dream in writing.
2. List the broad ramifications of achieving the dream.
3. Infuse your dream into the hearts and minds of others.
4. Expect criticism, problems, and failures then predetermine the right way to deal with them.
   a. Accept full responsibility for your strikeouts.
   b. Analyze the failure or strikeout after a brief timeout.
   c. Come back to the plate with an improved approach.

How do you handle other people’s strikeouts?
   a. Allow them recovery time.
   b. Listen, comfort, and encourage.
   c. Offer your help and partnership.

5. Use roadblocks, obstacles, and failures as springboards to develop effective creative alternatives.
6. Recognize a “three-legged horse” and take it out of the race.
Master Strategy 11 - Time
Take control of your life, one day at a time

Important Insights
1. Unless we choose to take control of our lives, our lives will be controlled by the desires, demands, values, and priorities of others.
2. We accidentally lose minutes by not focusing on the present, and we purposely throw away hours, accepting good uses of our “elective” time in place of “best” uses of those time.

How Time Gets Away From Us
1. We accidentally lose minutes, and purposely throw away hours. We accidentally let go of time by letting our mind drift or wander out of the present, either sliding back into the past or jumping ahead into the future.
2. Too many times a “good” use of our limited resources is often the worst enemy and “robber” of the best use of those resources.
3. We don’t plan and prioritize our day before it starts.
4. Our time is stolen by “time robbers”. Time robbers are those activities, events and circumstances that break into our day and steal our time or attention away from doing that which is most important.
5. We allow urgencies to take precedence over priorities. Urgencies are those events that demand our immediate attention and action. If we are to take control of our time, we must begin to recognize that many urgencies are like people who cut in front of us in a line.
6. We procrastinate and put the most important things off until later.
7. Just as we let urgencies cut in front of our line, we put our priorities in the back of the line.

6 reasons people procrastinate
1. We sense no urgency in the activity, even if it’s one of our highest priorities.
2. The activity may not be fun or pleasant.
3. The activity is outside of our comfort zone.
4. We fear failure in the performance of the activity.
5. We don’t perceive the activity’s real value.
6. We lack the knowledge that is needed to do that activity now.

Three Keys for Taking and Maintaining Control of Your Life
1. Replacing an illusion with reality
2. Your dwindling time bank account
3. Priority planning - the key to taking control
   a. Create a plan for the day; Execute the plan according to your priorities

Sustained Focus – The First Key to Maintaining Control
1. Reasons we lose focus
   a. The entertain me society
   b. Short attention span
   c. We live in a world full of distractions
2. Edison’s Techniques
   a. Define every dream or idea in writing
   b. Gain a visual image
   c. Write down the broad ramifications of achieving a dream
   d. Break each dream down into digestible parts; goals, steps, and tasks
   e. Infuse each dream into the hearts and minds of others
Personal Accountability – The Second Key to Maintaining Control

1. Take an inventory of your time
Master Strategy 12 – Fear of Failure
Overcome your subconscious and conscious fears of failure.

Important Definitions

1. **Fear**
   An emotion that can be very healthy and helpful, life-saving or very destructive, emotionally paralyzing, and even deadly.

2. **Failure**
   An event or experience that can be a great teacher, motivator, and mentor to our future success, or a tyrannical dictator that can drastically limit or even destroy all hopes of future success.

Fear of Failure
Stunts emotions growth and convinces us to accept mediocrity in nearly every important area of our life.

Reaching for Apples on a Two-Foot Wall

1. Anyone can reach apples on a two-foot wall. So the apples have often been chewed on by others.
2. Goals that are truly fulfilling are never located on top of two-foot walls. They are always found at much higher heights, normally out of reach of the masses. In fact, almost any worthwhile goal, and certainly any “impossible dream” is in outer space...impossible to reach without the right vehicle.

Four Steps to Cutting This Chain and Reducing or Eliminating Your Fear of Failure

Understanding Fear

1. Good fear and bad fear are differentiated by their focus.
2. Good fear is that which advances, protects and preserves that which is truly in our best interest or the best interest of others.
3. Bad fear focuses on that which prevents us from doing what is good and right to achieve that which is in the best interest of others and ourselves.

Detecting Subtle Fears

1. To detect the subtle and subconscious fears that often divert our goals, we need to answer three questions:
2. What do I really want?
3. What obstacles stand in my way?
4. What keeps me from confronting or attempting to overcome this obstacle?

Four Steps to Overcoming Fears of Failure in Any Endeavor

1. Define what you really want in each endeavor, project, or dream you are pursuing.
2. List the potential obstacles that could stand in the way of getting what you really want.
3. List your reasons for not confronting each obstacle.
4. Create a risk-reward analysis chart for each of your fears.
Master Strategy 13 – Overcoming Your Avoidance of Criticism

Why criticism is such a formidable roadblock to extraordinary success
1. It affects our self-image and our self-esteem.
2. It stifles our initiative.
3. It suppresses our creativity.
4. It discourages risk taking.
5. It encourages and fosters dishonesty.
6. It wreaks havoc on our emotional health.
7. It impairs relationships.

Important Insights
Criticism can be your worst enemy or your best friend depending upon three things:
1. The Source
2. Its accuracy
3. Your response to it
Master Strategy 14 – Acquiring a Positive Personality

The Three Components or Positiveness
1. Positive attitudes are gained and maintained by taking responsibility for our attitudes rather than blaming other people or our circumstances. We choose to respond to situations rather than react to them.
2. Striving for Excellence.
3. Fulfilling Relationships.

Important Insights
1. You alone are responsible for your attitudes; not other people or negative circumstances.
2. There is no discrimination against excellence.
3. Success without fulfilling relationships is lonely and cold.

Four Steps to Becoming a Positive Person in a Negative World
1. Take responsibility for your responses.
2. Build an attitude of gratefulness.
3. Strive for and achieve excellence.
4. Maximize your relationships at home and at work.

Seven Keys to Maximizing Your Relationships
1. Honor
2. Encouragement
3. Security
4. Respect and Admiration
5. Effective Communication
6. Fighting by the Rules
7. Correct Criticism

The only Right Method of Criticizing: “The Sandwich Method”
1. The Sandwich Method of sharing criticism places one slice of criticism in between two slices of encouraging praise. You begin by pointing out a very positive quality about the individual or their performance and offer specific, rather than general, praise for that quality of performance.
2. Next, comes the slice of specific criticism, addressing a wrong activity or choice while being careful not to attack the person’s character.
3. Finally, after the criticism has been delivered and understood, it’s time to put the last slice of bread on the sandwich, Again, point out a very positive quality about the individual or their performance and offer specific, rather than general, praise for that quality or performance.
Master Strategy 15 – Gaining Passion for Your Visions

**Important Insights**

1. If you lack passion, you are lacking vision, hope or fulfillment ... or all three.
2. Vision Mapping clarifies vision, generates hope and results in fulfillment in the pursuits of your dreams.
3. Passion is acquired and developed, not inherited.

**The Three Essential Ingredients of Passion**

1. Vision: A clearly defined dream with a precise and detailed map or plan to achieve that dream within a defined amount of time.
2. A well-founded and confident expectation that a specific dream, goal, step, or task will be accomplished within a defined amount of time.
3. The inner joy and excitement that comes from achieving meaningful goals, steps, and tasks that reflect your core values.
Laws of Extraordinary Success

The 1st Law of Extraordinary Success
People who achieve ordinary outcomes do so by using conventional approaches and methods taught in schools and used by the masses. People who achieve extraordinary to near impossible outcomes do so by using a different set of Master Strategies that are universally and consistently used by Super Achievers. These are virtually unknown to the masses.

2nd Law of Extraordinary Success
Super Achievers learn these Master Strategies from mentors (the fast way) or through the agonizing process of trial and error (the slow way).

3rd Law of Extraordinary Success
Regardless of past programming for mediocrity, anyone can reprogram their brain for extraordinary outcomes. All you need is the right software (the strategies and skills in this program) and the commitment to use it.

4th Law of Extraordinary Success
Extraordinary achievement is impossible to attain without a clear and precise vision and a detailed plan to achieve that vision.

5th Law of Extraordinary Success
Vision infuses life into any project or endeavor, and the lack of vision infuses the dying process.

6th Law of Extraordinary Success
Dreams without clearly defined goals, and goals without clearly defined steps, will never be achieved expeditiously or efficiently, and will rarely be achieved at all.

7th Law of Extraordinary Success
No one has ever achieved extraordinary success without “Shooting for the Moon.” Everyone who has ever achieved “impossible dreams” has done so by “Shooting for the Moon.”

8th Law of Extraordinary Success
“Lack of know-how” only appears to be an insurmountable obstacle. For Super Achievers, it serves as a springboard to extraordinary achievement.
9th Law of Extraordinary Success
Super Achievers remove the limits of limited resources by accurately assessing their resources, wisely allocating them, and expanding them by recruiting outside resources.

10th Law of Extraordinary Success
It is impossible to achieve extraordinary success in any arena without effectively partnering. Every extraordinary or impossible dream ever achieved has been achieved through partnering.

11th Law of Extraordinary Success
Effective partnering raises the level of success exponentially, accelerates success meteorically, and reduces risk enormously.

12th Law of Extraordinary Success
Achievement is accelerated by effective and persuasive communication skills and is retarded by the lack of those skills.

13th Law of Extraordinary Success
It is the speaker’s sole responsibility to grab a listener’s undivided attention, hold attention, impart a clear understanding of what’s being said, and implant what is felt into listener’s emotions.

14th Law of Extraordinary Success
Extraordinary success can never be achieved without encountering extraordinary roadblocks, setbacks, and failures. These can only be overcome through creative persistence.

15th Law of Extraordinary Success
If you can’t control your time, you won’t be achieve extraordinary success.

16th Law of Extraordinary Success
Fear of failure blinds one's vision to opportunity. Extraordinary success cannot be achieved until those fears are effectively dealt with and vision is restored. Super Achievers understand that failure is one of the most often missed keys to extraordinary success.

17th Law of Extraordinary Success
Failure when revisited will rarely be relived. Failure when analyzed will provide the building blocks for future successes that will be far greater than the failure itself.

18th Law of Extraordinary Success
Conscious or subconscious avoidance of criticism will short-circuit the ability to achieve extraordinary success and happiness.
19th Law of Extraordinary Success
No matter how much success a person achieves, if he or she becomes a positive person, he or she will achieve more and enjoy the journey a lot more.

20th Law of Extraordinary Success
Without developing a controllable passion for a vision, extraordinary success is impossible.
## Drifters, Pursuers, Achievers, Super Achievers

<table>
<thead>
<tr>
<th>Topic</th>
<th>Drifters</th>
<th>Pursuers</th>
<th>Achievers</th>
<th>Super Achievers</th>
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</thead>
<tbody>
<tr>
<td>People approach every area of their life from one of four perspectives</td>
<td>Go with the flow.</td>
<td>Pursue but rarely achieve preset goals.</td>
<td>Achieve significant outcomes, but rarely extraordinary ones.</td>
<td>Consistently achieve extraordinary outcomes by using master strategies for super achievement.</td>
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<tr>
<td>% of populations within each group</td>
<td>80% of the population</td>
<td>19.9% of the population</td>
<td>1/10th of 1%</td>
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<tr>
<td>How people pursue their dreams</td>
<td>Walk through life in dress shoes</td>
<td>Sprint in running shoes</td>
<td>Run marathons in running shoes</td>
<td>Drive toward their dreams in a 415 horse power Porsche Turbo Carrera.</td>
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<tr>
<td>How people deal with their strengths and weaknesses</td>
<td>• Do whatever comes naturally</td>
<td>• Play to strengths in pursuit of projects, goals, &amp; dreams.</td>
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<td>• Play to strengths</td>
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<td></td>
<td>• Think everyone should act the way they do</td>
<td>• Strengthen weakness</td>
<td>• Strengthen weakness</td>
<td>• Balance strengths &amp; weaknesses with learned behavior</td>
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<td>• Balance strengths &amp; weaknesses</td>
<td>• Partner with people who have strengths that complement their weaknesses</td>
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<td>How people pursue their dreams</td>
<td>• Have an onboard supercomputer</td>
<td>• Have an onboard supercomputer</td>
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<td></td>
<td>• Never replace past programming for mediocrity</td>
<td>• Replace past programming with achievement efforts</td>
<td>• Replace past programming with Master Strategies for Super Achievement</td>
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</tr>
<tr>
<td>How people pursue significant dreams in the most important areas of their life</td>
<td>• Dreams are undefined or nonexistent</td>
<td>• Dreams are vague or generic</td>
<td>• Dreams are vague</td>
<td>• Big dreams</td>
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<tr>
<td></td>
<td>• Hopes are vague at best</td>
<td>• No specific addresses, no plans, no timetables, but lots of hopes</td>
<td>• Short-term goals are defined and have target dates</td>
<td>• Clearly defined with detailed map of intermediate goals and timetable with target dates for each task, goal, &amp; dream.</td>
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<td>• Vigorously pursue &amp; often achieve short-term goals in a timely manner.</td>
<td>• Vigorously pursue &amp; often revise dreams upwards.</td>
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<td>Topic</td>
<td>Drifters</td>
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<td>How people use goal setting to achieve what they want from life</td>
<td>● Do not use a real goal setting process</td>
<td>● Set general goals occasionally</td>
<td>● Use conventional goal setting process</td>
<td>● Combine the vision mapping process with “Shooting for the Moon”</td>
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<td></td>
<td>● Simply do what comes naturally to try to achieve only what they think</td>
<td>● Usually do not convert their goals into specific steps with clearly</td>
<td></td>
<td>● Set extraordinary &amp; impossible goals</td>
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<td></td>
<td>they are capable of achieving</td>
<td>defined tasks</td>
<td>● Achieve moderate goals</td>
<td>● Achieve extraordinary goals</td>
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<td>How people deal with their “lack of know-how” &amp; “lack of resources” in pursuing opportunities, projects, &amp; dreams</td>
<td>● View obstacles as insurmountable</td>
<td>● Try to figure out a solution or alternative approach</td>
<td>● Try to increase their know-how &amp; find alternative solutions</td>
<td>● Use their “lack of know how” &amp; “lack of resources” as a signal to look outside of themselves &amp; recruit the know-how &amp; resources of others</td>
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<td></td>
<td>● Give up on opportunities, projects, &amp; dreams when these obstacles appear</td>
<td>● Usually give up when a solution is not quickly or easily achieved</td>
<td>● Occasionally succeed when pursuing moderate achievement</td>
<td>● achieve extraordinary outcomes far greater than they could have on their own</td>
</tr>
<tr>
<td>How people use or misuse their limited resources of time and money.</td>
<td>● Fail to accurately assess the value of their limited resources</td>
<td>● Accurately assess &amp; value limited resources</td>
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<td></td>
<td>● Squander resources by simply doing what comes naturally</td>
<td>● Fail to effectively &amp; strategically expand those resources</td>
<td>● Diligently try to expand resources from within through better investing, saving</td>
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<td>● Resources are consumed by instant gratification &amp; the demands of the moment</td>
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<td>● Do not look to expand resources by strategically recruiting outside resources</td>
<td>● Seek outside counsel for resource allocation.</td>
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<td></td>
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<td>● Accurately assess &amp; value limited resources</td>
<td>● Quick to effectively &amp; strategically recruit outside resources as the fastest &amp; most effective way of expanding limited resources.</td>
<td>● Seek outside counsel to ensure best use of limited resources rather than simply accepting a good use of those resources.</td>
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<tr>
<td>Topic</td>
<td>Drifters</td>
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<td>Achievers</td>
<td>Super Achievers</td>
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<tr>
<td>How people view and utilize partners</td>
<td>● Do everything they can on their own.</td>
<td>● Are hard workers and mistakenly believe that getting what they want is simply a matter of trying &amp; working harder.</td>
<td>● Set moderate goals that are often achievable without the need for extensive effective partnering.</td>
<td>● Set extraordinary goals they know are impossible to achieve without the recruitment of strategic partners.</td>
</tr>
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<td></td>
<td>● They only partner as a last resort when there is no other way to get what they want.</td>
<td>● Pursue dreams alone or with minimal or ineffective partnering.</td>
<td>● Occasionally partner when they see the need to do so, but they view partnering as a weakness rather than a strength.</td>
<td>● View partnering as a critical part of their strategy from the very outset of their plan. Effective partnering is the single most powerful strategy they utilize. It becomes part of their nature.</td>
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<td>● Because they usually go with the flow, they see no need to partner.</td>
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<td>How people communicate in important matters.</td>
<td>● Communicate important matters the same way they communicate unimportant matters; they shoot from the hip, saying or writing whatever comes to mind just as it comes to mind.</td>
<td>● In important matters, think before speak or write, and often compile a written list of the important points they want to make before they begin their written or verbal communication.</td>
<td>● Prioritize their list of important points and often create an outline of what they want to say and how they want to say it.</td>
<td>● Either use the critical skills of effective and persuasive communication or rely on partners who use the skills.</td>
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<td>● In the case of a verbal presentation, they likely rehearse their talk before they give it.</td>
<td>● They learn the frame of reference of their listeners, anticipate their objections and excuses &amp; formulate their communication accordingly.</td>
</tr>
<tr>
<td>How people deal with problems, setbacks, and potential or realized failures.</td>
<td>● Quickly change course, retreat, or give up and move on to the next project.</td>
<td>● If they see hope of overcoming the problem or reversing a failure, they try harder, making additional attempts to succeed, before giving up.</td>
<td>● Try their hardest to overcome problems and setbacks and power their way through failure to succeed in one way or another. They only surrender to failure when they know they cannot succeed.</td>
<td>● Approach each important project expecting problems, setbacks, &amp; potential failure to block the path to success.</td>
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<td>● They utilize their partnering skills to draw on the creative input and resources of others to creatively persist through each problem until they succeed one way or another.</td>
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<td>● If they discover that a project is a &quot;three-legged horse,&quot; they “shoot it” rather than race it.</td>
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<tr>
<td><strong>How people take control of their lives.</strong></td>
<td>● Do not control their time, direction, or speed at which they move in any direction.</td>
<td>● Try hard to get a lot done each day, and make slow progress toward achieving some of their modest goals.</td>
<td>● Have set their achievable goals &amp; make steady progress toward those goals daily.</td>
<td>● Have set extraordinary to impossible goals in their areas of greatest interest.</td>
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<td></td>
<td>● They think they are in control, but they are not. They just go with the flow.</td>
<td>● But too much of their time is controlled by outside circumstances &amp; others.</td>
<td>● They use time management skills to make the most of their working hours.</td>
<td>● They control nearly every aspect of their time, the direction of their paths, and the speed at which they move down those paths.</td>
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<td>● They try hard to take control and keep it, and they succeed most of the time.</td>
<td>● They use nearly all 15 Master Strategies to stay on track to achieve their impossible dreams as quickly &amp; efficiently as they can.</td>
</tr>
<tr>
<td><strong>How people deal with their personal and professional failures.</strong></td>
<td>Avoid failure at all cost. They rarely fail because they rarely attempt to achieve anything that isn’t easily achieved. They are destined to a life of mediocrity or worse.</td>
<td>Fear failure and work hard to avoid it. When they do fail, they either excuse or rationalize their failure or blame it on adverse circumstances or people.</td>
<td>Fear failure and work hard to avoid it. When they do fail, they accept responsibility and work even harder to avoid failure next time.</td>
<td>Set impossible goals regularly and often fail. They realize that failure is just part of the game and although they hate failing, they are not afraid of it. They quickly and exhaustively analyze each failure and use the lessons they learn to increase their probability of extraordinary success in the future.</td>
</tr>
<tr>
<td><strong>How people deal with criticism.</strong></td>
<td>Ignore the criticism, deny it, excuse it, or criticize the critic; quick to blame others or the circumstances.</td>
<td>Listen to criticism and are bothered by it, but rarely take it seriously enough to make any significant or permanent changes.</td>
<td>Pay close attention to criticism offered by people they respect. They try hard to effect change in respect to criticisms they consider valid.</td>
<td>Determine the validity of a criticism and then mine valid criticisms for gold. When they find the gold, they recruit any means necessary to implement the valid short-term and long-term changes the criticism warrants.</td>
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<tr>
<td>How people react or respond to negative situation.</td>
<td>React to each negative situation when an equal or greater negative reaction. They tend to be cynical because they see little reason to be positive or optimistic.</td>
<td>Overreact to negative situations. Try hard to be positive thinkers, but tend to run out of gas when good things don’t happen quickly or easily.</td>
<td>Tend to react to problems by coming up with quick solutions. They are positive more often than negative.</td>
<td>Respond to negative situations rather than react, because they know that responding will serve their purposes more quickly and effectively than reacting will. Control their attitudes because they like to have a lifestyle of taking control and keeping it.</td>
</tr>
<tr>
<td>How People develop Passion</td>
<td>Don’t use the fuel of passion because they don’t need fuel to drift and simply go with the flow, which is what they do.</td>
<td>Catch their passions and are controlled by them, rather than develop passions for the pursuit of their dreams.</td>
<td>Often gain a degree of passion for the pursuit of their goals, but do not follow a routine to develop positive passions in areas where they do not occur naturally.</td>
<td>Develop the fuel of passion for the pursuit of each of their important dreams and projects. Outsiders think that they were born passionate, but the reality is that they develop passion for each of their important pursuits.</td>
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</table>
## Lions, Otters, Golden Retrievers, Beavers

<table>
<thead>
<tr>
<th>Topic</th>
<th>Lion</th>
<th>Otters</th>
<th>Golden Retrievers</th>
<th>Beavers</th>
</tr>
</thead>
</table>
| **Natural Strengths** | ● Decisive  
● Goat-Oriented  
● Achievement Driven  
● Gets Results  
● Independent  
● Risk-Taker  
● Takes Charge  
● Takes Initiative  
● Self-Starter  
● Persistent  
● Efficient  
● Driven to complete projects quickly and efficiently | ● Enthusiastic  
● Optimistic  
● Good Communicator  
● Emotional  
● Passionate  
● Motivational  
● Inspirational  
● Outgoing  
● Personal  
● Dramatic  
● Fun Loving | ● Patient  
● Easy Going  
● Team Player  
● Stable  
● Empathetic  
● Compassionate  
● Sensitive to Feelings of Others  
● Tremendously Loyal  
● Puts people above projects  
● Dependable  
● Reliable  
● Supportive  
● Agreeable | ● Accurate  
● Analytical  
● Detail Oriented  
● Thoroughness  
● Industrious  
● Orderly  
● Methodical  
● Exhaustive  
● High Standards  
● Intuitive  
● Controlled |
| **Natural Weaknesses** | ● Impatient  
● Blunt  
● Poor Listener  
● Impulsive  
● Demanding  
● Can view project more important than people  
● Can be insensitive to the feelings of others  
● May “run over” others who are slower to act or speak  
● Fear Inactivity & Relaxation  
● Quickly bored by routine or mechanics | ● Unrealistic  
● Not Detail Oriented  
● Disorganized  
● Impulsive  
● Listens to “Feeling” above “Logic”  
● Reactive  
● Can be too talkative  
● Excitable | ● Indecisive  
● Over Accommodating  
● May sacrifice results for harmony’s sake  
● Slow to Initiate  
● Avoids confrontation even when needed  
● Tends to hold grudges & remember hurts inflicted by others  
● Fears Change | ● Too Hard on Self  
● Too Critical of Others  
● Perfectionist  
● Overly Cautious  
● Will not make decision without all the facts  
● Too picky  
● Overly Sensitive |
| **Disposition** | ● Fast paced  
● Task oriented | ● Fast paced  
● People oriented | ● Slow paced  
● People oriented | ● Slow paced  
● Task oriented |
| **Motivated by** | ● Results  
● Challenge  
● Actions  
● Power  
● Credit for achievement | ● Recognition  
● Approval of others | ● Good relationships  
● Appreciation | ● Desire to be right  
● Maintain quality |
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<tbody>
<tr>
<td>Time Management</td>
<td>• Focuses on “NOW” instead of distant future</td>
<td>• Focuses on the future</td>
<td>• Focuses on present</td>
<td>• Work slowly</td>
</tr>
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<td></td>
<td>• Get a lot more done in a lot less time than their peers</td>
<td>• Have a tendency to rush to the next exciting thing</td>
<td>• Devotes lots of time to helping others and building relationships</td>
<td>• Focus on accuracy</td>
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<td></td>
<td>• Hates wasting time</td>
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<td></td>
<td>• Likes to “get right to the point”</td>
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<tr>
<td>Communication Style</td>
<td>• 1-way communicator</td>
<td>• 1-way communicator</td>
<td>• 2-way communicator</td>
<td>• Communicate details</td>
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<td></td>
<td>• Great at initiating communication</td>
<td>• Enthusiastic</td>
<td>• Provides empathetic response</td>
<td>• Usually diplomatic</td>
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<td></td>
<td>• Not good at listening</td>
<td>• Stimulating</td>
<td>• Great listener</td>
<td>• Good listeners</td>
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<tr>
<td>Decision-making</td>
<td>• Impulsive</td>
<td>• Intuitive and fast</td>
<td>• Makes decisions more slowly</td>
<td>• Avoids making decisions</td>
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<tr>
<td></td>
<td>• Makes quick decisions with goal or end result in mind</td>
<td>• Makes lots of right calls</td>
<td>• Wants input of others and often yields to that input</td>
<td>• Needs lots of info before making a decision</td>
</tr>
<tr>
<td></td>
<td>• Results focused</td>
<td>• Makes lots of wrong calls</td>
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<td></td>
<td>• Needs very few facts to make a decision.</td>
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<td>In pressure or tense</td>
<td>• Takes “command”</td>
<td>• Attacks!</td>
<td>• Gives into the opinions, ideas, &amp; wishes of others</td>
<td>• Tries to avoid pressure or tense situations</td>
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<td>situations</td>
<td>• Becomes autocratic</td>
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<td>• Often too tolerant</td>
<td>• Can ignore deadlines</td>
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<td>Greatest needs</td>
<td>• See results</td>
<td>• Social activities</td>
<td>• Security</td>
<td>• Security</td>
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<td></td>
<td>• Experience variety</td>
<td>• Recognition</td>
<td>• Gradual Change</td>
<td>• Gradual Change</td>
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<td></td>
<td>• Face new challenges</td>
<td>• Fun Activities</td>
<td>• Time to adjust to change</td>
<td>• Time to adjust to change</td>
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<td></td>
<td>• Solve problems</td>
<td>• Freedom from Details</td>
<td>• Conflict-free environment</td>
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<td></td>
<td>• Direct answers</td>
<td></td>
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<td>Desires</td>
<td>• Freedom</td>
<td>• Prestige</td>
<td>• Quality Relationships</td>
<td>• Clearly defined tasks</td>
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<td></td>
<td>• Authority</td>
<td>• Friendly Relationships</td>
<td>• Security</td>
<td>• Stability</td>
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<td></td>
<td>• Variety</td>
<td>• Opportunity to help &amp; motivate others</td>
<td>• Consistent environment</td>
<td>• Security</td>
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<td>• Difficult Assignments</td>
<td>• Opportunities to verbally share their ideas</td>
<td>• Relaxed and friendly environment</td>
<td>• Low-risk</td>
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<td>• Opportunity for advancement</td>
<td></td>
<td>• Freedom to work at own pace</td>
<td>• Tasks that require precision &amp; planning</td>
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</tbody>
</table>