

# Personal Leadership Effectiveness™



*Proven Principles To Maximize Your Real Value!*

The logo for AGONLEADERSHIP features the word 'AGONLEADERSHIP' in a gold, serif font. Above and below the text are stylized blue and gold wavy lines that resemble a horizon or a path.

# Personal Leadership Effectiveness™



*Proven Principles To Maximize Your Real Value!*

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**Agon Leadership** specializes in unlocking untapped human potential which unlocks untapped profit potential for organizations and increases quality of life. We serve individuals, non-profits, and for-profit organizations across the United States and Canada. We would be honored to help you achieve greater success in your personal life and organizational work.

The **Personal Leadership Effectiveness** value proposition has helped our clients achieve profitable and rewarding results such as:

- Achieving more personal and professional goals
- Living a more-balanced, integrated, and fulfilling life
- Having a plan and executing it
- Breaking down organizational silos
- Increasing staff engagement
- Enhancing staff retention
- Building high performance teams



If the **PLE Principles** shared within this complimentary eBook resonate with you, our Leadership Team would appreciate the opportunity to share with you several meaningful engagement options.

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# ***Personal Leadership Effectiveness™***

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## Brief Overview

This ***Personal Leadership Effectiveness***<sup>™</sup> eBook will provide you with simple, practical, and useful ideas, as well as “*proven principles*” that can be applied immediately in your personal life and work life.

- ▶ ***From a personal perspective***...the insights shared will enhance your ***Personal Leadership Effectiveness*** so you can live a life of success and significance. Most importantly, you will learn how you can become a positive influence upon the relationships you touch and impact.
- ▶ ***From a professional perspective***...the insights shared will help enhance your ***Personal Leadership Effectiveness*** so you can maximize your overall performance, productivity, team efficiency and bottom line results.

Since 1996, the ideas and principles shared within this eBook have been researched, developed and published by Dr. Ron Jenson and Future Achievement International<sup>®</sup>.

- ▶ Dr. Ron Jenson is a respected author of several books including, *Achieving Authentic Success*<sup>®</sup>. Dr. Jenson is recognized world-wide as a thought-leader on the subject of ***Personal Leadership Effectiveness***.
- ▶ Future Achievement International helps organizations optimize their overall culture, talent acquisition, employee development and retention initiatives by providing its proprietary “*character-based*” Human Capital Solutions.

## Maximizing Your Personal Leadership Effectiveness

Outlined below are a few personal and professional benefits that you will receive as you begin to read, study and apply the proven principles shared within this eBook.

*You will learn how to:*

- ✓ Change habits and your personal discipline.
- ✓ Build a strong self-image.
- ✓ Deal with fears, problems, and other difficulties.
- ✓ Live a value-driven lifestyle at home and at work.
- ✓ Build a sense of personal mission & purpose for your life.
- ✓ Develop personal balance in attitudes, priorities and goals.
- ✓ Listen, confront, empathize, and coach.
- ✓ Live a character-based lifestyle.
- ✓ Make mid-course corrections and handle constant change.
- ✓ Stay focused and not quit on the important issues.



### Introduction

As you begin this journey you will discover ten foundational character-based principles known worldwide as the MAXIMIZERS™ principles, which provide for a “Life\*Time Operating System” to help enhance your **Personal Leadership Effectiveness**.



It is very important to first understand that each of us has our definition of success. We may not be able to articulate it or write it down, but we are *always* trying to succeed at something. That “something,” whatever it is, drives our thoughts, feelings and actions.

We are constantly focused on what we want to accomplish whether we realize it or not. Our concept of success has been developed and conditioned over the years by the media, family upbringing, peers and various life experiences. The net effect can be either positive or negative.

Therefore, take a moment to reflect on these questions:

- What are you trying to accomplish?
- How will you know if you have succeeded once you “get there”?
- Can you *ever* “get there,” or is it all just a process?

The net result of your definition of success will have a direct correlation to your overall ***Personal Leadership Effectiveness***. The reality is that we all are motivated to achieve success. We simply need to be sure we define what “success” is or someone else will do it for us.

### **How Are You Defining Success?**

***Power?*** Is power the secret to success? Hitler had a lot of power, but calling him a success would be to condone his actions! Think about the many stories the business media and Wall Street provides around the importance of power. There are countless “successful” people with enormous power, and yet they suffer from broken marriages, failed relationships and ruined reputations. The common philosophy is that if you’re going to succeed professionally, then you have to forfeit success in other areas of life. Simply stated, this is nonsense!

***Prosperity?*** Materialism is a major problem today. Yet, possessing things and having money aren’t wrong. It is only when we become preoccupied with those things that we begin to miss the true purpose and meaning of life.

**Position?** Some people say that position defines success. There have been many notable people who achieved influential positions in business, government, faith-based institutions, politics and entertainment, whose lifestyles were later exposed for doing things that were not considered appropriate.

**Prestige?** Being known and recognized is a heady feeling. Many people who have prestige can tell you that prestige can be very fleeting. How many actors, sports celebrities and politicians have we seen over the years gain instant prestige and just as quickly fall into obscurity? Prestige certainly is no guarantee of success. In fact, those who are known and recognized often receive an equal or even greater amount of attention when they fall.

**Pleasure?** “The rule of life is to make business a pleasure, and pleasure our *only* business,” said Aaron Burr. Though spoken long ago, this aptly conveys the rampant attitude of pleasure seeking today. Widespread as this desire for pleasure is, and as well documented in our day and age in particular books such as *Through the Culture of Narcissism*, there is nothing new about it

Aristippus (435–356 B.C.), whose motto “Eat, drink, and be merry, for tomorrow you die” is also describing the pleasure seekers of the new millennium. There are many people that make a god out of pleasure. Building a life around self-focused pleasure is simply not satisfying in the long run.

Hopefully, you can easily see the potential problem. People that put all their focus and energy in accomplishing only these 5 major areas (*Power, Prosperity, Position, Prestige and Pleasure*) probably won’t have a life that leads to sustainable personal and professional success or, most importantly, significance.

To be fair, the five P's don't always result in personal devastation. In fact, they are neither good nor bad in themselves. But their use or abuse absolutely determines the outcome of a person's life. We don't want to discourage you from enjoying the rewards of your hard work. We want to encourage you to leverage those rewards for the good of others and yourself.

So the key questions are: "What is your concept of success?" "Have you deliberately developed one, or has yours simply evolved through the influence of others and the culture around you?" "And, is it the *right* concept of success?"

### **The Importance of Building Success in All Areas of Your Life**

Any success you attain must be holistic success. It must be balanced, integrated success. It should be in harmony with who you are. If you succeed in work and yet fail in personal relationships, you haven't succeeded. And if you accomplish great things, but live miserably in the process, then you haven't succeeded. Only a life rooted in *real and lasting values* is successful.

Think about it for a moment. You are a whole person. You have emotional, mental, physical, spiritual, and relational sides to your being. Beyond that, you have responsibilities in various realms: work, family, community, etc. Each of these areas has sub-responsibilities.

They are all interrelated. You cannot afford to succeed in your finances and yet fail in your marriage. You cannot achieve levels of excellence in your organization and yet burn out physically and emotionally. You must be winning in all vital areas to be successful. You may be thinking, "But, you can't have it all!" Oh, yes you can! You were *meant* to have it all. The key is having it all *correctly*.

Now, if you're an employee for an organization, this idea of holistic success might make you a little nervous. After all, you might be thinking that if you give attention to your personal life, family and community then maybe your organization's performance, productivity, team efficiency and bottom line results will be adversely impacted by your lack of constant attention.

That won't be true if you properly balance your personal life and work life!

Quality employers realize that a well-managed life produces a well-managed person. Happy and growing people are more productive and healthy, which ultimately leads to them having a better understanding of their overall **Personal Leadership Effectiveness** at work.

Daniel Goleman has written in his work, *Primal Leadership*, "Managing for financial results begins with the person managing his or her inner life so that the right emotional and behavioral chain reaction occurs. Managing one's inner life is not easy. For many of us, it's our most difficult challenge."

Mr. Goleman goes on to say that it is all about personal and interpersonal skills, or to put it another way, personal leadership and character development. Our goal is to help you with such skills as you refine, clarify, and articulate a definition of success that is in harmony with the real *you* and will allow you to lead a balanced, fulfilled, productive and significant life.

If you learn to focus your view of success as you develop your personal and professional life, and strive to give your best in your home life, your workplace and your community, you will find that you will automatically reap the many benefits of success at work and at home. The big win is that you will be more productive, impactful, happy, engaged and fulfilled.

## **Valuable Insight...**

When you get your personal and professional life in proper balance you will get the most out of yourself and the most out of those around you. Remember, you'll never be able to adequately lead others until you can lead yourself. If you are responsible to lead others at your place of work, your opportunity for providing positive influence and impact is significant.

Your definition of success is in your hands and attainable. However, individual success is based on the way you manage your overall **Personal Leadership Effectiveness**, which will only be as good as the principles upon which you build your life.

Therefore, pursue *truth*. By that we mean universal truths. More and more the norm today is to elevate a *relativistic* mindset in which no absolutes exist.

### ***Absolute Universal Principles Exist!***

Just as physical laws govern the physical universe, so universal principles govern human existence. If these “laws” are violated, inevitable repercussions result. These principles are abiding truths: universal, absolute and non-negotiable. They are as dependable as the law of gravity.

We may not understand them or buy into them, but that doesn't invalidate them. They simply won't move; they are firm. Our choice is either to discover and fully embrace them and thereby succeed as we are meant to, or to ignore them and fail without ever knowing why.

If you want to succeed in life, you must passionately pursue the discovery of truth and know how to apply that truth to your life appropriately as you work toward ***Maximizing your Personal Leadership Effectiveness***.

## ***Enhancing Your Personal Leadership Effectiveness***

It is important to understand that your ***Personal Leadership Effectiveness*** consists of your **Attitudes**, **Beliefs** and **Commitments**, things over which you alone have ultimate control.

When you get those **Attitudes**, **Beliefs** and **Commitments** working for you the way they are supposed to be working for you, then you are on your way to achieving greater success and significance both personally and professionally.

Your first assignment is to familiarize yourself with the ten core **Character Competencies** known worldwide as the MAXIMIZERS™ Principles. Each of these core principles is foundational to your **Attitudes**, **Beliefs** and **Commitments** and your overall ***Personal Leadership Effectiveness***.



## The MAXIMIZERS Principles

Notice that each of the ten principles begins with one of the letters in the word MAXIMIZERS. Each principle will help you begin transforming your life personally and professionally.

**M**ake Things Happen

**A**chieve Personal Significance

**X**-Out the Negatives

**I**nternalize Right Principles

**M**arch to a Mission

**I**ntegrate All of Life

**Z**ero-In on Caring for People

**E**nergize Internally

**R**ealign Rigorously

**S**tay the Course



## Foundational Framework (ABCs)

Outlined on the next page you will find a foundational framework for the MAXIMIZERS referred to as the ABCs, or the basic areas that govern your personal and professional success. These are the basic building blocks for creating a life of maximum impact and significance.



Let's take a brief look at how the ten MAXIMIZERS Principles fit into the three categories of **Attitudes**, **Beliefs** and **Commitments**.

**Attitudes – Develop a Winning Attitude.**

**M**ake Things Happen

**A**chieve Personal Significance

**X**-Out the Negatives

**Beliefs – Clarify and Live Out My Core Beliefs.**

**I**nternalize Right Principles

**M**arch to a Mission

**Commitments – Make and Keep Significant Commitments to Myself and Others.**

**I**ntegrate All of Life

**Z**ero-In on Caring for People

**E**nergize Internally

**R**ealign Rigorously

**S**tay the Course



## Our Attitudes, Beliefs and Commitments

Let's take a closer look at what we are referring to when we talk about **Attitudes, Beliefs** and **Commitments**.

- **Attitudes** are described as the pattern of emotions and actions that indicate a person's mental state and disposition. To achieve authentic success in this area of our life we learn to take responsibility for our future, work from our strengths while shoring up our weaknesses and focus on the positive by developing an attitude of gratitude.
- **Beliefs** are described as the mental framework upon which a person forms opinions, judgments and acceptance of what is true. Critical to *authentic success* in this area is to know and understand what you value, what you believe and what core principles govern your life.
  - ▶ Values reflect what is important to you at any given time.
  - ▶ Principles are deeply ingrained ways of thinking and encountering the world around you.

A person typically views the world around them through the lens of their operative life principles. Beliefs are very personal opinions and judgments that we have made about what's true and not true about any number of issues. We all hold certain religious, political and cultural beliefs that might differ and greatly contribute to what we believe to be true.

We formulate beliefs about things that are not formulaic or cannot be empirically proven. Understanding what you believe and how those uniquely arrived at beliefs govern your actions and shape your character is critical to your growth personally and professionally.

 **Commitments** are described as the mental framework in which a person makes choices to act in a certain and consistent manner that is aligned with their attitudes and beliefs.

The reason for this is that all of the fortitude and right intentions, all of the skill, aptitude, learning and all of the internal work of discerning values, beliefs and principles are not enough to create authentic success in your life.

For genuine success, personally and professionally, there have to be other important qualities operating in tandem with the rest. This is why regular and disciplined decisions to act in a certain way are critical to ***Maximizing your Personal Leadership Effectiveness.***



## ***Maximizing Your Personal Leadership Effectiveness...***

First, commit to maintaining balance in your life. Life is multi-faceted. Any time we go off in one direction to the neglect of others we are inviting trouble. If you are all about work and neglect your family, there will eventually be a price to pay.

Secondly, if you are like most people you have a genuine concern for other people. It is very important to realize that the people around you don't care how much you know until they know how much you care about them. The people around you need to see in you those character qualities that you want them to emulate.

And thirdly, if you are in a leadership role, all that knowledge, growth and skill won't be worth a hill-of-beans unless you, as a leader, are able to make necessary mid-course adjustments and stay the course on the issues that matter the most to the vision, mission, and success of the organization. Your ***Personal Leadership Effectiveness*** requires commitment in all of these areas over the long haul.

Research shows that authentic leaders that excel do so because they have achieved mastery in most, if not all, of these areas. An authentic leader is someone others want to follow because they see in that leader those attributes that inspire confidence and assurance in what the future holds.

True authentic leaders work hard developing and integrating into their lives the highest and best ***Attitudes, Beliefs and Commitments*** so that others might be inspired to emulate them. Your overall impact and contribution as a leader will be largely determined by your ***Attitudes, Beliefs and Commitments!***

The motivation for *enhancing our **Personal Leadership Effectiveness*** naturally goes beyond simply moving up the ladder of success. It starts with believing in a core set of principles and living out those principles because it is simply the right thing to do.

If you happen to have people working for you, they deserve nothing less. Exceptional people and leaders are passionate about doing what it takes to create meaningful change in their lives, both personally and professionally.

*Authentic success* is a process of daily commitments to keep and maintain a positive can-do attitude in combination with solid beliefs and the commitment to finish well and strong. The MAXIMIZERS Principles are providing thousands of people around the world with a *Life\*Time Operating System™* that they use as a roadmap to achieve their goals and objectives, both personally and professionally.

Let's begin to unpack and discover just how the MAXIMIZERS Principles can help to enhance your overall **Personal Leadership Effectiveness**.



## Attitude Principles (3)

# MAKE THINGS HAPPEN



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*Focus on those things you can change, not the things you can't. Victim or victor, which are you? Be proactive, not reactive! Learn to build good habits.*

You've probably heard the old adage: The highway to hell is paved with good intentions. Never mind your opinion on the issue of heaven and hell; for the sake of our discussion let's say that "hell" is the junkyard of your good intentions that never got out of the garage, let alone down the highway of purposeful intention.

The world is filled with smart people, geniuses, creative people, skillful people with great ideas and people with really good intentions. What is much rarer is the person who takes an idea, a dream or a project and *sees it through* to its fulfillment.

We were born to be creative. We have all been put on this earth to bring our unique passions, experiences and gifts to bear for our families, friends, workplaces, faith-based affiliations, schools and the culture at-large. If we hope to maximize our **Personal Leadership Effectiveness** personally and professionally, then we'd better learn the importance of each of these MAXIMIZERS Principles.

The **Make Things Happen** principle addresses self-discipline. It involves “the ability to regulate conduct by principle and judgment rather than impulses, desires or social norms.”

Dr. Jenson states: *“To succeed, one must take responsibility for one’s own life and be prepared to change if necessary. Cultures everywhere have become nations of victims, blaming anything they can think of for their existing problems.”*

There are disciplines built into your daily routine. You work hard to get what you want; you focus on the things you can control rather than on the results over which you have limited control.

**Make Things Happen** is not so much about working harder as it is about working smarter. It’s about creating and establishing better *habits*.

What are your **HABITs**? Do you:

- **H**ave a plan
- **A**ttach pain and pleasure
- **B**uild accountability
- **I**nternalize truth
- **T**rain consistently

If you want to bring about change personally or organizationally you must develop good **HABITs**. If you just work harder and harder doing the same things repeatedly, without dealing with the roadblocks and blind spots, they will simply trip you up more frequently and more intensely.

## Valuable Insight...

Simply stated...if you want different results you will have to develop different **HABITs**. If you want to get off the highway paved with good intentions and no action, then develop some new disciplines and new habits into your life that will enable you to successfully lead for change in your personal and professional life.

If you want success, personally and professionally, then become more proactive and take initiative to **Make Things Happen**. It is one thing to know what the best course of action is and to want to take that course, but it is another thing entirely to have the work ethic, focus and discipline to make those intentions and desires a reality.

Successful people and leaders that have built the best habits and practices into their lives have realized:

- Living a life with intentions *only* is a recipe for failure.
- Living a life with the ability to convert intentions into results is one of the secrets for *authentic success*.

Remember to take the time to reflect upon this very important life principle. Let's continue to explore the other nine MAXIMIZERS Principles as you begin **Maximizing your Personal Leadership Effectiveness**.



# ACHIEVE PERSONAL SIGNIFICANCE



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*Discover the secrets to handling your soft spots. Develop a strong self-concept by embracing your strengths and dealing appropriately with your weaknesses.*

Most everyone on earth wants to be appreciated, valued and respected. And many of us have a passion to contribute to something that makes a significant impact on our world. Becoming an empowered individual that realizes *authentic success* in your life means that you recognize at least these three things about yourself:

- **You** are unique.
- **You** have a destiny to fulfill.
- **You** *can* make a difference.

Dr. Jenson, the author of the ground-breaking personal leadership book *Achieving Authentic Success*®, wrote:

*“The average person in a civilized society uses only 7-10 percent of their human capacity in their entire lifetime. Why? They don’t appreciate their capabilities and/or don’t know how to navigate their own weaknesses and soft spots. What about you?”*

If you want to **Achieve Personal Significance** you need to build on your strengths, minimize the effects of your weaknesses and commit to increasing your capacity for maximizing your overall **Personal Leadership Effectiveness**. To accomplish this you first have to discover what strengths you actually possess.

The best way to improve upon your weaknesses is by applying these three steps:

- ✓ Admit your weaknesses.
- ✓ Look for opportunities to grow.
- ✓ Keep adjusting.



[MERIT Profile Video](#)  
*(Hold Ctrl key and click link to open in a new browser window)*

Once you have employed the MERIT profile to assess your Character and Behavior strengths and weaknesses, you will be able to improve your overall **Personal Leadership Effectiveness** personally and professionally. Before long you will be utilizing your strengths in all key areas of your life. It is of equal or greater importance to understand your weaknesses as it is to build on your Character strengths.

The better you accept and understand your weaknesses, the less hindered or constrained you will feel, and the more you will be inclined to improve in the areas you need to strengthen. Just remember, don't neglect your soft spots (weaknesses).

When you discover an area where you need attention and growth, address it to the best of your ability. Admit your weaknesses, seek opportunities to grow, find a trusted accountability partner, keep adjusting and always learn from your experiences.

## *Valuable Insight...*

The genuine desire to achieve something significant in the world is worthy and noble. Most of us would like to leave our mark on the world in some way, but it's not going to happen by us sitting around and wishing it was so. High-achievers are people who diligently examine their strengths, their passions, their life experiences and their gifts to determine the alignment of their personal giftedness with the needs of their communities and the world at-large.

The pathway of **Personal Leadership Effectiveness** goes right through your unique **Passions, Experiences, and Gifts (talents)**, or what we refer to as your **PEG**. When you are truly living out of your personal **PEG** the people and the world that you influence will be greatly improved and enriched.

When you understand your uniqueness and begin to operate out of your **PEG** you stop being frustrated with the things that devour your time and waste your best energies. When you begin to flow through life with personal goals for success and significance you are more focused, you are more fulfilled and you are energized by what you are doing instead of being drained.

The key to **Achieve Personal Significance** is to realize **when you need to** re-fuel, revive and relax, knowing all the while that the greater work for your life is right there waiting and it won't be accomplished unless you do it.

That's how important your work is and that's how unique it is to you. *Just remember, you are unique and can make a positive difference upon your personal and professional relationships!*

# X-OUT THE NEGATIVES



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*Have you ever had a bad day? Bad week? Bad month? Bad year? It is important to learn to develop the right perspective toward problems, life, people, time, and your self-image. Remember...your attitude determines your altitude in life.*

Our negative attitudes, thoughts and emotions can cause us to live well below our abilities and keep us from achieving great things. Life has a way, if we are not careful and diligent, of bringing us into a form of bondage where our attitudes and thoughts hold us in the vise-like grip of ineffectiveness, frustration and even depression. When this occurs, the consequences for our productivity and our ability to rise to a level of personal excellence can be disastrous.

Let's admit it right here, we are all going to have negative, hurtful things happen to us. That is life. We all struggle. We all have difficult times. One of the major secrets to **Maximizing your Personal Leadership Effectiveness** is in the way we learn to deal with challenging and negative situations.

Some people seem to be reservoirs of negativity. They are filled with an endless stream of criticism, discouragement, rumors and innuendos all intended to keep trouble stirred up. When this type of person enters into your life you must find a way to filter out their negativity to avoid being pulled down and having the joy ripped from your life. If you don't you risk becoming infected and then spreading the same disease.

## Negativity Must Be Erased.

You'll notice that almost every pencil has an eraser. It's there for a reason. It may be to erase a writing mistake or to erase a mistake made while drawing a picture. In a true sense the eraser is there to x-out the negative result and allow for the creation of a positive and successful result.



Every human being has an “eraser.” It is our free will to erase certain mistakes or bad attitudes that we are carrying around. We can choose to allow the negative stuff of life to cause us fear, anxiety, and discouragement. Or we can choose to **X-Out the Negatives** in life and focus on the things and people that are positive, affirming and encouraging.

**The point of the simple analogy above is to know you have the choice to “erase” what you want so you can recreate and improve your personal and professional circumstances.**

If you can learn and apply the simple **ABC's of X-Out the Negatives** (outlined below), you will have great success in diminishing the influence of negative experiences upon your life and your **Personal Leadership Effectiveness**.

### **Accept Problems - Don't deny them.**

- Learn from your mistakes.
- Choose to be positive in all circumstances.
- Take risks.



## **Believe the Best**

- Right view toward yourself – **Affirming**.
- Right view toward life - **Thankful**.
- Right view toward other people – **Building up**.

## **Cast Off the Negatives**

- Reject your fears.
- Root out doubt.
- Realize the possibilities.

The logo for 'Maximizers' is written in a stylized, golden, 3D font. The word 'Max' is on the top line, 'imiz' is on the second line, and 'ers' is on the third line. The letters are interconnected and have a metallic sheen.

The American author Joseph Campbell said: *“Our experiences push us to new levels and create numerous opportunities for each of us to grow. We must be willing to get rid of the life we've planned, so as to have the life that is waiting for us.”*

In order to maximize your **Personal Leadership Effectiveness**, it is critical to learn to **X-Out the Negatives** and recognize the opportunities for growth and advancement that are all around you.

Isaac Singer, writer and philosopher, once said, *“If you keep saying things are going to be bad, you have a good chance of becoming a prophet.”*

### **Valuable Insight:**

Do not allow yourself to be pessimistic. Pessimism can be detrimental at the least and deadly at most. Think of the productivity that is lost by employees who possess pessimistic attitudes.

Do not allow yourself to become negative. Negativism can be a major roadblock on the path to personal or professional success. A negative attitude or outlook takes a vast amount of energy to keep up. It keeps you from using that energy to foster change, encourage others and move in a forward direction.

When people let pessimism or negativism take over not only are their tasks done less confidently, but also many innovations never take place because of their negative mindset. Moreover, the toll on relationships that comes out of pessimism and negative attitudes is enormous.

All you can control is how you react to a situation or circumstance. Often the negative stuff that happens to you is within your control and you will have to determine how best to resolve it and turn it around for good. Choose to be optimistic. Believe the best about people and situations. Bring a positive attitude with you wherever you go. Still be a critical thinker, but with a positive attitude.

That is sound instruction for enhancing your **Personal Leadership Effectiveness**. Dr. Jenson states: *“It’s not that we struggle or face difficult times, but rather what we can learn through the process that will advance our goals in life, personally and professionally.*

Albert Einstein said: *“Out of clutter, find simplicity. From discord, find harmony. In the middle of difficulty lies opportunity.”*

## Belief Principles (2)

# INTERNALIZE RIGHT PRINCIPLES

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*Can you articulate your values? Are you building them into all areas of your life? What are the principles that guide your personal and professional life? Learn to define your guiding principles and live in the light of them.*

This is a critical principle to take time and reflect upon. Let's consider something that we are all familiar with, the computer.

Computers are wonderful tools, but for the average person to be able to utilize a computer successfully and smoothly that computer must have an expertly developed "operating system." You might remember the computer operating system known as Windows Vista that was released by Microsoft around 2007.

If you are a PC user and had become used to the previous operating system, Windows XP, then you were mostly frustrated by the newly released Vista operating system. The problem was in the fact that it was so different and so much more cumbersome to operate.

The PC user navigating the new operating system had to **internalize all sorts of new principles** and adapt. In effect they had to adopt new principles and values about computer usage to achieve success with the new Vista operating system.

When we talk about **Internalize Right Principles**, we are really talking about our own personal “operating system.” Specifically within this chapter we are talking about the content that makes our operating system function so we can begin to maximize our overall **Personal Leadership Effectiveness**.

People and computers are really very similar when it comes to an operating system. A computer’s internal operating system is going to function in the ways that the programmers design it to function with the existing hardware capabilities. As a human being we also have existing hardware capabilities and a programmable internal operating system.

Each person has a certain Behavioral Style that is primarily built through nature and nurture, which has become hardwired to a large degree since childhood. Our character becomes developed (programmed) as we gain knowledge, skills and experience the storing of certain data around our **Attitudes, Beliefs and Commitments**. These then become ingrained as part of our core operating system.

The primary repositories of this data in us are our values and our principles.

- A **value** is something that reflects what is important to you at a point in time. It is subject to change as your perception changes, your life experiences shift and your self-awareness increases.
- A **principle** is absolute. It is true in every circumstance. Every principle is value-driven. For instance a person might say that they have “education” as a value, especially if they are pursuing a graduate degree at the time they make that assertion.

But this becomes a life principle when that same person asserts that. “I am committed to being a life-long learner.” The implication of that principle is that the majority of life experiences are learning and teaching experiences.

If you are going to live a life of integrity on the pathway to enhancing your **Personal Leadership Effectiveness** you need to have a keen understanding of your core values and your life principles. This is very important work. Remember that not all principles are right principles.

If you truly desire to *achieve authentic success* and **Internalize Right Principles** it is very important to:

- **V**erify your own values.
- **A**rticulate your universal principles.
- **L**earn the proper perspective on issues.
- **U**npack right values through actions.
- **E**valuate your personal growth.
- **S**hare your values and principles with others.



### ***Valuable Insight:***

The input determines the output. When we establish strong values and develop a solid set of worthy life principles, we are on the pathway toward maximizing our ***Personal Leadership Effectiveness***.

The higher the quality of the data we input, the higher the quality of the leadership capacity that we will output. When we put great things in our system we operate at higher levels.

We achieve more when we live an empowered and authentic life that is grounded in our well-defined values and life principles. The values and principles that reside in us at a core level come out of us in a practical and genuine way when we are living as women and men of integrity.

We move a long way towards manifesting our own destinies when we understand our core values and life principles and utilize them wisely in governing our day-to-day decisions.

When you take time out to relax, be sure to reflect upon and be certain that you are very familiar with your “life operating system.” Is it functioning at optimum speed and performance?

Perhaps you’ve had a virus infect your computer at some time in the past. You know how frustrating that can be and how little you are able to accomplish when your computer is “down.” But when your computer is up and running at full speed you can accomplish much.

Your “life operating system” is no different. At times it will go down and need maintenance to improve your overall efficiency. It may be as minor as needing to re-charge your batteries or it may be as serious as needing a complete “life operating system” overhaul.



Remember, if you want to maximize your **Personal Leadership Effectiveness** in every area of your life then formulate right principles, know what those principles are and infuse them into your personal DNA so that they are like the computer programmer’s written code on the software of your life.

Are there any viruses, unhealthy values or bad habits that need rooted out of your life?

Max  
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# MARCH TO A MISSION



Personal Leadership Effectiveness™

*Life is like a race. It is like a vapor, gone so soon without a trace. How will you spend your vapor? Are you sold out to your mission? Do you pour your entire heart into it? Run the race to WIN!*

The well-known Herr Doktor and holocaust survivor Victor Frankl once said: *“More and more people today have the means to live but no meaning to live for.”*

What about us? Can we clearly articulate our life’s mission and purpose, personally and professionally? It is easy to be a drifter, one who goes from one thing to the next. **March to a Mission** means living with a sense of destiny, passion, and excitement. The language conjures up a sense of militaristic discipline. Marching implies learned behavior, discipline, practice, intention and even cooperation with others who are like-minded.

Mission implies having a distinct purpose for living. It is your motivation for getting out of bed every morning. Your mission is the thing that you would do every day even if you aren’t getting paid for it. That’s how important it has to be to you.

Do you have any idea what your mission in life is? Sadly, our families, schools and other institutions don’t really encourage us to think about our life’s mission and purpose. Mostly they condition us to think about survival, making money and chasing the American Dream, or whatever is left of it.

In the end most people find that to be unsatisfactory. Which is exactly what Victor Frankl was referring to in the quote on the previous page, “...*the means to live, but no meaning to live for.*”

Dr. Ron Jenson challenges us with these words:

*“We are to run the race of life to win. What is the race you are running? Do you know your mission? Have you written it down? Are you living in light of it?”*

### **There are four things you must do if you are going to March to a Mission:**

-  **Find your Purpose** - Why do you exist? What is your Purpose for living? Start to develop a “life mission” statement so you can begin to articulate the reason(s) you exist.
-  **Have a Vision** - How will the world be different because you exist? How will your family, organization and community be changed because of the way you are living out your life mission daily?

“Vision” is having a picture of a reality that does not yet exist, but living as if it already does. Visionaries are people who live in the light of a future unrealized reality. Mission and Vision are really inseparable.

-  **Discover which Roles you will play** - In light of your Purpose and Vision what Roles will you play? What Roles do you already play? How compatible are your current Roles with what you will need to take on in light of your life mission?

This step will require a great deal of self-awareness and soul-searching. A person may actually discover in this process that their current life roles, personally and professionally, are way out of line with their newly established Purpose and Vision.

 **Develop Goals for forward progress** – Having established your Purpose, Vision and Roles what goals will facilitate steady movement toward that life mission and vision with impact and success? Keep these four attributes in mind when developing goals:

-  **Achievable** - Ensure that the goal is obtainable with the time and resources available to you.
-  **Inspiring** - The goal should inspire you, motivate you, and provide you with drive and a sense of urgency.
-  **Measured** - Make sure the outcome of the goal is measurable. How will you know when you have achieved it?
-  **Shared** - For accountability share the goal with someone else. Opportunities and resources might flow your way because you shared your life mission and goals.

**Marching to a Mission** is absolutely essential to maximizing your overall **Personal Leadership Effectiveness**. All effective leaders operate from a sense of mission on both a personal and professional level.

Many people's greatest joy and fulfillment comes from serving and helping others. To do this well and in a sincere way, it must come from that authentic place of purpose that is within each of us.

## **Valuable Insight:**

What brings you great joy in your personal and professional life? What always moves you to tears when relating with other people? What makes your heart sing and your spirit dance?

When you can begin to answer these questions then you will know that you are beginning to **March to a Mission**, not just any mission but the right one for you. The reason for this is that when you live with Purpose, Vision, Role, and Goals you learn how to say yes to the things that align with these things and no to those that don't. The activities that do not serve your greater mission are simply not worth your marching energies.

As you are developing your **Personal Leadership Effectiveness** by learning to **March to a Mission** keep these four skills closely in mind:

- ▶ **See Your Purpose Clearly** – You can't win a race unless you know where the finish line is.
- ▶ **Want Your Purpose Desperately** – How deeply do you desire your mission?
- ▶ **Accomplish Your Purpose Wholeheartedly** – Be committed to moving ahead.
- ▶ **Follow Your Purpose faithfully** – Stick with your purpose regardless of whether things are up or down.

*You measure the size of an accomplishment by the obstacles you have to overcome to reach your goals. ~ Booker T. Washington*

## Commitment Principles (5)

# INTEGRATE ALL OF LIFE



Personal Leadership Effectiveness™

*Most lives and schedules are full, yet most people feel unfulfilled. Are you balancing and integrating the primary key areas of your life?*

On June 15, 2012 Nik Wallenda walked a tightrope 1800 feet across Horseshoe Falls in Niagara Falls, Ontario, Canada. This feat of skill, courage and balance is amazing to consider.

“Balance” is a key concept when we consider how to **Integrate All of Life**. Dr. Jenson says: *“Our lives are filled and yet we are unfulfilled. We should cherish each day and experience every moment to its fullest. In order to do this we need to balance our activities and integrate our priorities.”*

Here is a key question to wrestle with. Can you truly say with confidence, “I have all the areas of my life prioritized, integrated and in-balance?” We have found that most of the time people do well to keep one or two life areas running smoothly in their lives and that the other key areas suffer from a level of neglect.

Just to be clear on what the primary areas of responsibility in life are let’s list them. There are seven key areas:

**F**amily...**F**irm (Career)...**F**itness...**F**aith

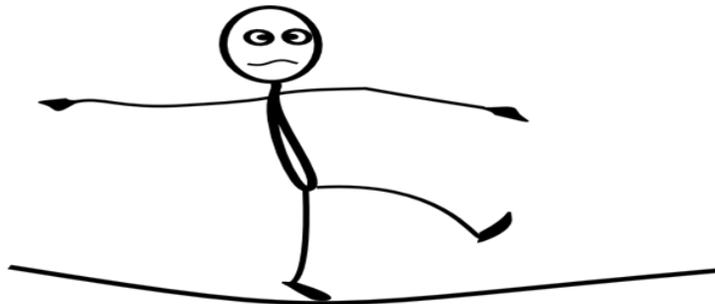
**F**riendships...**F**inance...**F**un



Let's go back to the example of Nik Wallenda tightrope-walking over Niagara Falls in an effort to understand this balancing act of life. For a tightrope walker to maintain balance on a thin wire, with nothing but a large extended pole for balance, one thing in particular must be happening.

Very simply stated it is this: Every muscle in Mr. Wallenda's body, from the top of his head to the bottom of his feet, must be trained and focused on the same activity, balancing. This is the secret of being "integrated."

When something, especially a person, is "integrated" all the parts are working harmoniously and in agreement with each other. So then by integrating every muscle group in his body Mr. Wallenda was able to keep his balance while walking on a thin wire across Niagara Falls.



How do people striving to maximize their **Personal Leadership Effectiveness** achieve authentic success by **Integrating All of Life** so that they can maintain balance on the tightrope of life?

We're glad you asked.

## **Valuable Insight:**

Here are three important keys to finding and maintaining the balance necessary to **Integrate All of Life:**

- **Balance **Priorities** - Professional and Personal**
  - Rule your impulses.
  - Reorder your priorities.
  - Readjust your schedule.
  
- **Balance **Attitudes** - Structure and Spontaneity**
  - Tighten goals and loosen plans.
  - Think process, not just product.
  - Treat interruptions as guests. Respond, don't react.
  
- **Balance **Goals** - Results and Relationships**
  - List your goals.
  - Listen to your intuition and logic.
  - Love people, use things.

Putting together the puzzle of life and living life successfully is attainable when we understand the seven areas of life, understand what we want to achieve in each of those areas and then follow the formula for *achieving authentic success* regarding this important MAXIMIZERS Principle.



Balance is achieved when all areas of life are trained, engaged and working integrally for the purpose of **Integrating All of Life**. It might seem like you would be busier than ever if you are attempting to **Integrate All of Life**, but actually just the opposite occurs.



When you are balancing life and integrating all the pieces you are more attuned to what pieces don't fit the personal puzzle of your life.

The better you become at integrating the seven key areas of your life the better you will become at saying, "No."

Also, when your life is balanced your mind, spirit and body tell you when you need to slow down, stop and just get away for a while.

The **Integrate All of Life** principle is foundational to maximizing your overall **Personal Leadership Effectiveness**.

Hear these words of wisdom spoken by an 85-year old woman from the hill country of Eastern Kentucky:

*If I had my life to live over again I would dare to make more mistakes next time. I would relax. I would be sillier. I would take fewer things seriously. I would eat more ice cream and less beans. I would perhaps have more actual troubles but fewer imaginary ones. You see, I'm one of those people who lived seriously and sanely hour after hour, day after day. I've been one of those persons who never went any place without a thermometer, a hot water bottle, a raincoat and a parachute. If I had to do it all over again I'd travel lighter.*

# ZERO-IN ON CARING FOR PEOPLE

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Personal Leadership Effectiveness™

*It is critical to have meaningful relationships if you are going to achieve authentic success. The key ingredient is UNITY. Be committed to learning the necessary skills that will help build life-long quality relationships.*

Maximizing your **Personal Leadership Effectiveness** is impossible without excellent relationship skills. This ability to relate well with others is often referred to as Emotional Intelligence in the modern school of Human Resource Management and development.

One axiom that gets at the heart and soul of Emotional Intelligence, which was briefly mentioned in the earlier pages of this eBook but worth repeating, is this: ***People don't care how much you know unless they know how much you care.***

If you are going to **Zero-In on Caring for People** then you have to approach others with a spirit of harmony and unity. The words, "I'm sorry, will you forgive me?" are very powerful, personally and professionally. The key is to be *genuine and sincere*.

Another important key is to not only seek forgiveness from others. There are times in life we must forgive *ourselves* for a past mistake or failure and move on. We all make our share of mistakes.

If you have the desire to effectively communicate, motivate, lead and develop other people then you'd better master this particular MAXIMIZERS Principle. Let's explore what we mean by the acrostic **UNITY**.

UNITY is an acrostic we use to describe the necessary steps for building effective relationships, whether it is on a personal or a professional level. UNITY does not mean union (everyone being in the same group). It does not mean unanimity (everyone agreeing on everything). And it does not mean uniformity (everyone acting and looking the same).

UNITY is more about oneness of spirit, mutual respect and honor. Most importantly it is about authentically caring for those relationships that you interact and engage with: family, professional associates and various friendships.



This is one of the **most important** principles to master as you grow in your ***Personal Leadership Effectiveness***. The UNITY acrostic outlined below is the key to **Zeroing-In on Caring for People**:

- **Uplift One Another** - Build one another up.
- **Need One Another** - Develop a healthy interdependence.
- **Intimately Relate to One Another** - Connecting at a deep genuine level.
- **Trust One Another** - Believe the best in people.
- **Yield to One Another** - Consider others more than yourself.

One of the best ways to enhance your **Personal Leadership Effectiveness** is to reflect upon how you can begin making the people in your life a high priority.

Zero in on the ways that you care for the people with whom you share your life and your work. Let them know you are in their corner. Let them know you need them.

When you put the concerns of the people around you first, personally and professionally, you are beginning to realize the true meaning of **Personal Leadership Effectiveness**.



It is amazing the returns you get in love, appreciation and respect when people know that they genuinely matter in your life, and that you recognize their importance, their significance and their overall contribution.

### **Valuable Insight:**



**From a professional perspective UNITY is critical.**

The more unified a group of people are, the less conflict you will find. UNITY creates improved overall team performance and productivity, which positively impacts the bottom line of any organization.

People are more likely to work harder, take on extra responsibility and connect with the greater mission and purpose of the organization when they like and get along with their fellow team members.

As an active member of any organization you are one of the greatest assets *or* liabilities to that organization. The better you are at establishing and maintaining quality relationships, the higher the probability that you will be looked upon as an asset to the organization.



**From a *personal* perspective UNITY is critical.**

Today more than ever we need UNITY in our personal, family, community and faith-based relationships. Ego, attitude, arrogance and self-centeredness are just a few realities that cause a lack of UNITY in our cultures today. Conflict is running rampant in far too many relationships often causing a lifetime of damage, even to the point of impacting future generations.

Whatever relationships exist in your personal life we want to encourage you to take responsibility to bring UNITY to those relationships that you are invested in, influence and care about. Life is simply too short. Find a way to make amends and to intentionally work toward engaging in a meaningful manner to bring reconciliation to your personal relationships.

***Relationships are Vital to Your Personal and Professional Success!***

# ENERGIZE INTERNALLY

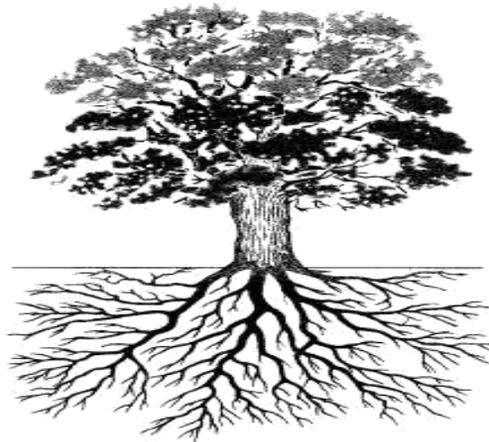


Personal Leadership Effectiveness™

*Your power and ultimate **success** will flow out of your character. Your character is the root of your strength. Most people focus on the “fruits” of life, not on the “roots.” How about you?*

Dr. Jenson asserts that: *“Your power and ultimate success flow out of your character and are influenced by the depth of your maturity.”*

Abraham Lincoln once stated: *“Character is like a tree and reputation like its shadow. The shadow is what we think of it; the tree is the real thing.”*



This MAXIMIZERS Principle is considered to be the “taproot” principle. That means that it is the source of nourishment for all the other principles. In a tree’s biology there are three parts: the trunk and branches, the fruit and leaves, and the root system.

Contained in the root system there is one root referred to as the taproot. This taproot typically goes straight down from the trunk deep into the earth. It is the primary source of nourishment for the tree, and also for the smaller subsidiary roots that grow out from it.

The taproot also provides stability for the tree so when the winds and storms inevitably come the tree is not easily uprooted and blown over. In order to live out all the other nine MAXIMIZERS Principles successfully you must have an irrepressible inner strength that flows from the taproot of your character.

This is true because:

- Character is the taproot of that inner strength.
- Cultivating that inner strength brings life and vitality to the taproot.
- When the taproot is properly nourished all the other parts of the tree are healthy.
- When every part of the tree is healthy then that tree is going to experience *authentic success* being whatever kind of tree it was created to be.

The principle of **Energize Internally** is critical to maximizing your overall **Personal Leadership Effectiveness** because it is the:

- **Source of Your Strength** - Your power and ultimate success will flow out of your character.
- **Basis of Enduring Societies** - Being Character-centered is the ultimate source of success for individuals, institutions and societies.
- **Secret of Your Satisfaction** - Research concludes that there is a positive link between character, principle-centered values, mental health and happiness because these values provide community, commitment and contentment.

The importance of this taproot principle simply cannot be overstated. Outlined below are some helpful ways to develop your individual character so you can begin to maximize your **Personal Leadership Effectiveness**:

- Concentrate on being the same person on the inside as you are on the outside.
- Associate with people of good character.
- Internalize and learn to practice great truths.
- Cultivate your inner life as much as your external performance.

Since we've been talking so much about "character," let's get an agreed upon understanding of what we are referring to when we use that word.

## ***Character is:***

- ✓ Demonstrating through your actions that you carry out the values, ethics and morals that you believe in.
- ✓ The consistency between what you say you will do and what you actually will do.
- ✓ Putting your ethics into action personally and professionally.
- ✓ That which defines, builds or breaks your reputation.
- ✓ Your moral strength. It takes moral courage to do what is right even when it may cost more than you are willing to pay.
- ✓ Who you are and what you do when no one is looking.
- ✓ Character is not reflected by what we say or even by what we intend. It is a reflection of what we do even when the circumstances are challenging.

## ***Valuable Insight...***

The ability to **Energize Internally** implies reaching deep inside oneself to that taproot of personal identity and strength of character. When a person is exhausted emotionally, physically, mentally and spiritually that deep taproot of character strength is going to be harder to reach.

The result is that we succumb to the whims of short-term, superficial problem-solving and knee-jerk reactions. That is when we get ourselves into trouble. That is when we begin sacrificing our character development for survival techniques. When we operate from survival mode there is always collateral damage.

To prevent this from happening you have to make certain that there is a sufficient amount of quality time in your schedule so you can reflect upon this very important life principle. Invest the time needed to focus your attention upon the areas addressed on the previous pages.

When you reach deep down inside yourself, what do you find? When you need to draw from the taproot of your life, do you find the strength and resiliency of character that you need to face life's biggest challenges? Or do you see things that need to be addressed and need to be changed?

It is okay if you find things you realize need to be changed or realigned to help make you a better person.

Life is not about perfection.

Life is about making progress in the areas that will help you to maximize your ***Personal Leadership Effectiveness***, personally and professionally.



# REALIGN RIGOROUSLY



Personal Leadership Effectiveness™

*Life is difficult. Mid-course corrections are necessary to lead a successful, maximized life. Learn to master three critical strategies: framing, focusing and flexing. The key is learning how to adjust.*

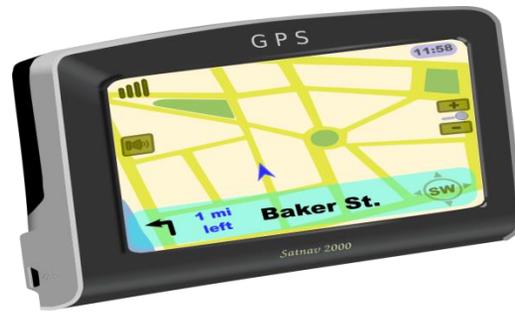
**Realign Rigorously**, a trick of the trade you might say if your trade is Life. And who among us doesn't have to deal with Life?

Dr. Jenson frames it this way for us, *"Life is a mess. It was never intended to be easy. It is a struggle that can be joy-filled if you commit to not waste time being distressed by your struggles, but instead put all of your energy into making routine, mid-course corrections."*

Wow! Did you get that? Life can be joy-filled if you put *all your energy* into making routine, mid-course corrections. This principle is designed to help us establish a framework for handling the constant changes that impact our personal and professional lives. If we are going to experience *authentic success* by living maximized lives, then we have to learn how to adjust to the effects of living in a constantly changing world.

Think about it, who doesn't get blown off-course every now and then? Even the best laid plans can be thrown off-course by some unexpected event or some newly revealed piece of information.

Think about a GPS, a global positioning system. You possibly have one in your car or even on your phone.



When you input your destination it lays out a charted course for you to follow. But when you have to make an unexpected stop that wasn't on the original course, what does that GPS do? Does it just blow-up and call you stupid names for messing with the original game plan? No it doesn't. It says, "Recalculating route," and takes the initiative to research a newly charted course to get you where you need to go.

So let's recap very quickly: This topsy-turvy crazy old life can be joy-filled if we put all our energy into making routine, mid-course corrections. It is important to understand that we do not have to exert *ALL OUR ENERGY 24/7*. But we must be prepared to exert every ounce of energy we can muster to realign our work and our lives when life does throw us off-track.

The secret to enhancing your *Personal Leadership Effectiveness* will be how to exert ALL YOUR ENERGY in the skill of realignment without being constantly drained.

This next section provides three “tricks of the trade” to help you gain mastery with this vitally important MAXIMIZERS Principle so that you can conserve energy for all the other important demands that are part of your personal and professional life.

The three tricks of the trade are: **Framing, Focusing** and **Flexing**.



**Framing** - Developing your overall perspective and sense of parameters about any issue in life. Four important guiding parameters are:

- ▶ **Purpose** - How does this decision to realign relate to your overarching mission and purpose both personally and professionally?
- ▶ **Priorities** - Which of your personal and professional priorities should you attend to first and how should these be accomplished?
- ▶ **Principles** - Stay aligned with your underlying guiding principles. This is the time to rely on what you know and what has worked for you in the past.
- ▶ **Peculiarities** - Be aware of personal tendencies that might be more harmful than helpful. Don't hesitate to seek wise and trusted counsel, if there is time.

 **Focusing** - Laser-like concentration can be critical when you **Realign Rigorously**. At the same time, the ability to bring an unexpected creative solution to the realignment issue at hand can make all the difference. Don't become close-minded, but keep your focus on the main thing.

- ▶ **Concentration** - The ability to keep your eye on your goals, along with the immediate task that requires your attention.
- ▶ **Constant Learning** - Mental agility in dealing with the various contingencies that are a part of how the situation should be handled.

 **Flexing** - Stay nimble and pliable. This is not contradictory to staying with what you know and with what already has worked in the past. It is simply an acknowledgement that life is not always predictable and new obstacles and derailments might call for new untested solutions. Be ready to flex some new muscles when tackling new issues.

- ▶ **Master** - The ability in any decision-making situation to constantly adapt to change and to adjust to mistakes in an appropriate manner.
- ▶ **Be creative** - Learn to see things in new ways.
- ▶ **Be willing** - Take some calculated risk. Now and then move forward and make decisions without having all the information needed to be comfortable.

The inventor Charles Kettering once said:  
*“Virtually nothing comes out right the first time. Failures, repeated failures, are finger-posts [guide posts] on the road to achievement.”*



### **Valuable Insight:**

To maximize your **Personal Leadership Effectiveness** you must learn to **Realign Rigorously** in the face of inevitable obstacles, setbacks and challenges along the road of life.

Learning the skills with this MAXIMIZERS Principle is critical. The reason is this: If you are fully engaged in life, you are going to be thrown off-track frequently. And if you are not skilled at **Realigning Rigorously** then you are going to spend tremendous amounts of reserve energy putting out fires, dealing with people’s issues, putting projects back on track and wondering if it all was worth it in the first place.

The key is to put in place systems that can take over in response to that blip on the GPS. As you learn and apply each of the MAXIMIZERS Principles you will begin to have a “system” that can not only be leveraged to help you stay on course, but will prove to be invaluable as life challenges attempt to derail you and throw you off track.

Be sure to take the time to reflect upon this principle so you can quickly **Realign Rigorously** when challenges arise. That way you can remain cruising at high-speed on the highway to **Maximizing your Personal Leadership Effectiveness**.

# STAY THE COURSE



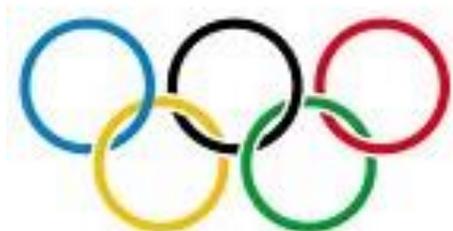
Personal Leadership Effectiveness™

*This final MAXIMIZERS Principle is comprised of four basic life skills. You must fight the good fight, be faithful, finish the course and keep focused on the future. Life is challenging and perseverance overcomes most odds.*

Every four years the Olympics remind us about the discipline, focus and perseverance it takes to win as we watch many gifted athletes compete at the highest level in their sport on the world stage. If you are like many sports fans you might ask yourself,

**At what point in an athlete's life did he or she get the dream that they could be the best in the world at what they do?**

And then, "How on earth were they able to Stay the Course all those years to accomplish that dream?" The probable answers to those questions inspire, motivate and amaze us.



For the average person it is inconceivable what is required to reign at the top of the world in any given athletic event. To be the fastest man or woman, or the fastest swimmer, or the best gymnast or the best pole-vaulter in the entire world requires such a combination of athletic ability, quality coaching, mental fortitude and endless hours of practice that mere mortals like us simply can't relate. Such single-minded dedication is rare.

To be certain, there are many stories related to some of the world's top athletes of the ways in which they overcame tremendous obstacles in their pursuit of the elusive Gold Medal, or whatever the top prize is in their competitive discipline.

When you learn how these gifted and dedicated athletes were able to **Stay the Course** through their careers, it inspires you to **Stay the Course** in our own life as you pursue your own *authentic success* as a leader, parent, teacher, coach and professional.

Dr. Jenson asks: *"For every person who begins the race of life, few finish well. How about you? Are you moving at a pace to finish well?"*

This tenth and final MAXIMIZERS Principle encourages you to persevere and not give up when difficulties confront you. Everyone is challenged to **Stay the Course** if they are pursuing worthwhile dreams and goals.

If you are going to learn to **Maximize your Personal Leadership Effectiveness** then you must learn how to fight the good fight!

This involves two kinds of strategies:

 **Offensive Strategy** - This requires taking positive action.

Get active and assertive.

Get energized and get going.

Have a strategy.

Use your resources.

Build a support team.

Live MAXIMIZERS Principles daily.

 **Defensive Strategy** - We must avoid destructive behaviors.

Avoid negative impact on your mission.

Regulate attitudes and thoughts.

Check your choices.

Identify the challenges.

Move past negatives.

Live the MAXIMIZERS Principles daily.



### *Valuable Insight:*

Once you understand the basic principles that help you to enhance your **Personal Leadership Effectiveness** there is only one thing left to do: **Stay the Course!**

Do not quit; remain faithful.

**Staying the Course** is about being personally committed to live out the ten MAXIMIZERS Principles each moment of every day. Living an intentional lifestyle that fully integrates the MAXIMIZERS Principles will move you from complacency and mediocrity to living a life of authentic success and fulfillment.

**The goal is not perfection, but the satisfaction of living the life you were always meant to live.**

It's a life of deep meaning, joy and purpose knowing that at the end of each day, when you lay your head on the pillow, that you did the very best you could for yourself and every other person with whom you came in contact.

***"Never Give Up, Never... Never Give Up!"***

-Winston Churchill

The logo for 'Maximizers' is displayed in a golden, serif font. The word 'Max' is on the top line, 'imiz' is on the second line, and 'ers' is on the third line. The letters are stylized and overlap slightly.

When you get to the end of each day knowing that you spent your valuable hours and minutes **Staying the Course** on the important issues regarding your personal and professional life, then you are going to rest well in the fact that you have answered the call and done the best you could to contribute to your personal and professional circumstances, as well as to those relationships in your life that are the most important.

By living out these ten MAXIMIZERS Principles faithfully and teaching them to as many people as you can, you might be surprised how much difference and impact you can make in the world both personally and professionally.

## ***Fight The Good Fight!***



**M**ake Things Happen

**A**chieve Personal Significance

**X** Out the Negatives

**I**nternalize Right Principles

**M**arch to a Mission

**I**ntegrate All of Life

**Z**ero In on Caring for People

**E**nergize Internally

**R**ealign Rigorously

**S**tay the Course

## Closing Summary

Hopefully this eBook provided you with several valuable insights that can be integrated into your personal and professional life. The ideas, concepts and strategies shared within these pages have positively impacted thousands of individuals, professionals, families and organizations around the globe for many years.

The *one big thing* that we have wanted to impress upon you more than anything else is that your **Personal Leadership Effectiveness** will be the greatest asset or greatest liability in your ability to accomplish great things, and in your overall impact on those relationships that mean the most to you.



- **Professionally speaking** - Whether you are a business owner, the Chairman of the Board, CEO, President, Vice President, Operations Manager, Human Resource Director, Sales Manager, Customer Service Manager, Finance Manager or a front-line employee, your **Personal Leadership Effectiveness** makes a world of difference to your organization and those you influence.
- **Personally speaking** - Whether you are a father, mother, grandparent, college student, sports coach, community leader or a volunteer, your **Personal Leadership Effectiveness** counts!

**Everyone Can Make a Difference!**

# COMMON VISION...COMMON GOOD<sup>SM</sup>

*Empowering Authentic Leaders to Make a Transformational Difference!*

As you move forward in your life simply remember that your **Personal Leadership Effectiveness** is the critical factor that will determine your level of success and your level of significance.



Also remember that the core foundation to your **Personal Leadership Effectiveness** is your Character and Behavior, not your education, job skills or work experience. At the end of your life you will be remembered more for your overall Character and Behavior, and for the impact you had on others, than for your accomplishments and worldly successes.

## Next Steps to Consider

If you would like to receive information about our **MERIT Profile Assessment** that proficiently assesses your 10 Character Competencies (**MAXIMIZERS Principles**), your four Behavior Traits and also your **Attitudes, Beliefs** and **Commitments**, then please contact the person that sent you this valuable eBook. Please ask that person to provide you with a special invitation to our **MERIT Profile Showcase Platform**.



Thank You!

# Personal Leadership Effectiveness™

*Proven Principles To Maximize Your Real Value!*



## **ATTITUDE PRINCIPLES**

- M**ake Things Happen - *How to be proactive and enhance personal discipline.*
- A**chieve Personal Significance - *How to build an accurate self-image.*
- X**-Out The Negatives - *How to embrace challenges and turn them into opportunities.*

## **BELIEF PRINCIPLES**

- I**nternalize Right Principles - *How to drive your actions by your values.*
- M**arch To A Mission - *How to be mission-minded in all areas of your life.*

## **COMMITMENT PRINCIPLES**

- I**ntegrate All Of Life - *How to balance priorities, attitudes and goals in all areas of life.*
- Z**ero In On Caring For People - *How to maintain unity in all relationships.*
- E**nergize Internally - *How to live a centered character-based lifestyle.*
- R**ealign Rigorously - *How to accept change and make mid-course corrections.*
- S**tay The Course – *How to remain focused on what is important and never give up.*

The logo for AGONLEADERSHIP features the word "AGONLEADERSHIP" in a bold, gold-colored, sans-serif font. Above and below the text are stylized, flowing blue and gold lines that suggest movement and energy.

AGONLEADERSHIP