

Chapter 2

The Philosophy of Performance and Productivity

Many people want to achieve wealth and greatness. This is a topic that has certainly received more than its fair share of attention over the centuries, and it will continue to do so long after the publication of this work. However, the answer to how to achieve wealth and greatness is surprisingly simple. But many people may not like the message.

Achieving wealth and greatness can be distilled down to helping others. Find a way to serve many people. Simply stated, this is what leads to great wealth, great power and great influence.

One of John F. Kennedy's more famous statements was, "Don't ask what your country can do for you, but what you can do for your country." This quote encapsulates what one needs to do to achieve greatness and financial independence.

Thinking about what you can do for the people in your family, your neighborhood, your state, your country and the world is the secret of wealth. Take Zig Ziglar, for example. I have known Zig for nearly fifty years, and he is fond of saying, "If you help enough people get what they want, you can have everything you want."

Now you might be thinking that this is just too simple to be accurate, but it is. This is the great philosophy that is at the heart of transforming your life. Invest in yourself, invest in your own self-education and then take that knowledge and use it to help others get what they want and need out of life. In the process, you will acquire power and financial freedom.

The world is currently at an extraordinary level of change. All one has to do is look at the metamorphosis that is occurring in China. China now has 235,000 millionaires. And guess where the new billionaires are coming from? India. These are nothing short of extraordinary times, and unparalleled opportunities exist in every country around the world.

A facet of this opportunity is competition. Competition is now becoming truly global for the first time. Within this new element of competition comes a new element of opportunity. Many fear what competition brings, as many will always fear the unknown. But the fact is that without this extraordinary level of competition, all of these new opportunities would not exist.

How can you make sure that you are invaluable in this new, dynamic and ever-changing 21st-century global marketplace? First, make certain that you have more than one skill. Look at the U.S. auto industry over the last 15 to 20 years. Car manufacturers shut down plants and laid off workers at nearly regular intervals. Those without numerous skills lacked the flexibility to compete. In short, the phenomenon of a specialist who works in the same field and in the same way from the age of 21 to 65 is now a rarity.

A variety of skills mean that you are more flexible and can adapt to the whims of a changing and evolving marketplace. After all, that which does not evolve does not prosper and does not survive. By having numerous skills, you are greatly increasing your value and worth in an ever-changing marketplace. Further, with such a dynamic workplace destined to become the norm, you should strive to keep your current skills sharp and periodically develop new ones. This will give you an important edge and one that will help safeguard against obsolescence.

All of this information intimately ties into why I became rich around the age of 31. Soon after I found myself unable to buy that box of Girl Scout cookies, I began investing in myself. That meant learning additional skills.

I wrote down the skills that I had at my disposal at the time, and they were fairly limited. I reflected on my upbringing on a farm in Idaho. I certainly could milk a cow but well, let's just say that didn't pay very well. I knew I needed to know more in order to be more and earn more.

Here is one example of how I diversified my skill set. Believe it or not, I began teaching capitalism in Russia. Once communism had disappeared, I realized there was a real vacuum in the former Soviet Union. Soon I found that my skills in teaching capitalism were of value in Russia. In the last 12

years, for example, I have been to Russia five times helping people make the transition from a centrally planned economy to a capitalist one.

One of the key lessons that I taught my students is that poor people and rich people have wildly different philosophies. For example, here's the philosophy that ensures poverty: spend your money and invest what is left. The bottom line is that this strategy will make you poor.

On the flip side, here is the philosophy that will make you rich: invest your money and spend what is left. You can have the same amount of money, but thanks to a difference in philosophy, you can achieve dramatically different results.

Making money begins with having the right philosophy, but there are other steps as well such as finding your customers and selling them something that you believe in. In my case, it was a nutritional product.

Secondly, learn how to find good people. A business needs good people behind it. You can't do everything. I took my inspiration from the Bible on this one. A Biblical lesson that always stood out in my mind was that if you search you can find good people, but you have to be committed to searching. Taking the time and effort to search for good people will yield the reward of finding quality people. This sounds simple enough, but it's a point that many would-be entrepreneurs and employers often overlook.

At this stage you will have three things. The first will be your skills. These skills will enable you to help people improve their lives. Secondly, you will have found your customers and have a quality product to sell them. Finally, if you have taken the time to seek out quality people, you will have a pool of good people to help you with your endeavor. Now you are ready to make money and change lives; your life and the lives of those around you!

Your employees are key. After all, what could be more important than finding the people that you will work with in order to make your dreams come true? Finding good people can be difficult, and it will take time. If they are independent minded people, you may be in for a challenge, as this can be as difficult as herding cats. Just keep in mind that herding sheep is

easy, but you don't want to work with sheep. You want independent minded go-getters!

If you can get two or three people focused on the same task, then almost nothing is impossible. You certainly won't hear that idea taught in the educational system, but it's a fact. This underscores the importance and long-term value of having quality people by your side.

You don't have to be General Motors or Microsoft to make a profit. All you have to do is be reasonably bright, focused, willing to work and then learn how to multiply. Don't be afraid to get someone else out there doing it! This may be harder in some places in the world, but it's easy in America. That part is what makes America unique.

Whatever you set your sights on, if you are the one doing it, you can make a living, perhaps even a good living. However, you want *more* than a good living or you probably wouldn't be reading this book. Get somebody else to do the work, and it's the beginning of a fortune, pure and simple.

Then show someone else how to get rich, show someone else how to earn money, how to sell stuff and how to recruit. You will be amazed just how good this can make you feel. Knowing that you have empowered another person to live his or her own dreams is unlike any other feeling. With the Philosophy of Performance and Productivity, there is a never-ending cycle of benefit and rewards, and there is enough for everyone!

Chapter 3

Working with Others

As you may suspect by now, finding quality people to work with you and for you is a critical aspect of transforming your life and finding prosperity at the same time. There are more steps in this process, and we'll cover one that can dramatically alter the trajectory of your earnings, namely reward and recognition.

Rewarding people for small steps of progress is a key part in your ultimate success. If you are a parent, then you know that you need to reward your children for their successes, why not do it in business? The simple fact is that rewarding people for small, successful steps can make you a fortune.

Here is what I like to call the Wealth Philosophy and it is as follows: be so busy giving others recognition, that you don't really need it for yourself. (Don't worry, you'll be paid back many-fold for your efforts.)

Next take the time to learn the skill of communication. Becoming a skilled communicator is one of the single best investments you can make in yourself. As a skilled communicator, you will be able to communicate your own needs and motivate your employees. Don't underestimate the importance of this one.

Communicating in a business climate can take several different forms and yields differing levels of reward.

1. Training

The first level is training, which is simply showing someone how your business works and how a specific job works. Training is easy. In fact, it is so easy that children can often do it.

2. Teaching

The second level is teaching. This is somewhat more complicated. Teaching is using communication to give others skills of their own. If you are a successful teacher your pupil will walk away with new abilities and skills of their own.

3. Inspire

Then there is the third level of communication and that comes in the form of learning to inspire. In part, this means helping people envision being better than they currently are. This involves getting people to see beyond the confines of where they are now and to imagine where they could be in the future. This is what can change and revolutionize lives.

Interestingly enough, all of this focus on learning how to communicate better with others serves to make you more money. This all ties into the frenetic pace of globalization as well.

Just as you will need more than one skill for the 21st Century workplace, you will likely need more than one language. This comes as a bit of a shock to a nonlinguistic culture, such as the United States. But many people around the world, such as in Europe and Asia, already speak multiple languages. This gives them an edge.

For example, as you read this book, millions of people are currently learning English in China. When I travel to Scandinavian countries, I don't need a translator. This process is already well under way.

Keep this additional fact in mind. I have numerous colleagues who speak three or even four languages and they are making millions in each language as a result. Communication is key in business, and communication is evolving due to technology. Teaching your children multiple languages is one of the greatest gifts you can give them for the future. Learning additional languages isn't impossible. Like so much in life, it is just a matter of mindset and focus.

If you are still not convinced that learning a foreign language is in your best interest and the best interest of your family, consider this. One of the best ways of building a financial wall around your family is to have more than

one skill and more than one language. For example, it is far easier for people to emigrate from one country to the next when they have multiple skills to offer and can offer those skills in multiple languages.

Chapter 4

A Look at the Fundamentals

In school, most people hear the mantra of “stay in school, study hard, get a job and stay out of trouble,” but I was always left wondering, “Is that it?” Of course, the answer is no. There is more to success than following that simple statement and there are more possibilities than that as well.

Remember it is all about your philosophy and your approach. Here is another concept that made me wealthy: profits are better than wages. Now this doesn't mean that you can't have both, as you can. It's just that profits are better than wages. Wages will make you a living, but profits will make you a fortune. The good news is that you don't have to settle for one over the other.

I began by working for profit and fortune on the side. I was working my full time job, but I also was making strides towards making profits as well. I was working full time on my job and part time on my fortune. This is simple, and it's something that anyone can do.

No matter what you are doing in life, it's important that you learn the fundamentals or the foundation of a given job or task. Without this ability, you don't really know what is going on. Making money is not really any different. Let's take a look at the well-proven fundamentals that you need to know in order to make more money.

First of all be suspicious of anyone that says they have a new system for making money or have “new fundamentals.” The odds are that they don't have anything of the kind. The reason is that these fundamentals are time-tested and have been in play for quite some time.

The first thing you need to do is have a personal guidance system of things that you will and will not do, people you will associate with and that you will not associate with, and so on. This guidance system will act as a way for you to stay out of danger and keep on the right side of opportunity.

While this may sound simple, in real life situations it can be rather complicated, just like the real world.

Opportunities may come your way that are less than a stellar match, and you may need to go the other way even if they seem attractive for some reason or another. Danger and opportunity after all usually walk side by side. Being proactive and constantly evaluating new information means that you will be able to distinguish between danger and opportunity.

If you don't think that this dynamic between danger and opportunity is alive and well, just look at the recent history of humanity. Most of the world during our lifetime has been dominated by what can only be deemed as outright tyranny. On one side is liberty and on the other tyranny. These two forces have been in a contest over the last 50 odd years. Finally, liberty won more than its share. We saw the walls fall in Berlin, we saw communism end its run and we saw forces of liberty begin to emerge with new dynamism across the globe.

Maybe it hasn't always been easy or pretty, but it has been progress and substantial progress at that. Now much of the world has liberty. Yet, just 50 years ago, most of the world was experiencing tyranny. Once liberty wakes up and goes to work, tyranny is no match for it.

Under communism, Stalin murdered millions in an attempt to make communism work. The West looked at these events in horror. No wonder Reagan called the Soviet Union an evil empire. Under the Soviet system, the state controlled all the capital and this made them too powerful, far too powerful. Stalin, and others like him, had a free hand to do as they pleased, and the results were often horrifying.

We can see this struggle between liberty and tyranny, light and darkness, at play in other aspects of life as well. A good example of this is in the realm of health. You need to keep your body strong and healthy if you are going to achieve your dreams and your goals. This aspect of success is often overlooked, but it is critical for happiness and success. After all, how can you tackle your dreams and desires if you lack energy or even worse are ill?