



## The 20 Laws of Growth and Change

### LAW 1.

Individuals who make significant changes and achieve ordinary outcomes do so by using conventional approaches and methods taught in schools and used by the masses. Individuals who achieve extraordinary changes do so by using a different set of Master Strategies that are universally and consistently used by Super Achievers. These Master Strategies are virtually unknown to the masses.

### LAW 2.

Super Achieving individuals learn these Master Strategies from coaches and mentors (the fast way) or through the agonizing process of trial and error (the slow way).

#### **IDLE:**

*They go with the flow.*

#### **MAINSTAY:**

*They pursue but rarely achieve preset goals.*

#### **QUESTION MARKS:**

*They achieve significant outcomes but rarely extraordinary ones.*

#### **ACHIEVERS:**

*They consistently achieve extraordinary outcomes by making strategic changes.*

### LAW 3.

Regardless of past programming for mediocrity, any individual can reprogram their brain for extraordinary outcomes. All they need is the right software and a commitment to use it.

### LAW 4.

Extraordinary achievement is impossible to attain without a clear, precise vision and a detailed plan to achieve that vision.

#### **IDLE:**

*Their vision is undefined or nonexistent. Their hope is vague at best.*

#### **MAINSTAY:**

*Their vision is vague or generic. They have limited plans, no timetables, no personal accountability, and lots of hope.*

#### **QUESTION MARKS:**

*Their vision is vague, but their short-term goals are defined and have target dates. They vigorously pursue and often achieve short-term goals in a timely manner.*

#### **ACHIEVERS:**

*They have big vision, a clearly defined, detailed map of intermediate goals and a timetable with target dates for each goal, task and step. They vigorously pursue and achieve goals and often revise them upward.*

**LAW 5.**

Vision infuses life into any project or endeavor, and lack of vision infuses the dying process.

**LAW 6.**

Changes without clearly defined goals, and goals without clearly defined steps, will never be achieved expeditiously or efficiently and will rarely be achieved at all.

**LAW 7.**

No individual has ever achieved extraordinary success without making strategic changes.

***IDLE:***

*They do not use a real goal-setting process. They simply do what comes naturally to try to achieve only what they think they are capable of achieving.*

***MAINSTAY:***

*They set general goals occasionally, but usually they do not convert their goals into specific steps with clearly defined steps and clearly defined tasks.*

***QUESTION MARKS:***

*They use a conventional goal-setting process. They set goals that are reasonable and achievable in a timely manner. They achieve their moderate goals.*

***ACHIEVERS:***

*They combine the Change Mapping Process with an extraordinary vision to set extraordinary goals and achieve them.*

**LAW 8.**

Lack of “know how” is overcome by acceptance of needed changes and expert guidance from a coach or mentor.

**LAW 9.**

Super Achieving individuals remove the limits of limited resources by accurately assessing their resources, wisely allocating them, and expanding them with outside resources.

***IDLE:***

*They fail to accurately assess the value of their limited resources and squander those resources by simply doing what comes naturally. Their resources are consumed by the demands of the moment and by their focus on instant gratification rather than by a wise allocation of limited resources*

***MAINSTAY:***

*They accurately assess the value of their limited resources but fail to effectively and strategically expand those resources.*

***QUESTION MARKS:***

*They accurately assess the value of their limited resources and try their hardest to expand those resources. However, they try to expand their resources from within rather than strategically recruiting outside expert resources.*

***ACHIEVERS:***

*They accurately assess and value their limited resources. They seek outside counsel in how to allocate their resources. Most importantly, they are very quick to effectively and strategically recruit outside resources. They realize that this is the fastest and most effective way of expanding their limited resources.*

#### **LAW 10.**

It is highly unlikely that extraordinary success will be achieved without effective partnering. Every extraordinary vision has been realized through partnering.

#### ***IDLE:***

*They do everything on their own. They only partner as a last resort when there is no other way to get what they want. Because they usually go with the flow, they see no need to partner.*

#### ***MAINSTAY:***

*They are hard workers and mistakenly believe that getting what they want is simply a matter of trying harder and working harder. So they pursue their vision alone or with minimal or ineffective partnering.*

#### ***QUESTION MARKS:***

*They set moderate goals that are often achievable without the need for extensive and effective partnering. They occasionally partner when they see the need to do so, but they view partnering as a weakness rather than as a strength.*

#### ***ACHIEVERS:***

*They set extraordinary goals they know are impossible to achieve without the recruitment of strategic partners. They view partnering as a critical part of their strategy from the very onset of the change initiative. Effective partnering is the single most powerful strategy they utilize. It becomes part of their culture.*

#### **LAW 11.**

Effective partnering raises the level of success exponentially, accelerates success meteorically and reduces risk enormously.

#### **Definition of Partners:**

Counselors, coaches, consultants, advisors, experts, authors, friends, key employees, mentors

#### **The Four Essential Components of Effective Partnering:**

1. Identifying the right type of partner needed for a situation.
2. Identifying the right person within the type.
3. Recruiting the right person with the right offer.
4. Effectively utilizing the partner for optimal results.

#### **The Ten Incomparable Benefits of Effective Partnering:**

1. It is the fastest and most beneficial way to overcome your lack of “know how”.
2. It is the fastest and most beneficial way to remove the limits of your limited resources.
3. It raises your chances of success geometrically.
4. It raises your chances of success exponentially.
5. It accelerates your achievement meteorically.
6. It increases your knowledge and broadens your expertise.
7. It increases your offensive against competitive forces and reduces your vulnerability.
8. It reduces your risk of failure.
9. It reduces your personal workload.
10. It reduces your level of stress.

**LAW 12.**

Achievement is accelerated by effective, persuasive communication skills and is retarded by the lack of those skills.

**IDLE:**

*They 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.*

**MAINSTAY:**

*In important matters, they think before they speak or write, and they often compile a written list of important points they want to make before they begin written or verbal communication.*

**QUESTION MARKS:**

*They prioritize their list of important points and often create an outline of what they want to say and how they want to say it. In the case of a verbal presentation, they are likely to rehearse their talk before they give it.*

**ACHIEVERS:**

*They either utilize the critical skills of effective and persuasive communication or rely on partners who utilize those skills. They learn the frame of reference of their listeners, anticipate their objections and excuses, and formulate their communication accordingly.*

**LAW 13.**

It is the speaker's sole responsibility to grab a listener's undivided attention, hold his or her attention, impart a clear understanding of what is being said, and implant what is felt into his or her emotions.

**LAW 14.**

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

**IDLE:**

*They quickly change course, retreat or give up and move on to the next project.*

**MAINSTAY:**

*If they see hope of overcoming the problem or reversing a failure, they try harder, making additional attempts to succeed before giving up.*

**QUESTION MARKS:**

*They 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.*

**ACHIEVERS:**

*They approach each important project expecting problems, setbacks and potential failure to block the path to success. They utilize their partnering skills to draw on the creative input and resources of others to creatively persist through each problem to succeed one way or another. If they discover the project has fatal flaws, they cut their losses short.*

## LAW 15.

If you cannot control your time, you will not achieve extraordinary success.

### **IDLE:**

*They do not control their time, their direction, or the speed at which they move in any direction. They think they are in control, but they are not. They just go with the flow.*

### **MAINSTAY:**

*They try hard to get a lot done each day and make slow progress toward achieving some of their modest goals. But too much of their time is controlled by low-priority activities and irresponsible people.*

### **QUESTION MARKS:**

*They have set their achievable goals and make steady progress toward those goals daily. They use their time-management skills to make the most of their working hours. They try hard to control and keep it, and they succeed most of the time.*

### **ACHIEVERS:**

*They have set extraordinary to impossible goals in their areas of greatest interest and opportunity. They control nearly every aspect of their time, the direction of their paths, and the speed at which they move down those paths. They stay on track and consistently super achieve.*

## LAW 16.

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.

### **IDLE:**

*They avoid failure at all cost. They rarely fail, because they rarely attempt to achieve anything that is not easily achieved. They are destined to a life of mediocrity or worse.*

### **MAINSTAY:**

*They 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 other people.*

### **QUESTION MARKS:**

*They set extraordinary 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.*

### **ACHIEVERS:**

*Failure, when revisited, will rarely be relived. When analyzed, failure will provide building blocks for future successes that will be far greater than failure itself.*

## LAW 17.

Failure can be an event or experience that can be a great teacher, motivator and mentor to future success, or it can be a tyrannical dictator that can drastically limit or even destroy all hope of future success.

#### **LAW 18.**

Conscious or subconscious avoidance of criticism will short-circuit the ability to achieve extraordinary success and happiness.

***IDLE:***

*They ignore the criticism, deny it, excuse it or criticize the critic. They are quick to blame others or circumstances.*

***MAINSTAY:***

*They listen to criticism and are bothered by it, but they rarely take it seriously enough to make any significant or permanent changes.*

***QUESTION MARKS:***

*They pay close attention to criticisms offered by people they respect. They try hard to effect change in response to criticisms they consider valid.*

***ACHIEVERS:***

*They determine the validity of a criticism, and they 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.*

#### **LAW 19.**

The creation and continuation of a positive, encouraging, supportive, validating environment is essential for the realization of extraordinary goals.

#### **LAW 20.**

Without developing a controllable passion for your extraordinary goal, extraordinary success is impossible.

***IDLE:***

*They do not use the fuel of passion, because they do not need fuel to drift and go with the flow.*

***MAINSTAY:***

*They catch the passions and are controlled by them, rather than develop passions for the pursuit of their extraordinary goals.*

***QUESTION MARKS:***

*They often gain a degree of passion for the pursuit of their goals, but they do not follow a routine to develop positive passions in areas where they do not occur naturally.*

***ACHIEVERS:***

*They develop the fuel of passion for the pursuit of each of their important goals. Outsiders think they were born passionate, but the reality is that they take personal responsibility for developing passion for each of their important pursuits.*