

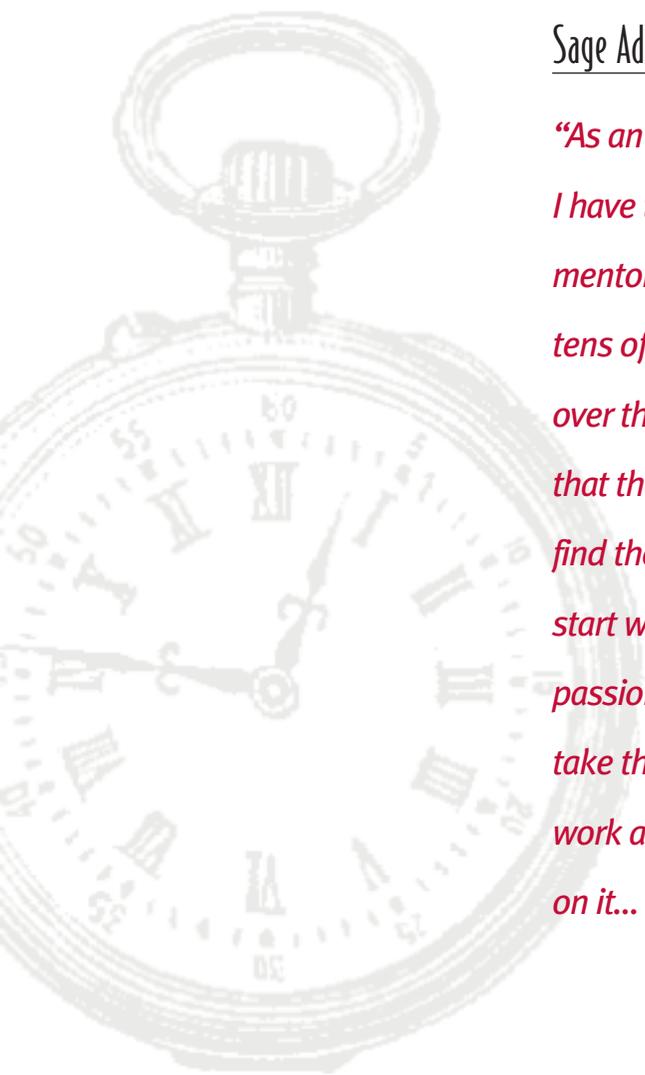
3 Variables & THE

Important—Read This First.

Sage Advice:

“As an Executive Life Coach, I have trained, coached, mentored and counseled tens of thousands of people over the years. I have found that the people who ultimately find the success they desire start with a strong sense of passion and purpose. Do not take this book lightly. Do the work as if your very life depends on it... because it does.”

— Maikel Bailey



TRUTH



The Starting Point for True Success:

3 Variables & The Truth

There is an astounding, yet simple TRUTH about success: your HAPPINESS... your sense of SATISFACTION... your search for meaning and importance... your desire to live a life of SIGNIFICANCE—a life that truly matters to you, your family, organization and community—comes down to just THREE VARIABLES... all of which are within your control.

“We catch on to the truth and technique of expectation in those rare moments when we are stirred by an awareness of a guidance seemingly higher and greater than our own, when, for a little while, we are taken over by a force and an intelligence above and beyond those commonly felt. Confident and free, filled with wonder and ready acceptance, we permit ourselves to be taken over by our unquestioning self.”

— Dr. Marcus Bach

Fill in these three variables, and you will put power and purpose behind every action you take. Learn how to combine these three variables into unstoppable Missions on Demand™, and you will have the power of creation behind every thought you think and every choice you make.

Decisions become easy. Your life becomes a living testament to that which you value most. You grow old and successful. You truly LIVE the life you were meant to live... a life of prosperity, abundance and purpose.

HOWEVER...

Fail to fill in these three variables, and you will grow old and cynical. Your life will lack meaning and purpose... you will make choices based on scarcity and limitation... you will live your life feeling as if you are trapped inside somebody else's life—a life not of your own choosing—one that has been *imposed* upon you.

Worse, you may find yourself in the depths of confusion, dejection and depression, hoping and praying for a way out of the long-standing nightmare of your existence. Rather than living up to your true potential, you are committing slow-motion suicide—dying a little inside each day—torpedoing any chance at a life of your dreams.

In study after study, we have found that people with a poor sense of direction... a poor sense of purpose and mission... a poor sense of what is truly important to them... have a number of symptoms that are BOTH easily *diagnosed* and *cured*.

Here is a short list of issues we have cross-correlated in our database against people with very low TQ Mission and Goals scores. How many apply to you?

- You have no direction and are constantly running in circles...
- You have little money... and lack real financial freedom...
- You are deep in debt... leveraged to the hilt... always just one step ahead of financial disaster...
- No time for you... no time for others... you're totally burned out...
- You are driven by fear... constantly worried, stressed to the max...
- You lack focus on top priorities... consumed by urgencies...
- Your relationships are a mess... worse, you're not even aware of it...
- You work your butt off, with limited or no job growth and career progress... working paycheck to paycheck with limited potential for advancement...
- You are no closer to the success you desire than you were 10 years ago and feel stuck... damned if you do and damned if you don't...
- You know there are greater things in you... but you can't seem to get the ball rolling in the right direction...
- You seem like a success, you have it all... but inside you feel you're living a lie, hollow inside...
- If someone tells you what to do... you can do it and do it great... you just can't seem to come up with your own exciting goals...

- You used to take chances, but you got knocked on your butt so often, you now play it safe... and, as a result, you're running in circles, going nowhere fast... and you hate it...
- You're talented and bright... but you have no direction or clue how to make it happen...
- You have come to believe that "other people" seem to have all the luck... and you just can't get it together...
- You're positive, outgoing and happy most of the time... but when given an important project... you fall apart, feeling overwhelmed and lost...
- You really are successful... running a profitable, growing business... but in the social world, you're the one with no map and no compass...
- You've got great people skills... but, dang, you have no discipline to follow through and get anything done...
- Everyone counts on you... in fact, at times it feels like everyone "feeds" on you... but you just can't tell anyone "No"...
- Every day seems like it should be a bright, new start... but each quickly disintegrates... into the same old boring, recycled rerun, and turns out just like every other day—boring to bad...
- You've got dreams, great dreams... but just thinking about where to start becomes an exercise of leaping into "the impossible"...
- You've gotten plenty of "breaks"... but things never seem to work out... and it has gotten really old...
- You demand a lot of yourself and others... but you don't have many friends, and there are times you don't care for your own company either...
- You're a very agreeable person... you just have no idea who you are or where you are going... but you are very nice...
- You've got a lot to do and not a lot of time... co-workers seem to avoid you... which makes you all the more frustrated and angry...
- You know blaming others is immature... but it's true... your life would be so much better if it weren't for other people...
- It seems like you are always busy... but you wonder if you're really getting anything done...
- You *know* you are becoming old and cynical... not old and successful. It's no longer a feeling... it's a fact.

Wow! WHAT A DOWNER.

My intent is not to depress you, but impress you with a basic truth—these are merely *symptoms* of a much deeper problem: Inherent lack of direction. Please take a moment to think about what is actually being revealed when people freely enumerate these symptoms.

They feel trapped. They feel as if their life has no meaning or significance—that their life doesn't matter—to anyone—let alone themselves. They are bankrupt—emotionally, spiritually and financially. Their dissatisfaction with life is not only depressing, but, in many cases, turns into full-blown clinical depression. They self-medicate on drugs, alcohol, pills, food, expensive toys, quick-fix credit card purchases... the list is endless.

They lack self-confidence, self-efficacy and self-esteem. They just don't feel good about themselves, because they feel rotten about their future. They unintentionally poison the well from which opportunity springs with negative, “No-It-All” thinking—which further diminishes what little personal power they have.

With the kind of opportunity people here in America have, we should be a nation of contented, well-adjusted millionaires—not a nation with some 1% of its population in prison, 26% living below the poverty line, hoping and praying that things don't get worse before they get better.

One of the most heart-wrenching statistics I have ever seen is that in 2005—we had OVER 1,500,000 CHILDREN living in homeless shelters and on the streets—most of them were less than eight years old, living with their single moms. A billion people on the planet live without basic necessities: food and clean water. Outrageous!

We can do better. Much better.

IF WE DON'T, THIS MALIGNANCY WILL DESTROY THE VERY FABRIC OF HOPE.

NOW—HERE'S AN UPPER.

Contrast this to people with a strong sense of mission and direction, and the conversation is as different as night and day. They have an unyielding sense of passion and purpose... an ironclad commitment to the future... total self-confidence, self-efficacy and self-esteem.

They are physically and emotionally balanced. They feel important because their life matters. They know they are living out of significance rather than what might be merely expeditious.

Every move they make takes them in the direction of their dreams and visions. They are in powerful leadership roles... roles that permit them to make things happen. Important things that positively impact future generations.

They are fully engaged in the fabulous art of living, not just making the most of each day, but squeezing out every drop of living elixir from every precious moment they have. Every single drop... every single day.

These people know what they want and fully expect to get it. They live an abundant, prosperous life, and want for nothing. They give back, give freely of themselves and their time. They exude passion and commitment. People love them, not for what they do, but for who they are... and as important... who they are constantly becoming. They are, by every definition, Successful on Purpose.

LIVING THE DREAM...

Their lives are living dreams, not hellish nightmares. Their lives stand as a testament to living good and rightly... honorably living what they value most.

They don't just talk about their values... they put them on the line every second of every day they draw a breath.

Best of all, they don't live the *myth* of life, they live the *miracle* of life—a life of creation rather than extension and prediction.

WHAT IS THE MYTH OF LIFE?

That you are not good enough... not smart enough... not talented enough... not good looking enough... not well educated enough... didn't go to the right school... are from the wrong family... don't have the "cool" whatever... don't have enough money... don't have the right car... don't live in the right neighborhood... sadly, the list is endless.

Pure unadulterated crap! A big LIE. A lie that seems so easy to believe, because it is so pernicious and self-perpetuating.

You have the symptoms, so you must not be "something" *enough*—right? Wrong!

BELIEVE THE MYTH AND YOU FAIL.

Ultimately, if you continue to believe this myth, you will fail and fail hard. Your negative, self-fulfilling prophecy of turning gloom into doom will completely destroy any chance you have at seeing and seizing life's ever-present opportunities. This, of course, makes you the master of your own misery rather than the prognosticator of possibilities and potentialities. The predictor of problems rather than the conqueror of circumstances.

We have found that there are two decidedly different approaches to life; one that leads to happiness, satisfaction, significance—TRUE SUCCESS—where the other leads to mediocrity, hopelessness, helplessness and, ultimately, a life of half-successes and dismal failures.

1—You can live out of prediction and extension, looking at your life as a statistical gamble, basing your choices and decisions on your past—and with myopic vision—extending your life into a limited future. You become the VICTIM in your very own passion play.

2—Or, you can live out of creation, looking at your life as an endless series of possibilities and opportunities—a life of adventure and challenge—a life where you not only feel *alive*... but you know it is *your* life, not a life that has been imposed on you... the life you created to achieve what matters most to you. You become the VICTOR in the game of life.

THE THIN LINE BETWEEN PREDICTION AND CREATION...

In a way, we all cross this line between creation and prediction every day we are alive. Some days, we just want to be left alone—to put our lives on cruise control, hoping and praying for the best.

Other days, we want to do whatever it takes to create the best possible life for ourselves, our families and friends. We put ourselves out there. We aspire to greatness. We create goals that reside well outside our current abilities. We hope and pray for the power to achieve them.

We have found, through empirical studies with millions of data points, that there is a *huge* difference between people who create their future and those who just engage in wishful thinking—living from broken dream to broken dream. But it's not what you think.

It's not that successful people are any smarter than you... better looking... or were born with a silver spoon in their mouth. These attributes usually can't hurt, but they are not a big driver of success. You need to not only *understand* this, but *believe* it, because it is true.

You are *already* smart enough, talented enough, and have enough resources to do anything you want with your life. However, you may need to stop dead the trajectory you are on and find a new Starting Point for the rest of your life.

Which, thankfully, is what *Success On Purpose* will give you: Direction and Directions! We will give you the tools to live an extraordinary life—well beyond your current hopes and dreams. The Starting Point for living your OWN life, not that of your parents... your teachers... your husband or wife... your boss or employer... or what culture or society expects from you. YOUR life... a life YOU will be happy to live, as it will be the engine of your future, filled with importance and significance.

SO, WHAT IS THIS “STARTING POINT” WE KEEP REFERRING TO?

Great question! Think of this Starting Point as *a true awakening of your spirit*: a SPARK that ignites your interests and talents into roaring FLAMES of inspired passion which then transforms your life into a stunning manifestation of your most treasured values, dreams and goals.



We have found,
through study
after study,
that the reason
people fail
is that they
don't EXPECT

to succeed in the
first place...
because they never
even get to the
STARTING POINT
for true and
lasting success. ””

CLARITY, CONVICTION, COMMITMENT AND COURAGE...

The Starting Point we are referring to is the point of realization that you must live out of clarity, conviction, commitment and courage—embracing the Winner’s Mindset™—to truly BELIEVE in the beauty of your dreams.

It is that instant point where FAITH in your future
is stronger than your self-imposed FEAR of failure.

Ultimately, the Starting Point for your success is the unwavering FAITH and BELIEF that what you are doing is the *right* thing for you to be doing. This comes from truly *knowing* WHO you are and what you absolutely and unconditionally VALUE more than anything else in this world.

It is at that incredible point of change where your fear of the future... your fear of change... your fear that you are not “good enough”... your fear of failing... even your fear of success—are no longer the dominant influences upon your choices.

*“The road to happiness lies in two simple principles:
find what interests you and that you can do well, and
put your whole soul into it—every bit of energy and
ambition and natural ability you have.”*

— John D. Rockefeller

It is that unique tipping point where you can actually *see* an exciting new VISION for your life... a vision of life that is so compelling and vibrant that you simply CANNOT live without it. You NATURALLY become excited, enthused and fully engaged... so much so, that you actually feel a magnetic force pulling you towards the object of your desire.

It is that AWAKENING moment when you actually SEE the connections between your Values and Visions and accept FULL PERSONAL RESPONSIBILITY for doing whatever it takes to live your Values and achieve your Visions.

It is that moment of truth when you know—absolutely KNOW—that you are the one person on the planet that is COMPELLED to take the bull by the horns to see your aspirations realized to their fullest. It is that point where you no longer fear BEING that person, but fully EMBRACE it.

IT IS THE POINT WHERE YOU BECOME YOU.

This is not some abstract, ideological or mythological point that requires you to jump through hoops until you can see it or feel that you are actually there. Quite the contrary.

The Starting Point we are delivering is absolutely PHYSICAL... a point and a place that your most cherished life will BEGIN—with the full force of passion and purpose driving the spark of hope into a raging fire that will ignite your entire future with the best life has to offer.

*“A journey of a thousand miles
begins with a single step.”*

— Confucius

YOU WILL REACH THIS STARTING POINT IN APPROXIMATELY 377 PAGES.

Trust me, you can't miss it, as the page is clearly marked with a giant arrow pointing to the Starting Point for the rest of your life. You will also know you have arrived because you will be:

1. Crystal clear on what you VALUE most—those things that are most important, rewarding, and meaningful to you personally.
2. Crystal clear on a series of VISIONS that provide you with the opportunity to actually experience, create or contribute that which you value most.
3. Crystal clear on the ROLES that you will play in making these visions move from your heart and head through your hands to be made real in the world.

Put simply, the RIGHT Starting Point for success is when you move from absolute CLARITY to absolute CONVICTION that what you are doing is the Right Thing for you to be doing—born from a strong sense of mission and purpose.

WHY DOES THIS STARTING POINT ULTIMATELY LEAD TO SUCCESS?

Because once you achieve this level of emotional and intellectual clarity, you will have the conviction that what you want to *see* happen is the RIGHT thing for you to *make* happen. It will be the highest and best use of your time. It will inspire and demand the best from you.

Your heart, head and hands will be aligned in perfect harmony, and you will find the courage to overcome whatever stands between you and your dreams.

YOU WILL SUCCEED... BECAUSE FAILURE IS NOT AN OPTION.

You will draw on all of your skills, time and talent to succeed. You will go beyond your normal level of performance and look for every way possible to unleash your full potential—to absolutely guarantee your success.

An optimist expects his dreams to come true.

A pessimist expects his nightmares to come true.

— Author Unknown

WHAT IS THE WRONG STARTING POINT?

Before moving on, let's take a moment to think about the above in context. If there is a RIGHT starting point for success, then there must be a litany of WRONG starting points. Here are just a few:

1. You are about to spend a large amount of time, effort and resources on something that has no clearly defined VISION behind it, outcome or intention. Why is this the wrong starting point? Because you will fail to focus your intention, attention, or direction on the good old four R's of Success: Doing the RIGHT things at the RIGHT time in the RIGHT way for the RIGHT reasons. With no clear vision, you have no way of even knowing what the right things are!

YOU WILL ULTIMATELY FAIL SIMPLY BECAUSE YOU ARE NOT DOING THE RIGHT THINGS.

2. You are about to spend a large amount of time, effort and resources on a clearly defined goal that, if truth were told, you really don't VALUE all that much. Why will failure rather than success find you? Mainly because you lack the inspiration to do whatever it takes—to invest the time, money, blood, sweat and tears—when the prize isn't that important to you.

**YOU WILL FAIL SIMPLY BECAUSE WHAT YOU ARE
DOING DOES NOT GIVE YOU MEANING.**

3. You are about to commit your precious time, effort and resources to a course of action that you have no right to be in—no experience, no training, no personal interest, no inspiration, no clarity, no conviction. You have a zero chance of success... and you know it.

**YOU WILL FAIL SIMPLY BECAUSE YOU HAVE PUT
YOURSELF IN THE WRONG ROLE.**

4. You are about to commit your time, effort and resources on activities that go against what you truly BELIEVE. No question, this is a wrong Starting Point because any success you attain is guaranteed to never make you happy or satisfied.

**YOU WILL FAIL SIMPLY BECAUSE THERE IS NO BELIEF,
FAITH AND COMMITMENT BEHIND YOUR PERFORMANCE.**

As you will discover in Chapter 2, it is VIRTUALLY IMPOSSIBLE to achieve lasting success—emotionally, financially or professionally—without getting to the RIGHT Starting Point.

Without an incredibly STRONG sense of Mission and Direction, it is both strategically and tactically IMPOSSIBLE to overcome the inner and outer forces holding you back from living the life you love.

“You will recognize your own path when you come upon it, because you will suddenly have all the energy and imagination you will ever need.”

— Jerry Gillies

These two words, Mission and Direction, give rise to the SOURCE of unstoppable Passion and Purpose... which IGNITES your Conviction, Commitment and Courage to take bold action.

WITHOUT THEM, YOU ARE DEAD IN THE WATER.



Why does this Starting Point ultimately lead to success? Because once you achieve this level of emotional and

intellectual
clarity, you will
have the conviction
that what you want
to *see* happen is the
RIGHT thing for you
to *make* happen. ””

**THE AMAZING TRUTH IS,
ONLY THREE VARIABLES SEPARATE YOU FROM LIVING YOUR DREAMS.**

These three variables control everything you will ever be, do or have in life. They control the soft connections and hard links between your Emotions, Expectations and Experiences. They are the *source* of your Happiness, Satisfaction and feelings of Importance and Significance.

You have probably heard *about* these variables before... read the books... listened to the tapes... attended the seminars... maybe even tried to write a “mission statement” or went to a retreat where they talked about these issues in a lofty or abstract way.

These three variables are anything but abstract. They are your base Starting Point for *all* success. From this point on, you will be able to fully utilize your God-given talents and skills... putting them to the highest and best use possible... to Succeed... On Purpose.

Do the work in this book, fill in your three variables, and your life will go from ordinary to extraordinary... from halfhearted attempts at predicting success to a life of true creation.

THIS, KENT AND I UNCONDITIONALLY PROMISE. INDEED, GUARANTEE.

As I have repeatedly said, we do NOT want you to merely *read* this book. That would be a total waste of your time and an even bigger waste of your life. You do not need any more information. You need to take a stand, right here, right now. Not because we want you to or you think it might be a good idea to play along. No, that’s not the reason.

The reason is that you are not getting out of this life
alive. None of us are. Thus, this becomes a life-and-
death issue. Our mission is to make sure you are living
and dying for the right reason.

No doubt about it... you are dying a little bit each day... or you are living your life to the fullest. If you are not spending the one life you have to live on that which is most important to you, you are trading your life for things that simply don’t matter.

You will hear this recurrent theme throughout the rest of *Success On Purpose*. We will have coaxed, cajoled and beaten this idea into your heart, mind and soul by the time we are done. It is *that* important that you not only “*get*” it, but *act* on it.

Now that we have introduced you to the *problem*, we have some fabulous news. The *solution*, as I said before, is as easy as filling in just three simple variables—then triangulating your Values, Visions and Roles into your Natural Mission and Authentic Direction for the rest of your life.



**NOW FOR A MOMENT, LET’S TALK ABOUT THE BROADER ISSUE—
TRUE AND LASTING SUCCESS...**

Given that our primary motivation for writing this book is to deliver on the title—and help you become a “Success on Purpose”—we need to discuss what we mean by success and what it takes to move beyond the Starting Point and toward that success.

If you want to achieve success beyond your wildest hopes and dreams—to become truly Successful On Purpose—you can. Simply develop the power to create crystal-clear EXPECTATIONS for what you want to see happen—then EXECUTE so that you meet or exceed those expectations.

Do this consistently, and you will find the success you desire.

Don’t and you won’t.

Yes, true and lasting success comes down to these four words: High Expectations—Brilliant Execution.

BEYOND THESE FOUR WORDS, EVERYTHING ELSE IS MERELY A DETAIL!

“ Without question,
the single greatest
PROBLEM facing
people today is
their lack of
Authentic Direction,
Purpose & Mission.

People have AMAZING
hidden powers. They
have the POTENTIAL to
do virtually *anything*
that needs to be done
if they only knew
WHAT to do. ””

EXPECT MORE—EXECUTE BETTER.

Kent and I have been studying the root cause of success now for over a decade. We have accumulated, consolidated and organized thousands of the best ideas from the best experts on the subject of personal success. And in light of all we learned from the hundreds of thousands of pages we have researched... all the conclusions we have reached from the tens of millions of records at ThinkTQ.com... and all of the insights we have acquired with direct relationships with some of the most successful people on Earth... the best advice we can give anyone who wants to be immediately more successful can be stated in just four words:

Expect More—Execute Better.

As you will come to realize, these four words are not just great buzz words, they are the shortest set of instructions we can give you for living a life of passion, purpose and mission. Living these four words will lead to a life of phenomenal results, not regrets.

“High expectations are the key to everything.”

— Sam Walton, Founder, Wal-Mart

Read Sam Walton’s quote out loud to yourself. Try it on for size. It sounds inherently right, doesn’t it? You’ve heard this before, haven’t you?

Think about a few of the great success stories of our time. What do they all have in common? They all started out with nothing more than an idea. But they didn’t stop there.

THEY ALL CREATED WORLD-CHANGING EXPECTATIONS...

- **BILL GATES**—Vision: Make the personal computer more important than the mainframe. Result: Became the world’s wealthiest man by building the most successful software company on Earth.
- **REV. ROBERT H. SCHULLER**—Vision: Spread the gospel of hope, faith and the word of Jesus Christ throughout the entire world. Result: Built the largest Christian congregation on Earth.
- **LARRY PAIGE & SERGEY BRIN**—Vision: Index all the knowledge in the known universe, making it instantly available to everyone. Result: Built Google, the most powerful Internet company in the world—making them the youngest guys who ever went from broke to billionaires in less than five years!

- MEG WHITMAN—Vision: Create a place where people all over the world can efficiently buy and sell stuff. Result: Built the world’s biggest online auction site and turned eBay into the world’s most valuable Internet brand. According to *Forbes*, Meg is number five on the list of the most powerful women on Earth.

FACT: THEY ALL EXPECTED SUCCESS.

Think about the common thread that the most successful people on Earth all share: Visions turned into crystal-clear Expectations... turned into powerful Results.

Every successful person has a burning expectancy of success. Put simply, they succeed because they Expect to succeed.

Without question, High Expectations are a huge driver of success regardless of your field of endeavor: Pastor, salesman, single mom, teacher, CEO or just good ol’ dad.

After all, how much success will you enjoy with low expectations? How rewarding will your life be if you expect little... and accept even less? (Not so much is the correct answer.)

“High expectations demand brilliant execution.”

— E. R. Haas, Founder ThinkTQ, Inc.

FACT: HIGH EXPECTATIONS DEMAND BRILLIANT EXECUTION.

High expectations don’t “magically” turn themselves into powerful results. You can want success... wish for success... pray for success... but until you take the actions necessary to achieve it, all you have is a dream—without a hope of it being realized.

It takes both sides of the equation for success to form in your life. First you have to *expect* it. Then you have to take *action* to achieve it.

Think about the people who have become household names: Oprah Winfrey, Steve Jobs, Condoleezza Rice, Rick Warren, Jack Welch, Tiger Woods, John Elway, Arnold Schwarzenegger, Billy Graham, Larry Ellison... just to name a few.

Did they just think up great thoughts, and leave it up to fate to make it happen? No, they honed their God-given talents into hard-edged skills... and worked their butts off to build the teams of people needed to help them realize their dreams and visions.

After all, where do you think these people would be if they were not able to successfully articulate their visions—or worse—failed to deliver on them? Clearly, they expected success, then executed up to the level required to continuously meet growing expectations, which is the real “secret” to success.

TRUE SUCCESS = HIGH EXPECTATIONS COUPLED WITH BRILLIANT EXECUTION.

Highly successful people exhibit what we call high TQ Performance—the POWER to produce exceptional Results over Time. This is the “secret” to their world-changing successes.

A truth for which there are no exceptions: It takes POWER to make your dreams come true. Small dreams and aspirations can be realized with limited power. However, if you expect to change the world, you will need world-changing power, the power that comes from taking smarter actions more frequently.

Pretty straightforward, isn't it? When you get right down to it, achieving true and lasting success may not be *easy*, but it *is simple*: Expect More and Execute Better. Do this and you will consistently produce outstanding Results over Time.

$$\text{TQ} = \frac{\text{RESULTS}^{\text{TM}}}{\text{TIME}}$$

WHAT IS TQ? TQ STANDS FOR YOUR TIME QUOTIENT.

It is a measurement of your power to produce Results over Time.

Want greater success right now? Here's how:

Improve your TQ:

1. Identify what you want the most in your life.
2. Generate the power to achieve the Results you desire in the Time you have.

Do this, and you will find success beyond measure, Success *defined* by you, *motivated* by your compelling dreams, *forged* by your determination and *immersed* in your values.

HIGH EXPECTATIONS CREATE THE DRIVE TO EXCELLENCE.

Highly-compelling expectations are key for motivating you to turn up the skills you do have and get trained in the ones you don't. It is the "Big Why" for keeping your focus on the prize instead of the struggle and learning how to overcome the obstacles that stand in your way.

When you set yourself up in advance for results that are genuinely important to you, you will find a way to succeed at goals that are way beyond anything you have accomplished before.

When you set your sights in the right direction from the start—going after a vision or goal that has high personal value to you—you are guaranteed to be satisfied with your success once you have achieved what you set out for... long after all the costs have been paid and the effort spent. This is what we mean when we say a true and lasting success.

Everybody wants to have their best year ever—
to live their best life now. Everybody wants to
achieve more success in their life. Everybody wants
their life to have meaning—to believe that their
work and effort has made a real difference.

PERFORM ON PURPOSE.

The key to living your best life—at *every* point in your life—is to first define exactly what your best life would look like in crystal-clear detail, and then perform up to the level required to actually produce this "best life." Consistently execute up to your expectations, and you will succeed. Don't, and you won't.

Our objective is to help you achieve greater success than you ever dreamed possible by helping you live up to your full potential. Our challenge is to show you how to continuously "Expect More" out of your life, which will then give you the inspiration to "Execute Better," thereby helping you Succeed on Purpose.

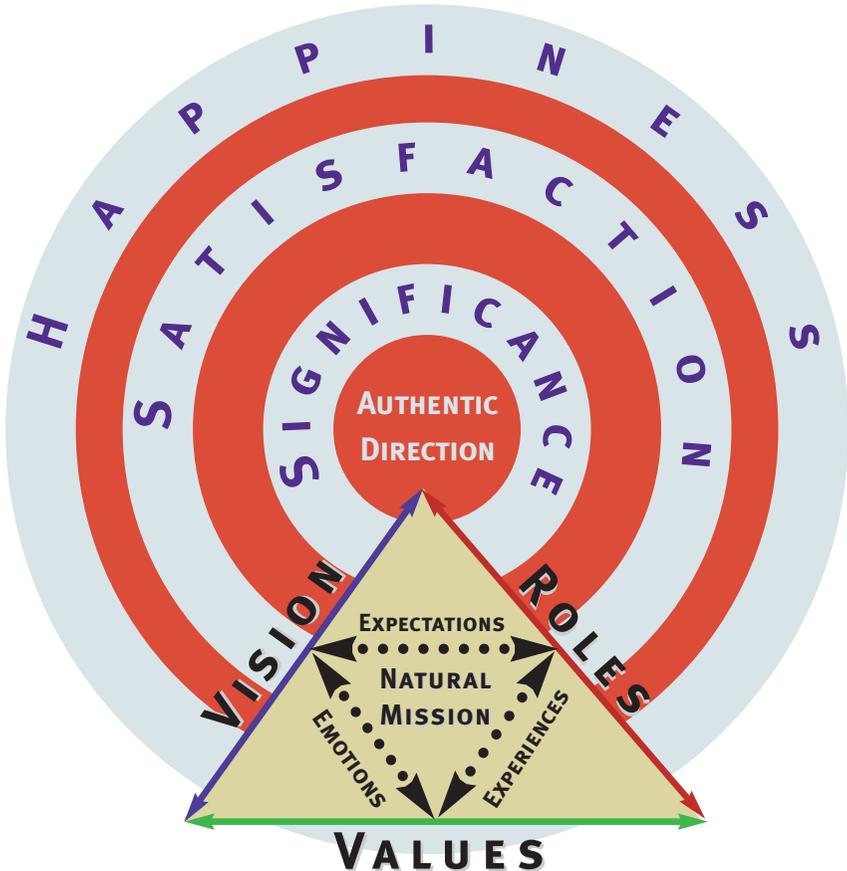
"What we see depends mainly on what we look for."

— Sir John Lubbock

THE TARGET FOR ALL HUMANITY...

You could say that our “real” purpose for writing this book—and fully integrating it with THINKTQ.COM—is to help you focus on and aim at the RIGHT target for your life—a clear target that will allow you to feel these positive emotions of happiness, satisfaction and significance each and every day you are alive.

To make this easy to visualize, here’s what that target looks like. Note the relationship between your Values, Visions and Roles and how they point to your Authentic Direction in life.



THIS IS THE “QUICK BIG PICTURE” OF REAL SUCCESS.

Please take a minute to “see” the meaning of this chart for you. This is your target for a life well lived... the target for your absolute best life ever... the target for becoming a Purpose-Driven Success.

Over the course of this book, we will *prove* to you—yes, *empirically prove*—that a life of HAPPINESS, SATISFACTION and SIGNIFICANCE is completely predicated on the strength of the connections between your EMOTIONS, EXPECTATIONS and EXPERIENCES... which are based entirely on the relationship between your VALUES, VISIONS and ROLES.

“Remember that very little is needed to make a happy life. The happiness of your life depends upon the quality of your thoughts; therefore, guard accordingly, and take care that you entertain no notions unsuitable to virtue and reasonable nature.”

— Marcus Aurelius

FROM PHILOSOPHY TO HARD-EDGE, SCIENTIFIC PROOF...

In order to help you make these all important connections in your life, you will be led through three major exercises.

Complete the VALUES exercise and you will not only *suspect* what you value most, but feel those values deep within your soul—establishing the critical link between your Emotions and your Visions of the future. You will absolutely, unconditionally KNOW what’s most important to you and why. From that moment on, your life will have personal meaning.

Complete the VISION exercise, and you will feel the incredible emotional connection between where you are now and where your life is headed—creating an unbreakable bond between your EXPECTATIONS and the Roles you will play to live your Values and achieve your Visions. You will truly know WHAT you are going to *do* with the rest of your life.

“Different men/women seek happiness in different ways and by different means. Happiness depends upon ourselves.”

— Aristotle

Complete the ROLES exercise, and you will understand HOW you will empower your choices and actions—creating a life of positive Expectations resulting in positive Experiences—yielding Happiness in the place of misery... Satisfaction in the place of those feelings of hopelessness and helplessness... and Significance in the place of regrets and recriminations.

Take the time to complete these exercises and you will find your true direction in life... and pursue your life with the passion, zeal and the single-minded dedication of a crusader.

A SIMPLE BUT PROFOUND WARM-UP EXERCISE...

Before continuing, I want to give you a bit of black-and-white “proof” about the power of direction. Think about your life as it is TODAY... and envision it 1, 5, 10, 15 years from now.

Take out a blank sheet of paper and write at the top, December 31, 2015, in giant letters. Write big and bold, cover the entire top half of the page with that future date. Draw a line across the page.

Look at this single point in time.

Do you BELIEVE it will happen? (It’s only a few years from now, so believing that you will be alive and well on New Year’s Eve 2015 is a slam dunk, right?!) Good Lord willing, you and I will be here celebrating the passing of a fabulous year of top-priority accomplishments... looking forward to an even better year in 2016. Right?

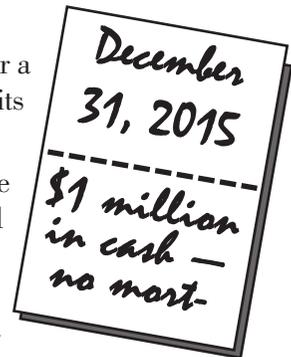


Look at the blank space below the date. What do you want to SEE happen between NOW and 12/31/2015? What, to you, would be the greatest picture of success? What, based on your VALUES right now, would make you completely happy, really satisfied with the results produced over that period of time?

The future is blank. What is your VISION for a life well lived between now and then... the full fruits of your labor realized?

Normally when we do this exercise live, we ask our students to think of the biggest financial goal they can imagine and visualize it achieved.

It’s easy to see a number. Maybe it’s to increase your earnings to \$250,000 in a year... or for overachievers, \$2.5 million a year!



It could be living debt free or a fully funded 401k.

On your sheet, in big letters, write down your financial goal so you can feel the calling from there and then, back to here and now. Do this now.

NOW WHAT?

Now what indeed! Most authors would simply tell you that if you “BELIEVE it, you can ACHIEVE it.” They would point to another cliché, that “ATTITUDE IS EVERYTHING,” and send you on your way with this belief in your heart... never telling you that in order to make this dream real, you will have to overcome the single greatest physical force in the universe: The Second Law of Thermodynamics.

This force is what controls the very hand of time... it controls the expansion of the universe... it controls little things like the Law of Irreversibility which controls the flow of heat and the mechanics of life itself. It is the “Entropy” law that states that we are inherently moving from a high state of ORDER to a high state of CHAOS or disorder.

This is not some metaphysical theory. It is the physics that controls the old saying, “Ashes to ashes, dust to dust... if you don’t paint it, it will rust!” Google “The Second Law,” and you will learn a great deal about the very fabric of the universe itself.

WHY DO I BRING THIS UP?

Because it is critical that you understand WHY it is vital to have Clarity of Vision... Clarity of Values... and Clarity of Roles—real CONVICTION—*before* you even attempt to spend your precious time and energy in pursuit of that which you have written on the page.

Follow these simple steps, and you will begin to SEE, with your own eyes, *exactly* why this dream isn’t going to just fall together on its own with nothing but good intentions and positive thoughts on your part:

1. Fold the sheet in half on the line, and tear it into two pieces. Shuffle them up, turning them upside down, front to back and side to side. Then, let them fall on your desk naturally. Did they fall face up and top to bottom in the right order? If so, great; if not, put them back in order.

2. Notice that it took a little bit of time and energy to look at the pieces, sort them out and put them back in order. Blink of an eye, right?

3. Now, put the two halves together, fold and tear so you have four sheets of paper. Shuffle and see if they fall together naturally, top to bottom and everything on the front. Can you see the full picture or is it still a mess?

4. Notice that with your dream torn into four sheets, it takes even more time and energy to put them back into the right order.

5. Finally, lay the four sheets on top of each other, tear in half, then do the same with the eight sheets. You now have a small “deck of cards” made up of 16 pieces and parts of your dream.

SHUFFLE WELL. MIX THE SHEETS UP. TOSS IN THE AIR!

WHAT HAPPENED?

Did the universe reverse itself and cause the sheets to all fall face up, top to bottom and right to left in the exact right order? No?

Wow! Kind of amazing, isn't it? One would think that with only 16 sheets there would be some random chance of everything falling together on its own. There isn't, so don't even believe that chance is going to make this financial dream a reality!

WHAT ARE THE ODDS?

I want you to REMEMBER this simple demonstration of the Second Law of Thermodynamics... FOREVER. We started with the picture of your biggest financial goal. The picture was in inherent ORDER (all neatly on a single page). We then tore it in half, giving you a 50-50 chance of the two halves coming back together—NATURALLY—on their own. Actually, that's not quite accurate. Your real odds are 1 in 36 (6 squared.)

We then messed it up by further tearing the pages in half again, 4, 8, then 16 different sheets... each with a Top... a Bottom... a Right... a Left... a Front... and a Back... hence six possible "states of DISORDER".

With each subdivision, it takes MORE Time and MORE Energy to put the picture together. Not just a little MORE... *exponentially* MORE: 6^2 ... 6^4 th... 6^8 th... 6^{16} th... etc. The numbers get BIG real FAST!

No question, life is a lot messier than just a sheet of paper torn into a few pieces. How many different pieces are present in just the big overview of your next five years? Thousands? Hundreds of thousands? More?

Here are the odds that, with only 16 pieces to your life's puzzle, they will automatically fall out in the right sequence, showing the complete picture—without you having to pick up the pieces and fit them together yourself. Want to see it? Go to Google.com and type in 6^{16} and Return.

**IT IS $6^{16} = 2, 821, 109, 907, 456$ TO 1 THAT
THE PICTURE WILL NOT JUST FALL TOGETHER.**

That's some 2.8 TRILLION to ONE odds that your hopes and dreams will NOT just naturally fall together. Clearly, you must have the POWER to put the puzzle of your life together the way you want it to appear.

Think about shaking up a 500-piece puzzle and tossing it out on the table. What's the chance that it will all fall out, face up, with the pieces in the right sequence? As we pointed out, what this really means is there is only ONE way for the picture to come together... and TRILLIONS upon TRILLIONS of combinations of NOT the picture.



You can toss out those pieces until the end of Time itself, and they will not naturally come back together... which is *why* the Arrow of Time only points to the future... and **WHY** it takes Time and Energy (Power) to make your dreams and goals real.

THINK ABOUT IT...

How many times have you set a goal and left it up to random chance to achieve itself? Be honest, we all do this!

I just want you to understand how foolish it is for you to leave your hopes and dreams up to fate to provide your heart's desire... how outright ineffective it is to employ the wish-and-wait strategy of success... and how really simple it is, once you have a clear picture of what you want, to start picking up the pieces and parts, figuring out how they fit together, and take an active role in assembling the life you desire.

Think about this exercise in context to the rest of your life. There are a number of big take aways from this simple experiment:

1. If you do not have a clear picture of what the puzzle actually looks like in the first place, it is infinitely more difficult to sort out the pieces and put them in the right sequence. Proof? Take a 1,000-piece puzzle, shake up the box and toss the pieces on the table. Pitch the box. Try assembling it without having a clear vision of what it's supposed to look like.

2. The more complex the picture, the more complex the puzzle, the less likely it is that *any* of it is going to just fall together. A small personal goal, with few individual pieces is infinitely easier to assemble than a huge, world-changing goal that spans 10 to 20 years.

3. Knowing what the picture looks like gives you a huge edge. Knowing that it is up to you to put the puzzle together gives you an even greater edge. Knowing that the picture contains enough value to you personally, you will enthusiastically do what it takes, as long as it takes, to make your vision real. If your vision lacks value and you lose faith that you are the one to put the pieces together... you will lose heart... and it's game over.

Success On Purpose will not only give you the tools to create the perfect picture of a life well lived, but will help you fill in the missing colors in your paint-by-number dreams.

THIS IS OUR GIFT TO YOU.

Our grand dream is to make it easy for people to succeed.

However, by “easy” we do not mean success without the price of hard work, overcoming setbacks, dealing with disappointments, and needing to make fresh starts—not by a long shot!

By “easy” we mean simple to understand and apply. We hand you the wisdom and the tools. You supply the “work force” to make it happen.

You see, we truly believe in *you*. Our passion—our mission—is to see you live your best, most successful life every minute you are alive.

Use the tools.

Apply the knowledge.

And you will experience the miracle of renewal and the power of creation.

You will truly become a Success On Purpose.

We hope and pray that you will then use your gifts
and talents for the good of humanity—not just
your own personal gratification.

We believe that if we can train millions of people to become a great deal more successful, they will go on to help billions of people—making this world a far better place for generations to come.

An impossible dream? I don’t think so.

“All the strength and force of man comes from his faith in things unseen. He who believes is strong; he who doubts is weak. Strong convictions precede great actions.”

— James Freeman Clarke

A HUGE DREAM, NO DOUBT...

As Robert Schuler says, “It all begins with an impossible dream.” But with the combined power of 100 million people working at their peak potential—actually *using* their God-given gifts to maximum potential—the vision starts to become a little more realistic. That is 100 million hearts and heads working together to make our world a fabulous place for all of us.

Think about it. That's 200 million eyes, ears, hands and feet—all performing on purpose... picking up the pieces and parts... and putting together an incredible picture of the future. Starting now with yours.

*“Faith sees the invisible, believes the unbelievable,
and receives the impossible.”*

— Corrie Ten Boom

**YES, WE BELIEVE ALL IT TAKES IS SOME CLEAR DIRECTIONS ON OUR PART AND A LITTLE
FAITH, COURAGE AND COMMITMENT ON YOUR PART.**

Kent and I took a major leap of faith when we decided to “proceduralize” a subject matter that has widely been pursued with theological and philosophical vigor. The great thinkers of the ages have all concluded that success is predicated on the release of our inner passion... the spontaneous mental, spiritual and physical combustion that is ignited with that certain spark of “creative genius.”

While all true, few people actually *find* their sparks of passion so they can fan them into flames of inspiration and motivation. They keep *searching* but not *finding*. They keep looking for the answers but never seem to arrive at that starting point for change... and those all-critical points of choice.

We have discovered a simple process—a set of easy-to-follow procedures—that lead you directly to the Starting Point for true and lasting success. In fact, this entire hierarchical, measurable, sequential process can be summarized in The Winner's Mindset™ of:

Clarity...

Conviction...

Commitment...

Courage...

THE PATH TO THE WINNER'S MINDSET™

In the process of assembling the ideas and exercises within this book, we arrived at some very clear conclusions about what it takes to acquire the Winner's Mindset™ and succeed at this “game of life.”

We found that there can be no CLARITY without an absolute, unwavering connection between our Values, Visions and Roles.

There can be no CONVICTION without Absolute Clarity...

There can be no true COMMITMENT without Absolute Conviction...

There is no drawing upon COURAGE... in fact, no need for Courage at all... without UNCONDITIONAL Commitment.

Commitment without Conviction is sheer folly.

Conviction without Clarity is impossible.

How can you be convinced of *anything* when you don't have Clarity of purpose?

ACTION WITHOUT CONVICTION IS A TOTAL WASTE OF YOUR TWO MOST PRECIOUS RESOURCES: TIME AND ENERGY.

In terms of personal performance, all you have in this life is your precious TIME and the physical, mental and spiritual ENERGY you bring to the table on a daily basis.

So, if you are at a point in your life where you are missing any one of the 4 Cs, then we respectfully invite you to invest a little of your Time and Energy and...

Follow our instructions, do the work, and you will find Absolute Clarity, Absolute Conviction, Absolute Commitment and the Proactive Courage to become a Success on Purpose... and a true winner in the game of life.

YOU HAVE OUR WORD ON IT.

***Guaranteed by E. R. Haas, Kent C. Madson
& The Entire Team TQ!***

*“There is no such thing as a lack of faith.
We all have plenty of faith,
it’s just that we have faith in the wrong things.
We have faith in what can’t be done,
rather than what can be done.
We have faith in lack, rather than abundance,
but there is no lack of faith. Faith is law.”*

— Corrie Ten Boom

a short STO

Chapter 1

An Astute Observation:

*“Make your life a mission—
not an intermission.”*

— Arnold Glasgow

