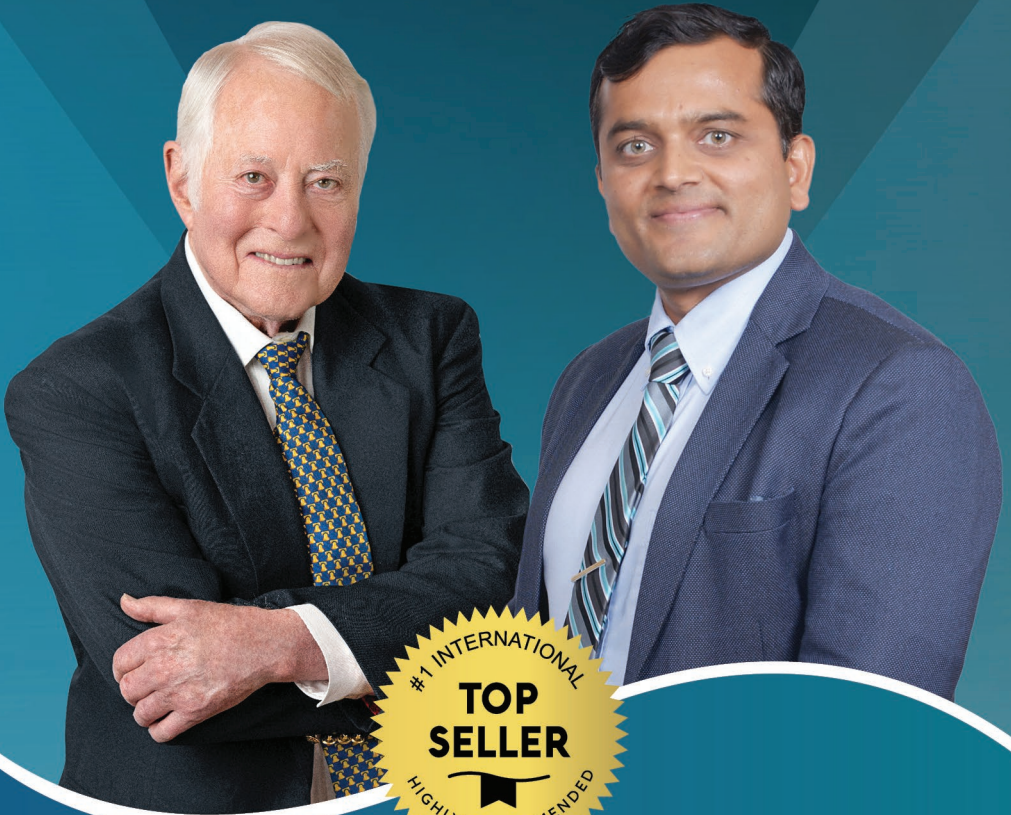


CRACKING THE BUSINESS MASTERY CODE



**BRIAN
TRACY**

**KAPIL
PATEL**

Cracking the Business Mastery Code

SUCCEEDING IN BUSINESS IN ANY MARKET VOL. IV

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“Kapil Patel’s passion for inspiring happiness and purpose in the workplace is truly transformative. As the founder of Inspiring Happiness At Work LLC, Kapil has dedicated himself to helping individuals discover fulfilment and joy in their careers, empowering them to take ownership of their growth and engagement. His journey from Gujarat, India, to becoming a respected speaker and trainer is a testament to his commitment to positive change and personal growth. Kapil’s message resonates with anyone seeking to create a thriving, productive culture built on happiness and purpose. His work reminds us that when we embrace our calling, we not only elevate ourselves but also the people around us.”

**Brian Tracy
Author, Speaker, Consultant**

Contents

Foreword Brian Tracy	8
Foreword Medhat Zaki	10
Cracking the Business Mastery Code Brian Tracy	13
The G.A.P.S. Framework – A Leader’s Guide to a Thriving Culture in 60 Minutes Kapil Patel	37
Beyond Recognition Medhat Zaki	49
Inner Leadership: How to Transform Self-Mastery to Elevate Productivity and Profitability Alexandra Quinn	63
Energy Mastery – Holistic Balance Strategies Anatolii Zasoba	77
If Nothing Changes, Nothing Changes Andrew Redding	89
Achieve Your Dreams with my 7 Key Principles and 10 Self- Improvement Tips Badritdin Nishankulov	101
Overcome ANY Challenges: My Path Through Economic Crises, Pandemic, and War Chorna Nadiya	111
Achieving Short-Term Goals For Long-Term Success Danny Dimas	121
Change Management with People at its Heart Dr Grant R. Muddle, ML	133
Leading Beyond Limits Elizabeth Piscocama	147
The Blueprint for Success - How Strategic Marketing and Systems Transformed My Business Carlos Gonzalez	161

Mindset Mastery: Where There's a Will, There's a Way Frank Lebel	173
Your Mindful Line and Neuro Line to Success Oksana Avdeeva	185
The Power of Discipline – Building a Bridge Between Bushido and Business Success Peter Mylonas	197
The Tax-Saving Bible The Ten Commandments of Tax Savings Robert Stone	209
From Vision to Victory: The Blueprint for Accelerating Profit and Building High-Performing Teams Sarah-Mae Amde, MBA	219
The 3WIN Method: A Powerful PR Strategy for Brands, Partners, and Media Svetlana Khachiyani	233
Cracking the Leadership Code Vanessa Giannos	245
The Entrepreneur's Second Brain Jaroslavs Kaplans	261
More Than Just Numbers: How Holistic Consulting Empowers Businesses and People Kai Angermayer	275
Metanoia for Life and Business Success Sam Ayeni	285
Life trilogy Explore – Educate – Empower Bell Kim	295
Master Your Inner Brilliance Heike Britt Aunap	307
Success isn't just About Luck - It's About Having an Effective Strategy Ekaterina Lyubushkina	319

Foreword

Brian Tracy

The principles that underpin business success remain constant, yet the strategies we employ to attain that success are always changing and adapting. In the rapidly evolving landscape of today, maintaining a competitive edge is not merely beneficial—it is essential for success. I am thrilled to present *Cracking the Business Mastery Code*, a compilation of impactful insights, actionable strategies, and tested tactics from highly successful business owners and leaders who have genuinely excelled in their fields.

Every successful entrepreneur understands that the journey to achievement is marked by obstacles, yet it is also abundant with possibilities. This anthology unites a varied collection of professionals who have encountered the same challenges you might be facing today—be it expanding your operations, adjusting to economic changes, or embracing the digital era. Their stories captivate us not merely because of their success, but due to the practical and actionable steps they implemented to reach their goals.

Every chapter is filled with practical examples and actionable strategies that you can put into practice in your own business right away. The concepts outlined here focus on enhancing your leadership abilities, optimizing processes, and refining your sales techniques. These strategies are crafted to empower you to overcome your existing barriers and reach your utmost potential.

Keep in mind that achieving excellence in business isn't about tackling every task—it's about consistently focusing on the right actions. Achievement is not the result of fleeting efforts; it arises from a consistent commitment to your objectives, along with the capacity to adjust to evolving situ-

ations. This book serves as your guide to achieving success. This guide will enable you to seize control of your business, conquer challenges, and excel in the most competitive landscapes.

As you explore these pages, remember that you are gaining knowledge from top experts—individuals who have traveled this journey ahead of you and are generously sharing their wisdom to empower your success. Your path to mastering the art of business starts today, and I am confident that this book will be a vital resource in your toolkit.

Here's to your continued growth and success!

Sincerely,

Brian Tracy

Foreword

Medhat Zaki

Dear Readers,

It is with great pleasure and pride that I present to you *Cracking the Business Mastery Code*. In this fourth part of our series “Succeeding in Business in Any Market”, you will again find a wealth of knowledge from seasoned business owners and leaders who have generously shared their experiences, challenges, and triumphs. The diversity of perspectives and the practical advice offered are a testament to the strength and resilience of businesses across a wide range of industries, and more importantly, to the shared commitment we all have to continuous learning and growth.

In today’s dynamic and ever-changing business landscape, success depends on adaptability, innovation, and a willingness to evolve. No two industries are exactly alike, yet the principles of good business remain universal. Whether you are an entrepreneur in the early stages of building your company, or a leader seeking new ways to optimize and expand, the lessons shared here can serve as invaluable resources on your journey.

One of the greatest assets any business owner can have is access to real-world strategies that have been proven to work. In these pages, you will discover not just theoretical concepts but practical solutions to the challenges we all face, regardless of the size or scale of the enterprise. From improving operational efficiency to mastering customer relationships, this anthology offers insights that can lead to real, tangible results.

It has been an honor to co-publish this 4th book of our series “Succeeding in Business in Any Market” alongside my dear

friend Brian Tracy. Together, we have made it our mission to provide valuable resources for business leaders who are looking to achieve new levels of success and personal fulfillment. We are confident that Cracking the Business Mastery Code will not only inspire you but also equip you with the tools, strategies, and confidence you need to thrive in today's competitive business environment.

I encourage you to read carefully, reflect deeply, and most importantly, apply the wisdom found here in your work. May it guide you toward new heights of business mastery and success.

Warm regards,

Medhat Zaki

Brian Tracy



Brian Tracy is chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. Brian's goal is to help you achieve your personal and business goals faster and easier than you ever imagined. Brian Tracy has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the US, Canada, and 80 other countries worldwide. He has studied, researched, written, and spoken

for 30 years in the fields of economics, history, business, philosophy, and psychology. He is the top-selling author of over 90 books that have been translated to 56 languages.



SCAN ME

Cracking The Business Mastery Code

Cracking The Business Mastery Code

Brian Tracy

What you are about to learn can change your life. These ideas, insights, and strategies have been the springboards to financial success for millions of men and women, young and old, rich and poor. These principles are simple, effective, and easy to apply. Each of them is based on exhaustive research and interviews with thousands of wealthy people. People who have cracked the business mastery code. They have been tested and proven over and over again, and they will work for you if you take them and apply them in your own life.

We are living at the greatest time in all human history. More people are becoming wealthy today, starting from nothing than has ever been imagined. There are more than seven million millionaires in America, most of them self-made, and the number is growing by 15% to 20% each year. We even have self-made ten millionaires, hundred millionaires, and more than two hundred billionaires. We have never seen this type of rapid wealth creation in all human history.

Here's the best news of all. Virtually everyone starts with nothing. More than 90% of all financially successful people today started off broke or nearly broke. The average self-made millionaire has been bankrupt or close to bankrupt 3.2 times. Most of them failed repeatedly before they finally found the right opportunity that they were able to leverage into financial success. And what hundreds of thousands and millions of other people have done, you can do as well.

The iron law of human destiny is the Law of Cause and Effect. This law is simple yet very powerful. It says that there is a specific effect for every cause. For every action, there is a reaction. This law says that success is not an accident. Financial success is the result of doing certain, specific things, repeatedly, until you achieve the financial independence that you desire.

Nature is neutral. The natural world, the marketplace, and our society do not care who you are or what you are. The law of cause and effect says that if you do what other successful

people do, you will eventually get the results that other successful people get. And if you don't, you won't. This law says that when you learn and apply the success secrets of wealthy people in your own life, you will experience results and rewards far beyond anything you have ever accomplished in life up until now.

Here is an important point for you to remember. Nobody is better than you and nobody is smarter than you. Let me repeat that. Nobody is better than you and nobody is smarter than you. Get those thoughts out of your mind. One of the primary reasons for selling yourself short, for underachievement and lack of financial success, is the conviction that people who are doing better than you are better than you. This is simply not the case.

Crack the Business Mastery Code by Dreaming Big Dreams

“Dream big dreams; only big dreams have the power to move men’s souls.”

Your first secret to cracking the business mastery code is simple: Dream Big Dreams! Allow yourself to dream. Allow yourself to imagine and fantasize about the kind of life you would like to live. Think about the amount of money you would like to earn and have in your bank account.

All great men and women begin with a dream of something wonderful and different from what they have today. You know the song that says, “You have to have a dream if you want to make a dream come true.” It’s true for you and for everyone else, as well.

Practice “back from the future” thinking. This is a powerful technique practiced continually by high-performing men and women. This way of thinking has an amazing effect on your mind and on your behavior. Here is how it works: Project yourself forward five years. Imagine that five years have passed and that your life is now perfect in every respect. What does it look like? What are you doing?

Where are you working? How much money are you earning? How much do you have in the bank? What kind of lifestyle do you have?

You always tend to move in the direction of your dominant dreams, images, and visions. The very act of allowing yourself to dream big dreams raises your self-esteem and causes you to like and respect yourself more. It improves your self-concept and increases your level of self-confidence. It increases your personal level of self-respect and personal happiness. There is something about dreams and visions that is exciting and stimulates you to do and be better than you ever have before.

Develop a Clear Sense of Direction to Crack the Business Mastery Code

“A person with a clear purpose will make progress on even the roughest road. A person with no purpose will make no progress on even the smoothest road.” (Thomas Carlyle)

This is where you take your dreams out of the air and crystallize them into clear, specific written goals. Perhaps the greatest discovery in human history is that “You become what you think about most of the time.”

Here is an exercise for you. Take a sheet of paper and write the word “Goals” at the top of the page with today’s date. Then, make a list of ten goals that you would like to achieve over the next twelve months. Write your goals in the present tense, as though a year has passed and you have already achieved them. Begin each goal with the word “I” to make it personal to you.

By making out a list of ten goals for yourself for the next year, you will have moved yourself into the top 3% of adults in our society. The sad fact is that 97% of adults have never made a list of goals in their entire lives.

Once you have your list of ten goals, go back over the list and ask this key question: “Which one goal on this list, if I were

to achieve it, would have the greatest positive impact on my life?”

Whatever your answer to that question, circle that goal and make that your number one, most important goal for the future. Set a deadline, make a plan, take action on your plan, and do something every day that moves you toward that goal.

From now on, think and talk about that goal all the time. Announce your goal to your family, and friends, and on social media. There has never been a better time to build awareness and visibility about your goals. If no one knows what you are trying to accomplish, how can they help you? Think and talk about how you can achieve that goal all the time with whoever will listen. This exercise will stimulate your creativity, increase your energy, and unlock more and more of your potential.

Crack the Business Mastery Code by Seeing Yourself As Self-employed

***“I am the captain of my soul;
I am the master of my fate.”***

From now on, accept complete, 100% responsibility for everything you are and everything you will ever be. Refuse to make excuses or to blame other people for your problems or shortcomings. Stop complaining about things in your life that you are not happy about. Refuse to criticize other people for anything. You are responsible. If there is something in your life that you don't like, it is up to you to do something about it. You are in charge.

Self-responsible people are intensely result-oriented. They take high levels of initiative. They volunteer for assignments and they are always asking for more responsibility. As a result, they become the most valuable and respected people in their organizations. They continually prepare themselves for positions of higher authority and responsibility in the future. You should do the same.

Do What You Love to Do to Crack the Business Mastery Code

“When you start doing what you really love to do, you’ll never work another day in your life.”

Wealthy people are those who have found a field where their natural strengths and abilities are exactly what is required to do the job and achieve the results desired. Wealthy people often say that they “never worked a day in their life.” You must find a field in which you can be totally absorbed, a job or area of endeavor that completely fascinates you, that holds your attention, and that is a natural expression of your special talents and abilities.

When you are doing what you love to do, you seem to have a continuous flow of excitement, energy, and ideas to do what you do even better. Here is a question for you: “If you won a million dollars, tax-free, tomorrow, would you continue to do what you are currently doing?”

Perhaps the greatest responsibility of adult life, when you are surrounded by so many different choices of occupation and activity, is to find out what it is that you really love doing and then dedicate yourself to that field. And no one else can do it for you.

Commit to Excellence to Crack the Business Mastery Code

“The quality of your life will be determined by the depth of your commitment to excellence, no matter what your chosen field.”

Vince Lombardi

Resolve today to be the very best at what you do. Set a goal for yourself to join the top 10% of your field, whatever it is. This decision, to become very, very good at what you do, can be the turning point in your life.

“Your life only gets better when you get better.” And since there is no limit to how much better you can become, there is no limit to how much better you can make your life.

Here is one of the most important questions you will ever ask and answer, for the rest of your career, “What one skill, if you developed and did it excellently, would have the greatest positive impact on your life?”

You cannot become good at everything right away. All people start out poorly when developing new skills and build competency over time. The problem is that people do not enjoy doing things when they have low competency, but the same things will bring them great joy once they achieve high competency. Resolve to push through the initial discomfort to achieve competency. Do not Quit.

Crack the Business Mastery Code by Dedicating Yourself to Lifelong Learning

“Continuous learning is the minimum requirement for success in any field.”

Denis Waitley

You have a virtually unlimited capacity to learn and improve in your chosen field. You have more brains, abilities, and intelligence than you could ever use if you were to work on developing yourself for the rest of your life. You are smarter than you can even imagine. There is no obstacle that you cannot overcome, no problem you cannot solve, and no goal you cannot achieve by applying the power of your mind to your situation.

Leaders are learners. Continuous learning is the key to cracking the business mastery code. Lifelong learning is the minimum requirement for success in your field, or in any field. Decide today that you are going to become a student of your craft and that you are going to continue learning and becoming better for the rest of your life.

There are three keys to lifelong learning. The first key is that you read in your field for at least 30 to 60 minutes each day. Reading is to the mind as exercise is to the body. When you read for an hour each day, this will translate into about one book per week. One book per week will translate into 50 books per year. 50 books per year will translate into 500 books over the next 10 years.

Since the average adult reads less than one book per year, when you begin reading one hour per day, one book per week, this alone will give you an incredible edge in your field. You will become one of the smartest, most competent, and highest-paid people in your profession by simply reading for one hour each day. Remember to actively read with a pen in your hand, underline all the key points, and insights, and write down your notes when you feel inspired.

The second key to lifelong learning is for you to listen to audio programs in your car as you drive from place to place. The average person commutes 500 to 1000 hours per year. This is the equivalent of 12 to 24 forty-hour weeks or as much as three to six months of working time. This is the equivalent of one to two full-time semesters at the university.

Turn your commute into a learning machine, into a university on wheels. Many people have become millionaires through the miracle of audio learning. This is why audio learning is often called the greatest breakthrough in education since the invention of the printing press.

A third key to lifelong learning is for you to take every course or seminar you can possibly find that can help you to be better in your field. There are now thousands of relevant, highly valuable online courses available on every subject, enroll and get started now. The combination of books, audio programs, online courses, and seminars will enable you to save hundreds of hours and thousands of dollars, and many years of hard work, in achieving the same level of financial success.

Decide today to become a lifelong learner. You will be amazed at the effect that it has on your career. Lifelong learning can be a major factor in your becoming wealthy.

Pay Yourself First to Crack the Business Mastery Code

***“A part of all you earn is yours to keep,
and if you cannot save money,
the seeds of greatness are not in you.”***

W. Clement Stone

Resolve today that you are going to save and invest at least 10% of your income throughout your working life. Take 10% of your income off the top of your paycheck each time you receive it and put it away into a special account for financial accumulation.

Developing the lifelong habit of saving and investing your money is not easy. It requires tremendous determination and willpower. You must set it as a goal, write it down, make a plan, and work on it all the time. But once this habit locks in and becomes automatic, your financial success is virtually assured.

Practice frugality in all things. Be very careful with every penny. Question every expenditure. Delay or defer every important buying decision for at least a week, if not a month. The longer you put off making a buying decision, the better will be your decision and the better price you will get at that time.

If you cannot save 10% of your income, start today by saving 1% of your income in a special savings and investment account. Put it away at the beginning of each month, even before you begin paying down your debts. Live on the other 99% of your income. As you become comfortable living on 99%, raise your savings level to 2% of your income, then 3% and 4% and so on.

Within one year, you will be saving 10% and maybe even 15% or 20% of your income and living comfortably on the balance. At the same time, your savings and investment account will start to grow. You will become more careful about your expenditures and your debts will begin to be paid off. Within a year or two, your entire financial life will be under your control and you will be on your way to becoming wealthy. This process has worked for everyone who has ever tried it. Try it and see for yourself.

Crack the Business Mastery Code by Learning Every Detail of Your Business

“If you become very good at what you do, there is nothing that can stop you from getting paid more and promoted faster.”

Dan Kennedy

The market only pays excellent rewards for excellent performance. It pays average rewards for average performance and below-average rewards, failure, and frustration for below-average performance. Your goal should be to become an expert in your chosen field by learning every single detail about how to do it better and better.

The Law of Integrative Complexity says that the individual who can integrate and use the greatest amount of information in any field soon rises to the top of that field.

If you are in sales, become an aggressive, lifelong student of the selling process. The top 20% of salespeople earn, on average, 16 times the amount of the bottom 80% of salespeople. The top 10% of salespeople earn even more.

If you are in management, resolve to become an outstanding professional manager. If you are starting and building your own business, study entrepreneurial strategies and tactics and try out new ideas every single day.

Set a goal for yourself to become the very best in your business or profession. One small detail, insight, or idea can be the turning point in your career. Never stop looking for it.

Dedicate Yourself to Serving Others to Crack the Business Mastery Code

“You can get everything you want in life if you just help enough other people get what they want.”

Zig Ziglar

Your rewards in life will always be in direct proportion to your service to other people. All wealthy business owners are obsessed with customer service. They think about their customers all the time. They are continually looking for new and better ways to serve their customers better than anyone else.

Your success in life will be in direct proportion to what you do after you do what you are expected to do.

Always look for opportunities to do more than you are paid for. Always seek ways to go the extra mile for your customers. Remember, there are never any traffic jams on the extra mile.

Your customers are those people who you depend on for your success in your work. This means that your boss and coworkers are customers as well as the people who buy your products or services. Your customers are also those people who depend on you for their success or satisfaction. This is what cracking the business mastery code is all about.

Look for ways to add value to what you do and to the people who depend on you every single day. One small improvement in the way you serve your customers can be a major reason for your financial success. Never stop looking for those little ways to serve your customers better.

Be Impeccably Honest with Yourself and Others to Crack the Business Mastery Code

“If honesty did not exist, it would have to be invented as the surest means of becoming rich.”

Bulmer

Perhaps the most valued and respected quality you can develop is a reputation for absolute integrity. Be perfectly honest in everything you do and in every transaction and

activity. Never compromise your integrity for anything. Remember that your word is your bond and your honor is everything when it comes to business.

Cracking the business mastery code is based on trust. Your success in becoming wealthy will be solely determined by the number of people who trust you and who are willing to work for you, give you credit, lend you money, buy your products and services, and help you out during difficult times. Your character is the most important thing that you develop in your entire life and it is based on the amount of integrity that you practice.

The first part of integrity is to be true to yourself, in all things. Be true to the very best that is in you. Being true to yourself means doing what you do excellently. Integrity is demonstrated internally by personal honesty and externally by quality work.

The second part of integrity is for you to be true to the other people in your life. Live in truth with everyone. Never do or say anything that you do not believe to be right, good, and honest. Refuse to compromise your integrity for anything. Always live up to the very best that you know.

Here is a question for you to ask and answer regularly: “What kind of a world would my world be if everyone in it was just like me?”

This question forces you to set high standards for yourself and keep raising the bar. Act as though your every word and action were to become a universal law. Carry yourself as

though everyone was watching you and patterning their behavior after yours. And when in doubt, always do the right thing, whatever it is and whatever it costs.

If You want to Crack the Business Mastery Code Set Priorities and Concentrate Single Mindedly

“Concentration is paying attention to a chosen thought.”

Atkinson

This is the key requirement for high levels of productivity and performance. When you develop the habit of setting priorities and concentrating single-mindedly, you will be able to accomplish virtually anything you want in life. This core strategy has been the primary reason for high income, wealth creation, and financial independence for thousands and even millions of people.

Your ability to determine your highest priority and then to work on that high priority until it is completed is the primary test and measure of your willpower, self-discipline, and personal character. It is the hardest habit to develop but also the most important if you want to crack the business mastery code.

Here is the formula. Make a list of everything you have to do before you begin. Set priorities on that list and start work on your highest priority task until it is complete.

Commit yourself to working single-mindedly on one task, the most important task, and staying at it until it is 100% complete. Persevere without diversion or distraction. Push yourself to keep working at the job until it is done.

The good news is that by continually setting priorities and concentrating on your highest-value tasks, you soon develop the habit of high performance. This habit will then become automatic and will virtually guarantee you great success in life.

Develop a reputation for speed and dependability to Crack the Business Mastery Code

“Do your work; not just your work and no more, but a little bit more for the lavishings sake – that little more which is worth more than all the rest.” (Dean Briggs)

Time is critical for business success. Everyone today is in a tremendous hurry. Customers who did not even know that they wanted a product or service now want it yesterday. People are less and less patient for anything. Loyal customers will change suppliers overnight if someone else can serve them faster than the people they are already dealing with. Instant gratification is no longer fast enough.

Your job is to develop a reputation for speed. Develop a “sense of urgency.” Develop a bias for action. Move fast on opportunities, and when people want or need something. Move quickly when you see something that needs to be done.

When you can combine your ability to select your highest priority task with the commitment to getting it done quickly and well, you will find yourself moving to the front. More doors and opportunities will open for you than you can even imagine today.

To Crack the Business Mastery Code Be Prepared to Climb from Peak to Peak

***“Winning is not a sometime thing;
it’s an all the time thing.”***

Vince Lombardi

Just as a mountain climber who has reached one peak must go down into the valley to climb to another peak, your journey will be the same. Your life and career will be a series of ups and downs. As they say, “Life is a process of two steps forward and one step back.”

All of business life is made up of cycles and trends. There are up cycles and down cycles. There are trends in business that

can often lead to a complete change in the industry. We see this today with the Internet and the expansion of technology in all directions, changing many of our fixed ideas and beliefs about the way business is done.

Develop a long-term perspective. Take a long view in everything you do. Plan two, three, four and five years into the future and don't allow yourself to get onto an emotional roller coaster with the short-term ups and downs of daily life.

Practice Self-discipline in All Things to Crack the Business Mastery Code

“Self-discipline is the ability to make yourself do what you should do, when you should do it, whether you feel like it or not.”

Elbert Hubbard

This is the most important single quality for success in life and cracking the business mastery code. If you can discipline yourself to do what you should do, when you should do it, whether you feel like it or not, your success is virtually guaranteed.

The key to becoming a wealthy person is a long-term perspective combined with an ability to delay gratification in the short term. It is your ability to set a long-term financial goal of becoming wealthy and then to discipline yourself, every single day, and with every single expenditure, to do only those things that will guarantee that you ultimately achieve your long-term goal.

Self-discipline requires self-mastery, self-control, self-responsibility, and self-direction. The difference between those who crack the business mastery code and failure is that successful people make a habit of doing the things that failures do not like to do. And what are those things? The things that failures don't like to do are the same things that successful people don't like to do either.

Successful people are more concerned with pleasing results. Failures are more concerned with pleasing methods. Successful people do things that are goal-achieving. Unsuccessful people do things that are tension-relieving. Successful people do the things that are hard, necessary, and important. Unsuccessful people, on the other hand, prefer to do things that are fun and easy and which give them immediate enjoyment.

The good news is that every act of self-discipline strengthens your other disciplines as well. Every time you practice self-discipline, your self-esteem goes up. You like and respect yourself even more. And the more you practice discipline in small things, the more capable you become of the great disciplines required for the great opportunities, experiences, and challenges of life.

Remember that everything in life is a test. Every day, every hour, and sometimes every minute, you are taking a test - of self-mastery, self-control, and self-discipline. The test is to see whether you can make yourself do the things that are most important and stay with them until they are complete. When you pass the test, you move onward and upward to the next grade. And as long as you keep passing the tests, you keep moving onward and upward in your life. Success is tons of discipline. As Jim Rohn says, "Discipline weighs ounces; failure weighs tons."

Crack the Business Mastery Code by Unlocking Your Inborn Creativity

"Imagination is more important than facts."

Albert Einstein

Here is some more good news. You are a potential genius. You are smarter than you have ever imagined. You have more raw brainpower and creative ability than you have ever used up to now.

Your brain has 10 billion cells, each of which is connected to as many as 20,000 other cells by a complex network of neurons and dendrites. This means that the possible combinations and permutations of cells in your brain are greater than the number of molecules in the known universe. Your ability to develop ideas to help you crack the business mastery code is infinite and unlimited. This means that your ability to succeed is unlimited as well.

Your creativity is stimulated by three things:

- Intensely desired goals
- Pressing problems
- Focused questions

The more you focus your mind on achieving your goals, solving your problems, or answering the tough questions about your business and personal life, the smarter you become and the better your mind works for you in the future.

Your brain, your creativity, is like a muscle. The more you use it, the stronger and more resilient it becomes. You can increase your intelligence and your IQ by disciplining yourself to think creatively all day long. And remember, creativity is just another word for “improvement.” Every time you come up with an idea to improve some part of your work, to find newer, better, faster, cheaper, or easier ways to accomplish a result, you are functioning at the highest level of creativity.

Just as you develop your muscles by straining them with physical training, you develop your mental muscles by straining them as well.

Get Around the Right People to Crack the Business Mastery Code

“You will be the same person in five years except for the people you meet and the books you read.”

Charlie Jones

Fully 85% of your success and happiness in life is going to be determined by the quality of the relationships that you develop in your personal and business activities. The more people you know, and who know you in a positive way, the more successful you will be and the faster you will move ahead.

At virtually every turning point in your life, someone is standing there to either help you or hinder you. Successful people make a habit of building and maintaining a network of high-quality relationships throughout their lives,

and as a result, they accomplish vastly more than the average person who goes home and watches television each night.

Everything is relationships. Virtually all your problems in life will come as the result of your entering into the wrong relationships with the wrong people. Virtually all your great successes in life will be accompanied by great relationships with good people who help you and who you help in return.

More than 90% of your success will be determined by your “reference group.” Your reference group is defined as the people with whom you habitually identify and pass the time with.

People who have cracked the business mastery code network continually. They join their industry and trade associations, attend every meeting and get involved with activities. They introduce themselves to people in business and social settings, hand out their business cards, exchange contact information, and tell people what they do. Leverage the multitude of online forums, social networks, and threads to start conversations and learn from smart people.

And here is one of the best strategies of all. Whenever you meet a new person, ask them to tell you about their business and especially, to tell you what you would need to know to send a client or a customer to them.

Be a go-giver rather than a go-getter. Always look for ways to put in before you start thinking of ways to take out. The very

best way to network and build your relationships is to constantly look for ways to help other people achieve their own goals. The more you give of yourself without expectation of return, the more rewards that will come back to you from the most unexpected sources.

Take Excellent Care of Your Physical Health

***“The key to happiness is a sound mind
in a sound body.”***

Theodore Roosevelt

You cannot crack the business mastery code if your health is poor.

We are living at the most wonderful time in human history in terms of longevity and physical fitness. You can live longer and live better today than has ever before been possible. You should aim to live to be 80, 90, or even 100 years old, in excellent health, and you can do it if you decide to.

First, set a goal to live to be at least 100 years old. Then, look at your current health habits and ask yourself whether or not the way you are living today is going to get you to the age of 100 in great shape.

There are three keys to living a long, happy, healthy life. The first is proper weight. There is a five-word formula for weight loss and physical fitness. It is simply this, “Eat less and exercise more.”

Second, proper diet. The key to a proper diet is for you to eat better foods and fewer of them. Eat more lean source proteins, healthy fats, organic fruits, and vegetables. Eliminate sugar from your life. Stop consuming extra salt and stop eating white flour products. Eat smaller portions and consume all your calories within an 8-hour window every day.

When you can take complete control of your eating habits, you will find it easier to take control of your habits in other parts of your life as well.

The third key to a long life is proper exercise. This requires that you exercise approximately 200 minutes per week or an average of 30 minutes per day. You can get all the exercise you need by going for a vigorous 30 to 60-minute walk three to five days per week. Make sure to incorporate flexibility, mobility, cardiovascular, and strength training regimens into your routine.

If your financial goal is to achieve a net worth in excess of one million dollars, your health goal should be to live as long as possible so that you can enjoy a wonderful lifestyle with your money.

Cracking the Business Mastery Code Means Being Decisive and Action Oriented

***“Take arms against a sea of troubles,
and in so doing, end them.”***

Shakespeare

One of the qualities of millionaires and billionaires is that they think carefully and then make decisions quickly. They discipline themselves to take action and to carry out the decisions they have made. They move fast and they get quick feedback from their actions. If they find they have made a mistake, they quickly self-correct and try something else.

The key to triumph is for you to try. Successful people are decisive and they try far more things than the average person. By the Law of Probabilities, if you try far more different ways to be successful, the odds are that you will eventually find the right way for you at the right time.

When you become decisive and action-oriented, you shift your entire life into high gear. You get far more done in a day than the average person. You move ahead far faster than the people around you. You actually tap into a higher source of energy, enthusiasm, and motivation that fills you full of joy and exhilaration. This positive energy then propels you forward even faster toward your goals.

Back Everything with Persistence and Determination to Crack the Business Mastery Code

“Nothing can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.”

Calvin Coolidge

Persistence is the iron quality of character. It is to the character of man as carbon is to steel. The quality of persistence is the indispensable quality that goes hand in hand with all great success in life.

When you are overwhelmed with a problem or difficulty, you do not have enough time to develop the necessary persistence to deal with the setback or disappointment. But if you plan for the inevitable ups and downs of life, when they come, you will be psychologically ready. You will be prepared.

The courage to persist in the face of adversity and disappointment is the one quality more than anything, that will guarantee you crack the business mastery code. Your greatest personal asset can be your willingness to persevere longer than anyone else. In fact, your persistence is the true measure of your belief in yourself and your ability to succeed.

Epictetus, the Roman philosopher once wrote, “Circumstances do not make the man. They merely reveal him to himself.”

The one thing that is inevitable in your life is the recurring crisis. If you are living a busy life, you will have a crisis every two or three months. In between these unavoidable crises will be a continuous succession of problems and difficulties. And the more things that you attempt, the bigger your goals, the more determined you are to become wealthy, and the more problems and crises you will experience.

The only thing you can control is how you respond to difficulties and setbacks. The good news is that every time you respond in a positive and constructive manner, you become stronger, better, and even more capable of dealing with the next problem or crisis that comes along. Eventually, you will reach a point in life where you become absolutely unstoppable.

Final Words on Cracking the Business Mastery Code

Let me repeat the most important message of this entire chapter. It is this: “Success is predictable.”

Success is not a matter of luck, accident, or being in the right place at the right time. It is as predictable as the sun rising in the east and setting in the west. By practicing the principles that you have just learned, you will move to the front of the line in life. You will have an incredible advantage over people who do not know or who do not practice these techniques and strategies. You will have an advantage that will enable you to crack the business mastery code and give you the winning edge for the rest of your life and career. If you consistently and persistently do the things that other successful people do, there is nothing in the world that can stop you from becoming a big success yourself.

Remember, you are as good or better than anyone you will ever meet:

You are an outstanding human being

You have talents and abilities far greater than anything that you have ever realized or used up to now

You have within you the potential to accomplish wonderful things with your life

Your greatest responsibility is to dream big dreams, decide exactly what you want, make a plan to achieve it, practice the strategies taught in this program, take action every single day in the direction of your dreams and goals, and resolve to

never, never, never give up. When you do these things, you put yourself on the side of the angels. You become unstoppable and your success becomes inevitable.

Use the strategies and techniques in this chapter to crack the business mastery code!

Kapil Patel



Kapil Patel, founder of Inspiring Happiness At Work, is a transformational speaker and trainer, known for empowering leaders and employees to create thriving, productive, and purpose-driven cultures. Inspired by Mahatma Gandhi's belief that 'Serving people is serving God,' Kapil's journey began in Gujarat, India. Although his early aspirations to become a sportsman, doctor, or Air Force pilot didn't materialize, he found success in IT, though it left him unfulfilled.

In 2013, Kapil rediscovered his true calling and began a mission to help organizations transform disengagement into empowerment. Through his unique frameworks, he helps employees take charge of their happiness, growth, and engagement, fostering a culture of productivity and purpose. Widely recognized as the 'Happiness Spreader,' Kapil helps leaders prioritize employee well-being while achieving organizational success.

Kapil is a proud father of one child and the husband of a wonderful wife.



SCAN ME

**The G.A.P.S. Framework –
A Leader’s Guide
to a Thriving Culture
in 60 Minutes**

Kapil Patel

Imagine waking up on a bright, serene Sunday morning. A majestic sunrise over the ocean greets you through large glass doors leading to a spectacular balcony. But confusion sets in - this isn't where you fell asleep. How did you end up here? Before you can piece it together, the aroma of freshly brewed coffee draws you to the balcony, where breakfast awaits.

You settle into a luxurious beach chair, savoring your drink while watching the waves sparkle under the sun. It feels surreal waking up in a dream house. But then you notice the silence - where is your family? Pinching yourself, you ensure this is real. Determined to find out what's happening, you head inside.

Downstairs, a framed picture of your family deepens the mystery. You quickly call your spouse.

"Honey, where are you?" you ask in a shaky voice.

"We're on the cruise with the kids, enjoying the Bahamas. Did you forget?" she replies, exasperated.

"Why am I not with you?" you stammer, stunned.

Your spouse reminds you: *"Last time you joined us, there was an emergency at work. Your team couldn't reach you due to poor internet, and the company lost a multi-million-dollar contract."*

Puzzled, you end the call. Slowly, it dawns on you that overnight, you've achieved in hours what you planned for years - your team's revenue has doubled, your home is grander, and your staff has grown. It feels surreal, but then unease creeps in. You rush to the bathroom, shocked by your reflection - your hair is turning white.

Panic sets in as you check the date: twelve years have passed in the blink of an eye. Where did those years go? Why can't you recall spending quality time with your family? The excitement fades, replaced by frustration. You've achieved your goals, but it took twelve years, not three, at a cost you hadn't anticipated

The Slippery Sign: Uncovering Disengagement

Despite achieving your dream, an emptiness lingers. Seeking clarity, you decide to go for a jog. As you descend a steep hill, your mind races, and you nearly slip on a wet, algae-covered path, barely avoiding injury.

On your way back, you spot a “Slippery when wet” sign - facing those ascending, not descending, where it would have been more likely to prevent the accident.



That misplaced sign reflects the work of disengaged employees. Could similar disengagement be causing mistakes, frustration, and costly errors within your team? Is this why you and your leaders feel the need to micromanage? Is this why it took twelve years to achieve what should have taken just three?

This was an actual incident in my community. The same kind of disengagement could be quietly undermining your company as well.

The Hidden Drain: The Cost of Disengagement

Gallup’s 2023 Survey reveals that disengagement drains **9% of the world’s GDP - a staggering \$8.8 trillion**. But what if you could reverse this trend? Imagine a workplace where enthusiasm replaces disengagement, transforming your team’s commitment, productivity, and culture into a thriving and positive environment.



You might wonder if this transformation is possible. If it is possible, how long will it take, and can it be done without burning out your leaders? The good news is you can equip your team with the mindset and tools to achieve this transformation in just 60 minutes.

Introducing the G.A.P.S. Framework

This transformation is possible through my exclusive **G.A.P.S.** framework - a system composed of four key elements. This bridges the gap between your team's current and desired happiness levels, engagement, and productivity.

G.A.P.S. helped me stay engaged, productive, and joyful with my work. It enabled me to:

- **Receive referrals and recommendations from every client.**
- **Increase my bottom line 15-fold over 20 years.**
- **Boost my rehire rate to 100%.**

G.A.P.S. also helped thousands of people to:

- **Transform workplace apathy into passionate engagement and boost productivity.**
- **Reduce leadership burnout while improving company culture.**

The Struggle Before the Solution

My journey to discovering G.A.P.S. wasn't straightforward. It began with my struggle to find fulfillment. My first real battle with the Monday blues was in 2013.

It's May 18th, 8:49 PM, and I'm at the District 50 Toastmasters International Speech Competition. I've just inspired 200 people to step out of their comfort zones, and now I'm holding a 2nd-place silver trophy. But instead of pride, I was disappointed. You might think, "Really, Kapil? What's wrong with you? Why can't you just be happy with this?"

The Epiphany

The disappointment wouldn’t leave me. A silver trophy meant my dream of becoming a world champion was crushed. Then, a small voice inside whispered, “Kapil, you’re meant to be a professional speaker.” I almost laughed.

“Seriously? Me? I’m just a software developer, building websites no one notices.” That’s precisely how I felt.

Now, be honest - have you or your team members ever felt destined for something different? Have you ever felt stuck in your current situation? What if there was a way out? These questions nagged at me for months as I stared blankly at my computer screen.

Then it hit me: Was I working out of passion or necessity? The realization deepened: *“Am I living for Fridays to be happy? If so, how many of the 40 to 50 years ahead will truly bring joy? 10? 15? That’s just 30% of my life!”*

At that moment of painful introspection, I knew something had to change - it was time for a **“happiness software upgrade.”**

The Quest for a Happier Workplace

My quest began. As I engaged with employees and explored the Gallup Employee Engagement Survey, I realized this wasn’t just my struggle - millions face it. I delved into books like “The Happiness Hypothesis” and “The Happiness Advantage”, and interviewed individuals across the spectrum - from barbers to CEOs - who seemed unusually happy at work, and reflected on my life’s ups and downs.

Guided by advice from coaches and mentors and intense training from Tony Robbins’ “Unleash the Power Within” to Next Level’s “Emotional Intelligence” training, I started my journey toward transforming ***Mundane Mondays into Magical and Marvelous Mondays for myself and others.***

A New Approach to Employee Engagement

Many employee engagement surveys and solutions focus on what employers and managers should do, but these often fall short. If someone isn't interested in being happy or growing, it's nearly impossible to help them. So, instead of relying solely on managers, why not empower employees with the mindset and tools to be happy, engaged, and fulfilled at work?

Recognizing this need, I realized a different approach was necessary - not just for me but for others. To understand the other employee disengagement challenge, I surveyed over 250 employees, asking:

What are the top three factors that make you happy, engaged, and fulfilled at work?

The results were surprising. While I struggled with issues like lack of passion, burnout, and depression, others cited reasons ranging from not making an impact to underutilized potential and from insufficient financial growth to limited personal growth.

The Birth of G.A.P.S.

This led to the discovery of **G.A.P.S.**, a framework designed to address most, if not all, of these issues. G.A.P.S. is an acronym for four tools that helped me overcome challenges like disengagement, stress, and burnout from 2003 to 2023. These tools can empower employees to create a thriving culture in just 60 minutes.

The Gratitude Gear: Powering Up Engagement

In **G.A.P.S.**, “G” stands for Gratitude.

You might be thinking, *“Come on, Kapil. We all know being grateful makes us happy. It’s common sense.”*

However, as Stephen Covey, author of “The 7 Habits of Highly Effective People”, says, *“Common sense isn’t always common practice.”* Gratitude may seem obvious, but how often do we

practice it? Occasionally, we need reminders from books, family, or life experiences.

A Turning Point

In 2003, I hit a turning point. Despite earning a Master’s degree with distinctions from Lancaster University, I applied to over 397 companies - only to face rejection after rejection. Each rejection chipped away at my confidence, leaving me feeling defeated and questioning my worth.

I finally landed a job at Kentucky Fried Chicken (KFC), not to develop their software but to scrub the floors, wash dishes, and clean toilets.

Can you imagine? A prestigious degree but no impressive job to flaunt on LinkedIn. A sharp look but no girlfriend to show off on Instagram. A cool phone, but your Facebook fan base is as ignored as your gym membership. And the irony? You’re surrounded by KFC chicken burgers when you’re a vegetarian. My life felt like one cruel joke.

The Transformation

I was lost until my friend, Sanjay Singh, gave me Shiv Khera’s book “You Can Win”. One line stood out: **“Be Grateful To Be Happy.”** This sparked a transformation in me.

I started practicing gratitude for 21 days, which I strongly recommend you try. Every day, I thought about three things I was grateful for at work. It didn’t change my job, but it shifted my perspective. I stopped focusing on what I lacked and started valuing what I had.

From that day on, I stopped complaining and started enjoying my work.

The Royal Touch: Becoming the ‘Eddie Murphy’ Employee

Have you ever seen an employee at McDonald’s, KFC, or any restaurant who’s always happy, engaged, and goes the extra mile with a smile? I call them ‘Eddie Murphy’ employees - like Eddie Murphy’s character in “Coming to America”. In the movie, Eddie plays Prince Akeem, who, despite being a prince, takes a job at a fast-food joint and treats every task - whether mopping floors or flipping burgers - as if he’s performing on the royal stage.

At KFC, I was that ‘Eddie Murphy’ employee. Serving customers, I’d turn on the charm, grinning like I’d just won the lottery. I’d greet everyone with, ‘Happy Monday! How are you doing? Can I get you some water? A napkin?’

I always smiled and brought enthusiasm to every task, as if I was competing for ‘Employee of the Month’ in my little kingdom.

As I practiced gratitude, the universe seemed to reward me with even more - a great IT job, a wonderful wife, and 4,999 Facebook fans.

The Gratitude Practice: Planting Seeds of Joy

Now, let’s put common sense into practice. Let’s do a gratitude exercise. Find a comfortable chair and take a seat. Close your eyes if you’re comfortable. Think about one moment related to your work that you’re grateful for. It could be your first salary, a gift you bought with it, or the moment you received an appraisal. Be in that moment. Feel the joy, feel the excitement. Savor the moment.

Take another minute to think of a second moment. Keep your eyes closed. It might be hard at first, but this exercise trains your brain to focus on gratitude. Consider any other work-related moment you’re grateful for - maybe a fun company outing, a memorable trip with colleagues, or even that time you had a little crush on a coworker (if that’s your thing). Any

moment that comes to mind is valid. Feel the joy, the bliss. Savor the moment.

Now, think of a third moment. It should be easier now. Keep your eyes closed. Visualize the moment and hear the sounds that were around you at that time.

Reflect on what the gratitude exercise brought you. Did you experience joy, happiness, excitement, fun, love, or connection - or maybe all of them?

Practicing gratitude is powerful. As Tony Robbins says, *“When you are grateful, you can’t be sad, angry, or frustrated. Gratitude brings joy and happiness.”*

You might wonder, *“That’s great for employees, but what’s in it for a leader like me?”* Here’s the good news: Happy employees are more productive. Research from the University of Oxford and the University of Warwick shows that happy employees are at least **12-13% more productive**.

The Ripple Effect: Imagining a Happier, More Productive Team

Imagine your team working the same 40 hours a week but being happier, more productive, and delivering better outcomes for everyone. All it takes is **3 minutes daily** for your team to think of three things they’re grateful for. Do this for **21 days**, and their subconscious minds will continue to seek out gratitude even if they stop doing the exercise. Isn’t that amazing?

I’ve seen this work firsthand. My team and I adopted the ‘Eddie Murphy’ mindset, bringing enthusiasm and positivity to our work. At my client, vTech, they embraced this spirit, greeting each day with ‘Happy Monday, Happy Everyday,’ and transforming their office atmosphere.

They became the ‘Eddie Murphy’ team at vTech. You can achieve this by adopting this attitude. Become the ‘Eddie Murphy’ of your workplace! **Be Grateful to Be Happy.**

The Full G.A.P.S. Experience

You might think, ‘Kapil, being happy and productive at work is a great start, but is it enough to transform your workplace culture?’ That’s why you and your team need all four tools of **G.A.P.S.**

G – Gratitude focuses on recognition and appreciation, encouraging a grateful mindset.

A – A fulfillment bridge aims to infuse purpose, passion, and pure joy, making tasks meaningful.

P – Be Present – helps to get unstuck, unfettered, undepressed, and grow.

S – Smile & Sincere Compliment unlocks the hidden power of smiling and giving sincere compliments, fostering a positive work culture.

Whatever disengagement challenges your team might be facing, **G.A.P.S.** has the answer. These four techniques can equip your team to create a thriving culture in just **60 minutes**.

Complete Your Journey with G.A.P.S. to Reclaim Lost Years

Ready to transform your team’s culture today? Visit <https://inspiringhappinessatwork.com> to complete your journey with the **G.A.P.S.** framework - your path to a thriving, engaged, and productive team.

Imagine going to bed with peace of mind, knowing you have a solution for better and faster results.

When you wake up, it feels like you’ve gained back those twelve lost years. Instead of spending twelve years grinding, missing out on quality time with your family, and burning out, you empower your employees with **G.A.P.S.**

Within one year, like many of my clients, you see a significant boost in the mood, engagement, and productivity of your

entire team. Most employees smile, give sincere compliments, and find purpose, passion, and joy in their work.

You create a positive, thriving culture. With this culture, you experience a 12% improvement in productivity, a 27% improvement in customer satisfaction, and the highest retention rate ever: **Happy Employees, Happy Customers, Happy Life.**

Dream Come True: A Meaningful Success

To celebrate an amazing year, you give your leadership team and yourself a week off (not all at once). You take a seven-day Bahamas cruise with your family; fully confident your team can handle everything.

As the sun sets, you enjoy the view. Though unfamiliar, it feels like a dream house - the one you've always wanted. This time, there's no confusion, no missing family, no lost years - just pure joy and fulfillment, knowing you've finally arrived.

Medhat Zaki



Medhat Zaki is a dynamic Egyptian-German entrepreneur, author, and investor who has made a name for himself in the world of business growth and marketing consultancy. Having migrated to Germany in 2001, he focused on studying business and honed his skills as an international sales manager, selling products across several countries. He then moved on to become a sales trainer, expanding his scope by studying negotiation tactics, business models, and planning, and the psychol-

ogy of the super-rich, which he believes is the key to achieving financial freedom.

Today, Medhat is a highly sought-after consultant, helping businesses in Germany and the Middle East to develop winning strategies, boost their sales, and grow their revenue. His expertise in business modeling and planning, coupled with his vast experience in sales and marketing, makes him the go-to consultant for businesses looking to scale and achieve their goals. With his contagious energy and passion for business, Medhat is undoubtedly a force to reckon with in the world of entrepreneurship.



SCAN ME

Cracking The Business Mastery Code

Beyond Recognition

Medhat Zaki

“Your brand is what other people say about you. You have to be careful to build a good one” – Jeff Bezos

Building Unshakeable Brand Trust in the Age of Transparency

In the sweltering heat of an Egyptian summer, I stood amidst the ruins of my once-thriving business. The tourists had vanished, scared away by a series of terrorist attacks, and with them went my dreams of success. I was barely 27 years old, and already I had experienced the dizzying heights of entrepreneurial triumph and the crushing lows of failure.

As I looked around at the empty hotel lobbies where my spa services once flourished, I realized that being well-known wasn't enough. My brand recognition meant nothing in the face of circumstances beyond my control.

That moment of crisis became the catalyst for a journey that would take me across continents, challenge everything I thought I knew about business, and ultimately lead me to a profound realization: in today's hyper-connected, information-saturated world, brand awareness alone is no longer the golden ticket to success. The true currency of our time is trust.

From Desert Sands to Digital Brands

As I mentioned above, my path to becoming an expert in personal branding and trust-building was far from conventional. It began in a small village in Minya, Egypt, where clean running water was a luxury and opportunities seemed as scarce as rain in the desert. But even in those humble beginnings, the seeds of entrepreneurship were taking root.

At just 16 years old, with more ambition than experience, I opened my first business – a small photography studio. It was a bold move for a teenager, especially one growing up in a conservative environment where the pursuit of wealth was often viewed with suspicion.

While that first venture ultimately failed, it ignited a fire within me. By my early 20s, I had moved to Hurghada, a tourist hotspot on the Red Sea coast. There, I stumbled upon an opportunity that would change the course of my life. I began working as a physical therapist for tourists, quickly realizing there was a gap in the market for high-quality spa services.

Seizing this opportunity, I built a successful spa business across multiple hotels. By 25, I had achieved what seemed impossible for a boy from my background – I had made my first million. I was riding high, believing I had cracked the code to business success.

But life had other plans.

In 1997, a series of terrorist attacks rocked Egypt, decimating the tourism industry overnight. My thriving business, so dependent on the steady flow of tourists, crumbled. Within two years, I had lost everything.

The experience was devastating, not just financially, but emotionally. I had to let go of all my employees, people who had trusted me with their livelihoods. It was a harsh lesson in the volatility of success based solely on market conditions and brand recognition. I had been woefully unprepared for the realities of a world where external factors could obliterate a business regardless of its popularity.

This setback became the catalyst for my next big move. Realizing the limited opportunities in Egypt, I made the bold decision to immigrate to Germany. It was a leap into the unknown, fraught with challenges. I arrived without speaking a word of German, armed only with my determination and the hard-earned wisdom from my past experiences.

In Germany, I started from scratch. I worked in physical rehabilitation centers, leveraging my background in physical therapy. But I knew I wanted more. Despite the language barrier, I enrolled in a prestigious sales academy. It was there

that a professor recognized my exceptional talent for marketing, setting me on a new professional path.

As I navigated the German business world, I began to understand the power of personal branding and positioning.

I realized that my diverse experiences – from a village in Egypt to the bustling tourist resorts of Hurghada, from the depths of business failure to starting anew in a foreign country – had given me a unique perspective on building trust and authenticity in business.

I discovered that my true talent lay not just in sales or marketing, but in teaching and coaching others. I became a sales trainer and consultant, eventually launching my own business in Germany. But this time, I approached entrepreneurship differently. I understood that long-term success wasn't just about being known or even being the best – it was about being trusted.

This realization led me to invest in myself like never before. I sought out mentorship from industry leaders, including Brian Tracy, one of my greatest idols in the business world. Through these experiences and my own trial and error, I developed a deep understanding of how to build not just a recognizable brand, but a trustworthy one.

Why Being Known Is No Longer Enough

In today's hyperconnected world, achieving brand recognition is easier than ever before. Social media, digital advertising, and global communications have made it possible for brands to reach millions of potential customers with the click of a button. But here's the paradox: while brand awareness has become more attainable, it has also become less valuable on its own.

Why? Because we're drowning in a sea of choices.

Every day, consumers are bombarded with thousands of brand messages. Our smartphones buzz with notifications,

our email inboxes overflow with promotions, and our social media feeds are an endless stream of sponsored content. In this noisy landscape, simply being recognized is no longer enough to capture attention, let alone drive sales and foster loyalty.

This is where trust becomes the game-changer:

81% of consumers say they need to be able to trust a brand to buy from them. This isn't just a preference; it's a prerequisite for doing business.

75% of customers are willing to pay more for products from brands they trust. Trust isn't just about winning customers; it's about creating premium value.

Companies maintaining high transparency levels have seen a 27% increase in stakeholder trust. Openness and honesty are directly correlated with trustworthiness.

63% of consumers say a company's reputation impacts their purchasing decisions. Your brand's trustworthiness is being evaluated before a customer even considers your product.

These numbers tell a clear story: trust is the new currency in the business world. But why has trust become so crucial? Let's break it down:

Information Overload: With the internet at their fingertips, consumers can research products and companies extensively before making a purchase. They're looking for brands they can trust to cut through the noise and provide reliable information.

Skepticism and Cynicism: High-profile corporate scandals, data breaches, and misleading advertising have made consumers more skeptical than ever. They're looking for brands that demonstrate integrity and transparency.

Value Alignment: Modern consumers, especially younger generations, want to support brands that align with their val-

ues. Trust is built when a brand consistently demonstrates its commitment to these shared values.

Experience Economy: We've moved beyond simply selling products or services. Consumers are buying experiences and relationships. Trust is the foundation of any meaningful relationship.

Social Proof: In the age of online reviews and social media, a brand's trustworthiness is constantly being evaluated in public forums. One breach of trust can have far-reaching consequences.

Deliver when it matters most

Consider the following analogy I often use in my seminars. A bottle of water might cost 50 cents in a supermarket, \$3 at an airport, and in the middle of a desert, it could be priceless. The water hasn't changed, but the context has. Similarly, your brand's value isn't just about what you offer, but about how much your audience trusts you to deliver when it matters most.

This shift from awareness to trust represents a fundamental change in how we need to approach branding and marketing. It's no longer enough to shout the loudest or have the catchiest slogan. Instead, we need to focus on building deep, authentic relationships with those who matter most: our clients.

Key Principles of Building Brand Trust

Now that we understand why trust is so crucial in today's business landscape, let's explore the key principles that will help you build unshakeable brand trust. These principles aren't just theoretical concepts; they're battle-tested strategies that I've refined through years of experience (or rather trial and error) and countless interactions with clients across various industries.

A. Transparency: The Foundation of Trust

Transparency is the bedrock upon which all trust is built. In an age where information is readily available, attempts to hide or obscure facts about your business will likely backfire. Instead, embrace radical transparency.

Be open about your processes: Share information about how your products are made, where your materials come from, and how your business operates. This doesn't mean giving away trade secrets, but rather providing enough information to satisfy curious and conscientious consumers.

Admit mistakes quickly and openly: When things go wrong (and they sometimes will), don't try to cover it up. Address issues head-on, explain what happened, and most importantly, detail how you're going to fix it and prevent it from happening again.

Provide clear, honest communication: Whether it's in your marketing materials, your customer service interactions, or your CEO's public statements, always strive for clarity and honesty. Avoid jargon, "fine print," or misleading claims.

B. Consistency: The Backbone of Reliability

Trust is built over time through consistent actions and experiences. Consistency reassures your audience that they can rely on you, time and time again:

Deliver on your promises: Whether it's product quality, delivery times, or customer service standards, make sure you consistently meet (or exceed) the expectations you set.

Maintain a consistent brand voice: Your communication should be recognizable and coherent across all channels, from your website to your social media to your customer service interactions.

Ensure visual consistency: Your visual branding elements (logo, color scheme, typography) should be consistent across all touchpoints. This visual coherence helps build familiarity and trust.

As I often tell my clients, “Consistency is not about perfection, it’s about persistence.” It’s the accumulated effect of many small, consistent actions that build a fortress of trust around your brand.

C. Authenticity: The Heart of Connection

In a world of polished marketing messages and carefully curated social media presences, authenticity stands out. It’s about being genuine, human, and true to your brand’s values:

Share your brand’s story: Don’t be afraid to let your audience see the human side of your business. Share your journey, your struggles, and your triumphs.

Stand for something: Clearly communicate your brand’s values and show how these values inform your business decisions.

Encourage and respond to feedback: Actively seek out customer feedback and, crucially, show how you’re acting on it. This demonstrates that you value your customers’ opinions and are committed to continuous improvement.

Remember, authenticity isn’t about being perfect; it’s about being real. As I learned in my journey from Egypt to Germany, people connect with stories of resilience and growth.

D. Value Creation: The Proof of Commitment

Ultimately, trust is built when you consistently provide value to your customers:

Focus on customer outcomes: Don’t just sell products or services; help your customers achieve their goals. When you prioritize their success, trust naturally follows.

Continuously innovate: Show your commitment to your customers by constantly improving your offerings based on their needs and feedback.

Provide unexpected value: Go above and beyond what’s expected. This could be through exceptional customer service,

useful free content, or little surprises that delight your customers.

As I often say, “Don’t chase money; chase your passion and offer high value to people around you, and you’ll get money.” When you genuinely focus on creating value, trust (and success) will follow.

E. Empathy: The Bridge to Understanding

In my years of coaching and consulting, I’ve found that empathy is often the missing ingredient in many brand-customer relationships:

Listen actively: Really tune in to what your customers are saying, not just in their words but in their actions and choices.

Anticipate needs: Use your understanding of your customers to predict and meet their needs, sometimes before they even express them.

Show you care: Demonstrate genuine concern for your customers’ wellbeing, beyond just what they can do for your bottom line.

By practicing empathy, you show your audience that you truly understand and care about them, fostering a deeper, more trusting relationship.

F. Strategic Collaborations: Amplifying Trust Through Partnerships

One powerful way to enhance brand trust that I’ve found particularly effective is through strategic collaborations. When done right, partnering with other respected brands can significantly boost your own credibility and trustworthiness:

Leverage existing trust: By collaborating with brands that your target audience already trusts, you can “borrow” some of that trust. This is something I experienced firsthand when I began collaborating with Brian Tracy, one of my greatest idols in the business world.

Expand reach authentically: Collaborations allow you to tap into new audiences in a way that feels natural and valuable to the consumer. It's not about "buying" access to a new market, but about creating genuine value through partnership.

Demonstrate openness: Willingness to collaborate shows that your brand is open, confident, and focused on creating the best possible value for your customers, even if that means partnering with others.

Create unique value: By combining strengths and expertise with a partner, you can offer something truly unique to your audience. This not only builds trust but also sets you apart in the market.

Reinforce brand identity: Choosing the right collaborations can help reinforce your brand's values and identity. It's a powerful way to show, not just tell, what your brand stands for.

By incorporating strategic collaborations into your trust-building efforts, you can create a multiplier effect, amplifying your brand's trustworthiness and reaching new heights of success. However, it's crucial to choose your collaboration partners carefully. Ensure there's alignment in values, reputation, and quality standards. A misstep here can potentially damage trust, so approach collaborations with the same transparency, authenticity, and value-focus that guide your other brand activities.

Real-World Application: A Case Study in Trust-Building

To illustrate how the principles and strategies we've discussed can be applied in practice, let's look at a real-world example: the transformation of my own personal brand.

The Challenge

After moving to Germany and establishing myself in the business world, I realized that while I had achieved a certain

level of success, I wasn't reaching my full potential. My brand was recognized in certain circles, but it lacked the deep trust and connection that I knew was necessary for long-term success and impact.

The Strategy

Drawing on the principles we've discussed, I implemented a comprehensive trust-building strategy:

Transparency and Authenticity: I began sharing my story more openly, including my struggles and failures. This included talking about my early business collapse in Egypt and the challenges of starting over in Germany.

Consistency: I developed a clear, consistent message about my expertise in personal branding and positioning. This message was reinforced across all platforms - my books, speaking engagements, and consulting work.

Value Creation: I focused on providing exceptional value to my clients and audience, often going above and beyond what was expected. This included offering free resources, personalized advice, and always prioritizing client outcomes over short-term gains.

Strategic Collaborations: I sought out partnerships with respected figures in the industry, culminating in my collaboration with Brian Tracy.

Continuous Learning and Improvement: I invested heavily in my own education and skills, ensuring that I could deliver cutting-edge insights and strategies to my clients.

The Implementation

Here are some specific actions I took:

I rewrote my brand story, emphasizing my unique journey and the lessons I'd learned along the way.

I revamped my visual branding to ensure it conveyed professionalism and trustworthiness.

I increased my content output, sharing valuable insights through books, articles, and speaking engagements.

I actively sought feedback from clients and made visible improvements based on their input.

I leveraged my collaboration with Brian Tracy to expand my reach and credibility.

The Results

The impact of this trust-focused approach was profound:

Increased Revenue: The path might not have been an easy one, but thanks to all the measures I mentioned above, I now earn six times more than before.

Improved Client Relationships: By prioritizing transparency and value creation, I saw a significant increase in client satisfaction and loyalty. Many clients became long-term partners and active advocates for my brand.

Expanded Opportunities: The trust I built opened doors to new opportunities, including high-profile speaking engagements and collaborative projects.

Enhanced Work-Life Balance: Perhaps most importantly, this trust-based approach allowed me to work more efficiently. As I often say, “Since I started focusing on trust-based branding, I work less, earn more, and it gives me the opportunity to always stay up to date.”

Key Takeaways

This transformation didn’t happen overnight. It required consistent effort, a willingness to be vulnerable, and a genuine commitment to providing value. However, the results I mentioned above demonstrate the power of prioritizing trust in your branding strategy:

Let’s recap the key insights we’ve uncovered:

Trust is the new currency: In an age of information overload and consumer skepticism, trust has become the most valuable asset a brand can possess.

Transparency is non-negotiable: Open, honest communication is the foundation of trust-building in the modern marketplace.

Consistency breeds reliability: Your brand must deliver on its promises consistently across all touchpoints to build and maintain trust.

Authenticity creates connection: Real, human stories and genuine interactions are what truly resonate with audiences.

Value creation is paramount: Consistently providing value, often beyond what's expected, is key to earning and keeping trust.

Strategic collaborations amplify trust: Partnering with respected brands or individuals can significantly boost your own credibility.

Trust-building is a journey, not a destination: It requires ongoing effort, adaptation, and a genuine commitment to your audience's well-being.

Remember, as I often say, “Don’t chase money; chase your passion and offer high value to people around you, and you’ll get money.” When you focus on building genuine trust with your audience, success will follow.

Your brand has the potential to be more than just recognized—it can be deeply trusted, valued, and loved. The journey to building that trust starts now, with the very next decision you make for your brand.

Thank you for joining me on this exploration of brand trust. I look forward to hearing about the transformations you create in your own brands and businesses. Remember, in the world of branding, trust isn't just an advantage—it's everything.

If you want to give your brand trust a boost by having your own chapter in the next Brian Tracy book then reach out to me. <https://medhatzaki.com/>

Alexandra Quinn



Alexandra Quinn, MPA, CPA is an inspiring author, Inner Leadership Speaker, and Certified Business Coach and Mindset Coach. As the Founder and CEO of Dream Warriors Coaching and Co-Founder of The Warriors Group, she is dedicated to transforming leaders in business and organizations. With an international background, Alex holds a Master's degree in Professional Accounting from the University of Sydney and has worked in Big 4 Accounting firms amassing 20+ years of experience as a CPA in the financial industry.

Born into poverty in China, Alex defied societal norms, overcoming immense challenges to forge a path of success. Her journey, spanning China, Europe, Dubai, and eventually Australia, was marked by resilience and cultural adaptation. A life-altering conversation with her daughter ignited a transformative journey, allowing Alex to embrace her own dreams through the power of inner leadership. Today, Alexandra is driven by a profound desire to empower business leaders to break free from hardwired thinking patterns and unlock their inner potential for extraordinary success.



SCAN ME

Inner Leadership

**How to Transform
Self-Mastery to Elevate Productivity
and Profitability**

Alexandra Quinn

***To be free, you've got to be YOU
Not the You, your parents want you to be
Not the You, your Spouse wants you to be
Not the You, your children want you to be
Not the You, your boss wants you to be
You've got to be who you want to be***

Bob Proctor

As I was thinking about the financial reports due next week and the long list of things I need to check and review over the weekend before submission, my daughter's voice brought me back to reality... "Sorry, what did you say, Bella?" I was feeling guilty.

Working in the finance industry, very rarely do I get to spend time playing with my children, and I knew I should be more present for them.

My 9-year-old daughter was not happy that I wasn't listening to her... She looked at me and sighed, "I said: Mummy, you always asked us to dream big and achieve high, so what is your dream?"

At that moment, I froze... no words came to my mouth, only tears streaming down my face. I felt embarrassed, but I realized I had been working hard for my parents' dream all along! Since childhood, I have been programmed to do my best to meet my parents' expectations to gain their approval and acceptance.

I am forever grateful for my strict parents, who pushed me to check all the boxes of traditional success - dual degrees in Arts and Business, a Master's in Accounting, a CPA, prestigious stints at big 4 accounting firms, and a promising banking career. Also, a beautiful family with two kids and a loving husband, yet internally, I was deeply unfulfilled.

It was hard for me to realize if I didn't break the chain of being a people pleaser, doing what is expected of me, my next

generation would follow in my footsteps instead of pursuing their own dreams.

That conversation led me on a self-discovery journey. With the help of some wonderful mentors, I realized I was letting my external environment control my thinking, my decisions, and my life.

It took me a while to learn how to reprogram my thinking patterns, step into my inner power, find my renewed sense of worth, and take back control of my life.

This rebirth was not easy, but I am so proud that I took the courage to follow my calling and started the Dream Warriors Coaching business. I hoped to inspire my children to be the warriors of their dreams.

I am so grateful, I am now living my dream of helping business leaders break free from their habitual thinking patterns and use the power of their minds to build a profitable business that provides them with the fulfillment, money, and time freedom they deserve.

As A Leader, Why Does Inner Leadership Matter to You?

Inner leadership forms the foundation of how we interact with others, adapt to changes, and drive growth within the business. Let's explore the three key components of inner leadership - embracing the authentic self, empathizing with others, and evolving growth - and how developing inner leadership can benefit business growth:

1) Foster Deeper Connections

Connection is the foundation of effective leadership, emphasizing the importance of building authentic relationships. By embracing your authentic self and empathizing with others, you can establish genuine connections with your team and stakeholders. These connections are built on trust, transparency, and mutual respect, which are essential for effective collaboration.

When people feel connected, they are more engaged, motivated, and willing to contribute their best ideas. This sense of belonging fosters a positive work environment, leading to increased productivity and innovation, and ultimately driving business growth.

2) Navigate Through Change

Change is a catalyst for growth and transformation. In leadership, embracing change involves being open to new experiences and ideas, challenging the status quo, and evolving your mindset. Empathizing with others while focusing on evolving growth allows leaders to navigate change effectively. By understanding the perspectives and emotions of your team, you can guide them through transitions with sensitivity and support.

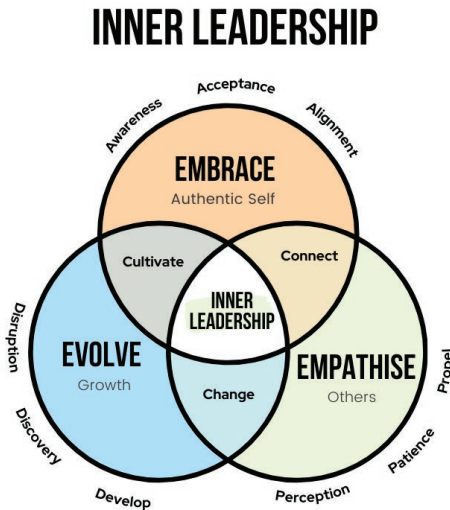
This approach helps in identifying and nurturing individual talents, as people are more open to learning and adapting when they feel understood and valued. By facilitating change with empathy, you can unlock the potential within your team, encouraging them to develop new skills and take on new challenges, which enhances the overall talent pool and drives business success.

3) Cultivate an Authentic Environment for Growth

Cultivation is about nurturing potential and fostering an environment of continuous growth. Leaders who cultivate a focus on developing both themselves and their teams, encouraging self-discovery and personal development. By being true to yourself, you can model authenticity and encourage others to explore their own strengths and passions.

This cultivation of growth leads to a more dynamic and innovative workforce, as individuals are empowered to pursue their interests and develop their skills. As a result, the business benefits from a diverse range of ideas and solutions, fostering a culture of innovation and adaptability that is essential for long-term success.

In summary, developing your inner leadership skills matters to your business growth because it enhances your ability to connect with others, navigate change, and cultivate growth, all of which are vital for driving business growth and success.



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Alexandra Quinn

Harvard Business School defines inner leadership as the capability to inspire and motivate yourself and others to achieve a common goal by activating your best self.

Inner leadership emphasizes leading with integrity, vision, and purpose, which are cultivated through deep personal reflection and development. Leaders who have done the inner work necessary to lead from within typically exhibit high standards of integrity and accountability, earning them the trust and respect of others (Wadhwa, 2024).

Developing inner leadership is just like the transformation journey of a butterfly. At first, the caterpillar learns to understand and accept itself inside the cocoon, much like a leader embracing their true nature.

As it changes, the butterfly gains a new perspective, patiently connecting with the world around it, just as a leader builds profound relationships by understanding and helping others grow.

When the butterfly finally breaks free and takes flight, it represents a leader who challenges old ways of thinking and discovers new talents and abilities. This journey teaches the butterfly, and the leader, to adapt and grow.

As the butterfly flutters from flower to flower, it helps other plants grow, creating a vibrant environment, just as a leader fosters a space where innovation and creativity thrive, which ultimately drives business growth.

The Inspiring Story of Rose

One of my clients, Rose Jasper, was such an inspiration for many. After Rose attended one of my online workshops, we connected over a virtual meeting, where she confronted her inner fear of leaving the familiarity and stepping into the unknown to lead herself to greater success. At the time, she was about to celebrate her 70th birthday. She knew she needed to change, but she didn't know what or how.

As we explored further through our coaching program, Rose learned to let go of the expectations of others, and developed a much better and more profound relationship with herself, to a degree she finally permitted herself to dream bigger than she ever had. She mastered the skills to reinvent a brand-new version of herself, embodied her new identity through subconscious reprogramming, overcame her inner critics, and self-doubt, and installed a more empowering belief system in her subconscious mind.

The results were remarkable:

Within two months of working together, she consistently turned her monthly income into weekly income, working only 4 hours a day. This enabled her to accomplish her childhood dream of writing and publishing her own book, travel-

ing across Australia with her husband without sacrificing her income, and most importantly, it inspired her son to create multiple streams of income and start his own online business.

You are never too old or too young to be who you want to be and lead the way you want to lead.

True leaders don't create followers; they inspire others to take action by leading with authenticity and unwavering conviction.

Harvard Business School research underscores that leaders who cultivate authentic and influential relationships build a higher level of trust and significantly boost employee engagement (Gavin, 2023).

Authentic Inner leadership builds trust, a critical factor for high-performing teams.

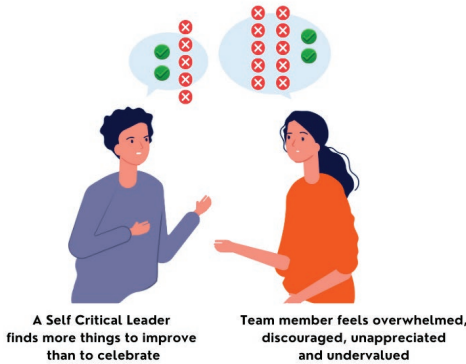
People at high-trust companies report 74% less stress, 106% more energy at work, 50% higher productivity, 13% fewer sick days, 76% more engagement, 29% more satisfaction with their lives, and 40% less burnout than people at low-trust companies according to a study in Harvard Business Review (Zak, 2017).

For example, a self-critical leader subconsciously finds more things to improve than to celebrate.

Not all emotions are created equal. The negativity bias research concludes that negative experiences exert a stronger influence on psychological processes than positive ones, often with a ratio suggesting that bad events are at least twice as impactful as good events (Baumeister, R. F., Bratslavsky, E., Finkenauer, C., & Vohs, K. D., 2001).

When team members receive the feedback and emotionally magnify the negative impact, they feel overwhelmed, discouraged, unappreciated, and undervalued, which causes further underperformance.

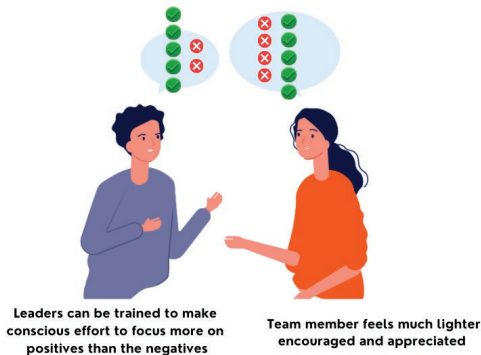
People pay twice as much attention to the negative than to the positive information



On the contrary, when leaders learn to master their thinking and train their minds to break the hardwired gravitation towards negativity, they can initiate positive change from within. They can be trained to make a conscious effort to deliver more positives than negatives. That's how, through Inner Leadership Training, employee productivity and team engagement can be elevated.

Inner leadership is a powerful driver of team performance and organizational success. It transforms businesses by promoting authenticity, empathy, adaptability, and growth. Here's how it impacts your organization:

Inner Leadership trains leaders to develop the mental strength to focus more on the positive than the negative information



Fostering Personal Growth: Leaders who focus on self-awareness set an example for their teams. This encourages individuals to own their roles and strive for continuous improvement, boosting team potential and innovation.

Building Trust and Collaboration: Clear, authentic communication fosters trust. When leaders share visions and goals transparently, it creates a safe space for collaboration. A cohesive team tackles challenges efficiently, leading to better outcomes.

Enhancing Engagement: By understanding team members' aspirations and aligning them with company goals, leaders inspire a sense of purpose. This results in committed, motivated employees who boost productivity and reduce turnover.

Driving Accountability: Inner leadership instills responsibility. Team members reflect on their actions, aiming to meet high standards. This accountability enhances overall performance and profitability.

Facilitating Adaptability: Inner leaders help organizations become agile. They navigate change confidently and promote a culture of learning, ensuring quick responses to market shifts and maintaining competitiveness.

Strengthening Customer Relationships: Leaders who value authenticity and empathy build trust with customers. This leads to stronger relationships, increased satisfaction, and better retention, supporting long-term profitability.

Three Practical Action Steps to Start Developing Inner Leadership

1. Engage in Self-Reflection

Why It Matters: Self-awareness is the cornerstone of authentic leadership. By understanding their own strengths, weaknesses, values, and motivations, leaders can lead with greater integrity and purpose.

Action Step: Set aside time daily or weekly for self-reflection. Use tools like journaling to record insights about your leadership experiences, challenges, and personal growth. Reflect on feedback from peers and team members to gain a more profound understanding of how your actions impact others.

2. Develop a Winning Image by Celebrating Wins Regularly

Why It Matters: Celebrating wins, no matter how small, helps build a positive and resilient mindset. When leaders visibly acknowledge and celebrate successes, they set a powerful example for their teams, fostering a culture of optimism and achievement.

Action Step: Make an intentional effort to recognize and celebrate both personal and team accomplishments regularly. Start meetings by highlighting recent successes and expressing gratitude for the efforts that made them possible. Share personal anecdotes of your own wins, emphasizing the journey and growth experienced along the way. This not only boosts morale but also reinforces a winning image that inspires others to strive for excellence.

3. Invest in Self-Development and Master Positive Thinking

Why It Matters: Continuous self-development and a positive mindset are crucial for effective leadership. Leaders who prioritize their own growth and maintain a constructive outlook can navigate challenges more effectively and inspire their teams to do the same.

Action Step: Commit to regular self-improvement activities such as attending leadership workshops, reading insightful books, or engaging in coaching sessions. Practice positive thinking by reframing negative situations and focusing on solutions rather than problems. By investing in your own development and mastering positive thinking, you create a foundation for sustained personal and professional success.

Inner leadership is not just a personal journey; it's a strategic asset that elevates team performance and drives organizational profitability.

Empower Leaders with Inner Leadership Training

In growing a business, it's crucial to train leaders to form genuine and strong relationships. Inner leadership helps guide teams through challenges and drives them toward success.

When leaders regularly engage with team members in meaningful ways, it builds a culture of openness and respect. This By investing in inner leadership training, leaders gain essential skills in authentic leadership and effective communication. These skills help them build real connections, earn trust, and create a workplace where everyone feels valued and heard.

When leaders regularly engage with team members in meaningful ways, it builds a culture of openness and respect. This strengthens team dynamics and inspires a sense of purpose and commitment.

Leaders play a key role in building trust in your organization. By focusing on their development through inner leadership training, you ensure they can maintain this vital aspect of success. The benefits include improved employee engagement, better team performance, and increased productivity.

Empower yourself and your leaders today by investing in inner leadership training. Watch your business grow as you and your leaders become authentic, influential forces for positive change.

Take our quick Inner Leadership Quiz to learn more about your personality, communication style, strengths, and areas to improve.

<https://dreamwarriorscoaching.com.au/resources/leadershipquiz>



Please find out more at www.dreamwarriorscoaching.com.au or email me at alex@dreamwarriorscoaching.com.au.

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Anatolii Zasoba



Anatolii Zasoba is an expert with 20 years of experience in leadership, business, and education. A Professional Certified Coach ICF, he has conducted over 3000 coaching hours with executives from Apple, Google, Amazon, Microsoft, and high performers from JP Morgan Chase, Boeing, Pfizer, Netflix, and Stanford University. He is the creator of the 'Midlife Design' program and the author of the unique 'My Identiverse' method. Anatolii has organized over 20,000 events for 500,000 participants from

40+ countries. His interviews have been published in Forbes and BBC.

Born in Crimea, he was forced to move to New York, USA, due to the war in Ukraine. For his contributions in the development economy and education, he was recognized with state awards. He led major public organizations, promoting entrepreneurship and supporting migrants. Anatolii motivates people at international conferences, trains other coaches, conducts group training for business leaders, and hosts extreme retreats for couples worldwide. He is a happy husband and a father of three.



SCAN ME

Energy Mastery – Holistic Balance Strategies

Anatolii Zasoba

In 20 years working in leadership, business, and education, I've learned one key lesson: mastering energy management is the foundation for success under pressure. Collaboration with leaders from global companies like Apple, Google, Amazon, and Microsoft, has shown how effective energy management can transform personal productivity and the efficiency of entire teams and organizations.

My insights, drawn from over 3,000 hours of coaching and organizing 20,000 events for more than 500,000 participants across 40+ countries, have deepened my conviction in the necessity of a holistic approach to energy management.

In this chapter, I will share practical strategies and real-life examples that will help you harness your energy for maximum productivity. The key takeaway? Business success isn't just about managing time and resources - it's about mastering energy to achieve harmonious balance and sustainable leadership.

Personal Challenges

My fascination with energy management and achieving balance in life began with personal challenges that required both physical and mental resources. I realized early on that learning how to manage energy efficiently allows us to overcome obstacles and achieve significantly greater results.

I observed that many leaders face the same challenge finding the balance between work, personal life, and inner needs. For me, this challenge became particularly pressing during periods of relocation and rebuilding my business from scratch.

A turning point came when I realized that even the most successful leaders from Fortune 500 companies struggle with burnout and energy depletion. Despite their status and achievements, they found it challenging to maintain a high level of productivity consistently.

This realization led me to delve deeply into energy management techniques and develop my methodology, which is rooted in a holistic approach to physical, mental, and emotional energy.

A Much Deeper Process

One of my core objectives is to show that energy management is not just about rest or physical activity. It's a much deeper process involving working with our internal resources and emotional states. This approach became especially relevant during another relocation and adaptation to new working and living conditions.

Through these personal experiences, I better understood the needs of my clients - many of whom struggled with the same energy management challenges that I did.

Over time, I realized that chronic fatigue, burnout, and the inability to replenish energy are often linked to a lack of a balanced approach. My experience working with entrepreneurs, startup founders, and leaders of major corporations gave me the insight to see that effective energy management is key to sustainable success.

The Reptilian Brain Limits Us

No matter how much energy we have in the morning, we tend to return to low energy levels by the end of the day. This isn't just because of physical tiredness but due to a survival strategy created by our reptilian brain, which sees low energy as safer.

This limits us, pulling us back to a state where we don't have the energy for major achievements. I realized that mastering energy requires learning how to work with this survival strategy.

Energy in our body functions much like the charge of a smartphone battery. Our body operates optimally when energy remains between 20% and 80%. When the charge

drops below 20%, we enter energy-saving mode, becoming less productive and losing focus. Tracking energy levels is crucial to avoid significant dips and maintain optimal energy throughout the day.

Imagine that our energy is like water stored in a container, like a bottle. Some people have a small container, holding only 0.5 liters, while others have larger bottles that hold several liters. It's essential not only to maintain the optimal level of energy in this container but also to work on expanding it. By increasing our capacity to store energy, we create new opportunities and become more equipped to handle challenges. Expanding your “energy vessel” can significantly boost your potential.

Practical Task:

The first step in managing energy is becoming aware of it. Use a scale from 1 to 10 to regularly check your current energy level. For instance, level 1 represents complete exhaustion, while level 10 is maximum productivity. Keeping an energy diary and observing fluctuations can help you identify when you're at your best and when to recharge.

Traffic Light System:

Now that you know your current energy level, it can be categorized into three zones. Each reflects your state of energy at the moment:

- The green zone represents high energy (7–10), where you feel productive and motivated.
- The yellow zone is the medium level (4–6), where energy fluctuates, and you risk slipping into a survival mode.
- The red zone is dangerously low energy (1–3), where even basic tasks become difficult.

Understanding these zones allows you to manage your state more consciously and take action to maintain or restore energy levels.

Often, the issue isn't the energy level itself, but the amplitude of fluctuations throughout the day. You might start your day at an 8 or 10, but by the evening, energy drops to a 2 or 3, leaving you feeling imbalanced and fatigued. Aim to stabilize your energy and reduce these fluctuations to feel more balanced and productive throughout the day.

Attempting to increase energy by just one point while at a low level can be more challenging than it seems. This is because we're not simply adding one unit of energy - we are shifting from one zone to another, like moving from the red zone to the yellow or from yellow to green. It's similar to changing gears in a car: to move faster, we not only need to accelerate but also shift into a new mode of operation, which requires additional effort from both the mind and body.

Rest is a change of activity that helps maintain energy at a normal level. For example, after intellectual work, switching to physical activity can be refreshing, and vice versa. However, when energy levels drop too low, rest alone isn't enough; you need full recovery, which takes more time and effort.

To avoid reaching a state where recovery is necessary, rest as soon as you notice your energy dipping, but before it becomes critical.

A 10 out of 10 energy level isn't needed every day, but for special occasions like important meetings or public speaking, it's essential. For example, before hosting online masterclasses for an audience of 1,000 people on Zoom, I used dancing to quickly boost my energy to its peak. Dancing helps me get into a flow state, relax, and recharge. However, just like with a smartphone battery, maintaining 100% energy constantly can lead to burnout. It's better to aim for about 80% energy for sustained effectiveness.

Practical Task:

Visualize how you feel when you're at a 10 out of 10 energy level, and think about the actions or thoughts that become

accessible to you at that level. Ask yourself, “When was the last time I felt like this, and what helped me experience it?”

An energy goal isn’t just about hitting a peak level, like 10 out of 10, but rather setting a realistic and achievable target for sustained energy.

For example, maintaining a regular energy level of 8 or 9 can help you stay productive and preserve energy for all areas of life. Define when you want to reach this level and what changes it will bring.

Ask yourself:

What level of energy do I want to feel regularly?

How will this level change my behavior, thoughts, and results?

What timeline will I set for reaching this stable energy level?

What steps will I need to take to get there?

For many, a low energy level has become the norm, and we don’t react until we hit 2 or 3 out of 10. The reptilian brain returns us to this state because we’ve survived it before. But what if we could raise that norm?

Imagine that your new baseline is 7 or 8, and any drop to 5 or 6 would prompt immediate action. Raising your baseline helps you avoid severe dips and maintain productivity.

Tools and Rituals

Most people start their day by charging themselves to 100% but fail to maintain their energy, leading to a sharp decline by the evening. Aim to charge yourself to 70-80% in the morning and then restore energy through small rituals throughout the day.

These can include short walks, snacks, or simple exercises. This approach helps avoid energy spikes and crashes, keeping you energized and productive until the end of the day.

To sustain high energy levels, it's essential to have a toolkit of simple actions for a quick recharge. This might include a short nap, a cold shower, physical activity, or coffee.

Create your own “ritual toolkit” and use it whenever your energy levels drop below your desired threshold.

Practical Task:

Every 45-60 minutes, perform small actions that boost your energy by 1-2 points. This will help you maintain productivity throughout the entire day.

Our reptilian brain is wired for quick fixes, so, we often rely on short-term energy sources like caffeine, sugar, or quick entertainment that give a brief surge of energy that quickly depletes. In contrast, our neocortex requires long-term energy sources like physical exercise and healthy eating.

While these actions require more effort upfront, they sustain high productivity and mental clarity over time. Balancing these two approaches helps maintain energy throughout the day.

The Power of Habits

Creating the right habit system is key to maintaining high energy levels and achieving your goals. Habits can be divided into good and bad: good habits move you toward your goals, while bad ones hold you back.

Interestingly, many bad habits were once helpful. For example, having a drink might have helped you relax and meet new people, but if that's no longer a goal, this habit no longer serves you.

Consciously review your habits, especially those short-term energy sources. These habits easily integrate into our lives and can become part of our daily routine, even if they no longer serve us. Instead, focus on developing long-term habits that sustainably support your high energy levels and help you achieve your goals.

Harmony is not just about balancing work and life but also about maintaining a “work-life-myself” balance. At work, we care for others’ needs; at home, we continue to do the same for our families. But where is the time for ourselves? It’s crucial to find a balance not only between work and life but also to devote time to personal interests.

I recommend setting aside 5-10 minutes for yourself before switching from work to family mode. Engage in something you enjoy - like sports, reading, or music - it will help you stay energized and maintain balance.

Energy Management

We perform many actions every day, and not all of them provide the same level of benefit. To manage your energy more effectively, divide your actions into three categories:

Waste energy - actions that waste energy and give no return, such as mindlessly scrolling through social media.

Spent energy - balanced actions where the energy spent equals the return, such as working on your job.

Invest energy - actions that require energy now but will bring more energy and benefits in the future, such as learning a new skill.

Practical Task:

Create a list of your daily activities and categorize them into three groups. Analyze how you distribute your energy, and try to invest more in long-term results rather than wasting it.

It’s important to realize that both positive emotions and negative ones can give us a surge of energy. We often turn to specific emotions, like anger or resentment, to tap into this energy. Understanding this dynamic can help you better manage your emotional states.

Example:

Many people, especially men, struggle with controlling anger or aggression. This is because anger can be a powerful energy source. If negative emotions helped you overcome stress or crises, you may have learned to channel this emotion into energy to achieve goals. It can become a strategy: returning to anger or frustration to feel energized and keep moving forward.

Practical Task:

Recognize how you use emotions to gain energy. Ask yourself: “Am I returning to negative emotions simply because they give me energy?” If so, consider how you can use more sustainable energy sources based on positive emotions and balanced feelings.

My Identiverse

Each of us consist of different identities, each with its own needs. When those needs go unmet, internal conflicts arise, draining a lot of energy. Imagine several versions of “you” constantly arguing inside - this creates internal tension. To conserve energy, harmonize these identities by meeting their needs and creating inner balance.

If this approach resonates with you, I invite you to explore more about the “My Identiverse” method through my coaching programs, where we work in-depth on harmonizing your internal identities and restoring energy.

Real Life Example 1: Transformation of a Senior

Executive

A senior executive at a large corporation came to me with energy levels consistently fluctuating between 3 and 4 out of 10. Despite his successful career, his burnout and emotional exhaustion severely affected his productivity and his relationships with his team. He constantly felt the pressure

to work harder to achieve results, which resulted in further depletion.

We began by reassessing his daily habits and his approach to energy. Instead of pushing his resources to the limit and attempting to recover afterward, we introduced regular energy-replenishing practices throughout the day. These included short breaks for physical activity, breathing exercises, and managing emotional energy.

Within two months, he noticed a significant improvement. His energy stabilized at a consistent 7-8 out of 10, allowing him to maintain high performance at work while improving his family relationships. His team also recognized his renewed state, and it had a positive impact on the workplace atmosphere.

Real Life Example 2: Success in the Tech Startup Sector

A startup founder faced the typical challenges of the tech industry - operating constantly “on the edge,” and he was nearing emotional burnout. His energy level often dropped to 1-2 out of 10, severely impacting his ability to make important decisions and move his business forward.

We focused on building a long-term energy management system. One of the key steps was implementing mindful daily planning, where he learned to restore energy through short breaks, meditation, and physical exercise. Gradually, he began to feel better, and his productivity noticeably increased.

After three months, the client took his startup to the next level, attracting investors and expanding his team. More importantly, he learned to sustain his energy levels consistently, enabling him to grow both professionally and improve his overall quality of life.

If there’s one lesson I want you to remember, it’s that managing your energy is the key to long-term success, both in your career and personal life. No matter how much time and

resources you have, without effective energy management, you risk burnout, loss of motivation, and declining results.

As my co-author Brian Tracy said: “Energy is the key to everything. When you have more energy, you can get more done, stay focused longer, and achieve your goals faster.

Continue Learning with Me

My “Midlife Design” program and “My Identiverse” method are designed to help you find balance and reach new heights by using energy as your primary tool.

You can connect with me at anatoliizasobacoach@gmail.com for individual coaching, join group training, or attend my transformative retreats for couples. I also regularly speak at international conferences and host online courses where I share my insights and experiences.

Ask yourself: What new insights about energy did you gain, and what valuable takeaways are you leaving with after reading this chapter?

I invite you to share your answers with me in personal messages on any social media platform. I’d love to hear your feedback and thoughts.

I hope the life hacks and practices I’ve shared will help you move closer to the quality of life you desire. I look forward to supporting you on your journey in the future.

Andrew Redding



Andrew Redding is a seasoned business coach and accomplished entrepreneur known for his no-nonsense approach to success.

Born and raised in Australia, Andrew's journey is a testament to the power of hard work and determination. Leaving school at the end of Year Ten, he embarked on an air conditioning and refrigeration apprenticeship in 2000, quickly excelling and laying the groundwork for his future in business.

In 2009, Andrew founded Valley Air-Conditioning, a venture that would grow into a thriving enterprise with a workforce of 50 and over \$10 million in annual sales within a decade. Alongside this success, Andrew explored multiple business ventures, amassing a wealth of experience, and developing what he calls the "10 Fundamentals of Business."

Today, Andrew is the driving force behind ARC Business Development, where he mentors a select group of business owners, helping them overcome challenges, scale their operations, and achieve real measurable results. Andrew's coaching is built on a foundation of straightforward advice, practical strategies, and a commitment to accountability.



SCAN ME

**If Nothing Changes,
Nothing Changes**

Andrew Redding

Within the last decade, I have started, scaled, and sold multiple businesses that exceeded \$10 million in revenue. During that time, I've learned invaluable lessons. These experiences have equipped me to guide numerous entrepreneurs and business owners through their growth challenges. This chapter is not just a recounting of my successes or a rehash of other business books. It's a real, no-nonsense guide filled with actionable strategies that have consistently driven results and will do the same for you if you're willing to put in the work.

If you have any doubts about whether you should listen to me, I encourage you to check out my website and read the testimonials from people I have previously worked with to ensure you're fully engaged and get the absolute most out of these lessons I'm about to share.

Where and How the Lessons Were Learned

Let's start with some insight into the 10 "Fundamentals of Business" beyond what's in my bio and on the website. Over a decade ago, I started Valley Air Conditioning as a sole director, followed by Valley Electrical with a 50/50 business partner. That partnership didn't work out. I eventually sold my half of the business to the other partner, and we went our separate ways. This experience was filled with big lessons about value alignment, team culture, co-branding, and the potential impact, both positive and negative, on brand awareness. While I'd love to dive into every lesson learned across multiple businesses, we'll save that for another time so we can focus on the key fundamentals within this chapter. During the Valley Electrical period, I also co-founded Valley Painting & Maintenance with two other equal partners. We grew the business over five years, building a team of 15 and earning an excellent reputation in the industry. With the help of the 10 Fundamentals, we realized we had different goals for the next five years. So, we structured a buyout, and today, they are still thriving from the habits and fundamentals instilled at the start of the business.

When Valley Electrical was no longer in the picture and while I was still involved in Valley Painting & Maintenance, I started New Edge Electrical with another partner. We grew the business, but eventually, it became clear that my partner wasn't cut out for being a business owner. I purchased his shares back, and he found a job in the coal mines that made him much happier.

Later, a driven young electrician joined New Edge Electrical, quickly taking on more responsibility and becoming a partner. He wanted to challenge himself further by running the business on his own using the 10 Fundamentals of business, so he purchased my shares to become the sole owner. Today, he's thriving in both NSW and QLD.

With my full focus back on Valley Air Conditioning, we continued growing at 150% year-on-year, taking the business to another level, with a 50-plus team structured with general management, sales, finance, office, and service management, leading hands, and full-time warehouse staff.

Next, I saw a gap in the market to start a wholesale business. By this point, I had made plenty of mistakes and learned quickly, so I thought I knew what I was doing. I brought on two partners, each with a 10% stake—one of whom was the general manager—and we built the business rapidly with a team of five. In less than 18 months we achieved \$900,000 in sales within a one month period and had big goals to continue to scale nationally. However, due to external politics, growth was put on hold by forces we couldn't control. Another lesson we learned is rapid growth and rubbing against too many big players isn't always the best strategy for long-term sustained growth. Unfortunately, we couldn't continue expanding at the rate we wanted, so eventually I purchased their shares back and operated the business at a consistent level alongside Valley Air.

During this time, I became increasingly involved in advancing my own skill set through attending coaching programs

and reading every business and leadership book I could find. From this, I was able to reflect on what I had done correctly over the years and apply what I had learned to strengthen my businesses going forward. Eventually, I ended up teaching and mentoring other business owners through one-on-one coaching, presenting on stage at events, and leading groups through mastermind sessions.

The business was at a point where I wanted to test the structure, systems, and processes and the leadership team, to see if it could run completely under management. For as long as I can remember, I have wanted to travel around Australia while still young enough to thoroughly enjoy it and before the kids went to high school. I saw this as a perfect opportunity to achieve both a personal and a professional goal at once.

In 2021, my family and I set off around Australia with the management team running Valley Air, and I only flew back for mentoring events. The lessons learned and the personal growth I underwent on this trip were unexpected, uncomfortable but very much needed. I was able to refocus my perspective on what was truly important to me. I did not come back from this trip as the same person who left. Once we returned home, I realized that my heart wasn't in the business any longer. So, I made the big decision to sell both Valley Air and the wholesale business together.

As I took a breath after selling the businesses, I reflected on the thousands of lessons learned, the hundreds of different team members and personalities I've worked with, and the process of reverse-engineering what worked and what didn't, to be able to teach other business owners facing similar challenges. This is how the "10 Fundamentals" were developed, then stress-tested further during my one-on-one consulting as a framework for success. These fundamentals consistently produced incredible, repeatable results across multiple industries.

I'm committed to bringing as much value to you as possible through free resources and practical implementation tips. I'll also deep dive into No.1 and No.4 of the 10 Fundamentals.

I would have loved to cover all ten, but that would require an entire book or more.

Let's get into the learning.

Knowing Where You're Going and Why

Over the last 10 years of running my businesses and coaching other business owners, I discovered the biggest gap that created so many issues—from procrastination, poor culture, and underperforming team members to inconsistency, fighting at home, no drive, low sales, and ultimately reduced or no profitability. The cause of all these problems and more could be traced back to one thing. This one thing was something surprisingly simple in theory yet challenging to put into practice and would be the underlying cause of so many issues.

The one thing I am talking about is, above all else, to get really, really clear on what you want personally. Not what society, family, or friends think you should want, or only what your limiting beliefs allow you to imagine, but what you truly desire for your life. This might mean sitting through some discomfort, taking time away from work, or working through old belief systems.

No matter what stage your business is at, it is crucial to **STOP** and dedicate time and energy to work out the big, scary, hard-hitting goals that make it impossible for you to stay in bed in the morning.

Unfortunately, this is the biggest and most critical step that people keep skimming over. They try to build a business without knowing why or build the business in direct conflict with their personal and family goals, not realizing they are damaging the most important relationships, with those closest to them. Don't make the same mistakes. It's about knowing what's most essential to you, makes you truly happy, and

drives you to get up and work towards every day. Understanding and defining your 10-year personal goals is paramount.

Action Time: To help you start this journey, visit the website using the QR code below to download your free **Personal Goal-Setting** questionnaire.

Through downloading and completing the above questionnaire, you will define your 10-year personal goals. Then let yourself experience the emotion you will feel when you have achieved everything you have set out to do—what your life will look and feel like on the other side of achieving your goals.

Once you are clear on your personal goals, we can take the next step: Communicate them with your life or business partners, and even your children. If you have children — and depending on their age, don't underestimate the impact of sharing these goals with your kids. Talk to them about what you're doing and why. Ask for their opinions, whether they agree or disagree, or if they have anything to add. By including them, they now have a stake in the game and can provide valuable perspectives. This can be a real “role model moment,” showing your kids what can be achieved by setting goals, making plans, and achieving desired outcomes. Kids are like sponges, and these are valuable, positive habits to instill early.

Prioritize setting a time with your partner to have an hour or two alone — without kids, noise, or other distractions — to have a real talk and communicate with each other what it is you truly want for yourselves as individuals and as a family. Provide them with the same resources and even this book to help them understand why this process is so important to you and how you will need their support. Ensure that everyone is aligned on what you're doing, why you're doing it, and what you are willing (or not willing) to do to achieve your personal goals within the desired time frames.

Now, that you have this high level of clarity around your goals, and everyone understands where and how they can support the achievement of these goals, we can move on to ensuring that your business is the right vehicle—or can become the right vehicle—to achieve your personal goals with alignment from the most important people in your life.

If you're not passionate about your personal goals, or if you can't read through them and provoke enough emotion to get fired up to do just about anything it takes to achieve them and give you and your family the life you want, go back and spend more time reviewing and discussing the questionnaire, elevating your goals so they scare you just a little bit. If you just can't think 10 years ahead, try 5 years at a minimum. When you read through your goals, it needs to energize and motivate you as this is what keeps you on track and consistently showing up as the person you need to be.

If your goals and life aspirations can be achieved through a job or by continuing what you're currently doing, and you're not willing to evolve as a person or sacrifice more to achieve a different life than you have now, and you are truly happy and content with your future 10-year plan, you should keep doing what you're doing and enjoy life.

Because building a business, achieving high-level goals, and having the life that most people only dream about takes consistent hard work, dedication to continually improving yourself, short-term sacrifices, and yes... rock-solid 10-year goals that you chase down every single day, and then achieve them.

I can say hand on heart that the stress, every sacrifice, the personal growth journey, early mornings and late nights are worth every bit of effort when you finally achieve your goals, and have the relationships, experiences, and financial freedom where money has no effect over your day to day decisions.

Getting To Where You're Wanting To Go

Now that you are clear on what drives you, and what you truly want personally, and what you are willing—and not willing—to sacrifice on the journey to success, we can create our business goals. Staying off the solutions at this point, keep your business 10-year goals “big picture” goals written as if they are done. Further down through the “10 Fundamentals,” we will work out how we will achieve them, but not yet.

Action Time: To help you create your business goals, visit the website using the QR code below to download your free professional goal-setting questionnaire. When doing your Professional goals, have your Personal goals in front of you the whole time.

I cannot stress this point enough. Everyone needs to understand this...

“Your business is just **The Vehicle** to achieve all your personal goals.”

The environment in which you achieve these goals over the next 10 years completely depends on the team and the culture you choose to create.

Once you have completed your Professional goals, visualize where your business will be in 10 years, allowing you to achieve your personal goals and live the life you desire. We now have our “WHY” (our 10-year Personal Goals and 10-year Professional Goals which are aligned to achieve the life we want)

Are YOU ready to get in, do the work and make Sh*t happen?

Why I Chose to Focus on No. 4: The Execution Framework

I’ve decided to deep dive into No. 4, the Execution Framework because, with clear direction from No. 1, Personal & Professional Goals, and a framework to set and action the right priorities consistently every week, you will move toward your goals faster than ever before.

Here is a brief overview of the 10 Fundamentals:

- 1. Personal & Professional Goals**
- 2. Business Plan**
- 3. Full Financial Budget**
- 4. Execution Framework**
- 5. Sales and Lead Generation**
- 6. Systems and Processes**
- 7. Service Fulfillment & Customer Satisfaction**
- 8. People and Team Management**
- 9. Reporting and Accountability**
- 10. Elevating Your Mindset**

No. 4: The Execution Framework (Getting Things Done)

What I found with my own businesses and clients is that the Execution Framework has been incredibly powerful—it is the backbone of every successful business. Once the habits are ingrained, the team will feel lost without it. Whenever the team would get off track, the efficiency of moving the business forward always diminished. By sticking to this framework, I directly made millions of dollars by consistently prioritizing and executing the right tasks every single week, month, quarter, and year.

We conducted structured meetings with a clear outcome and a timed agenda before starting. This included a yearly planning day to identify the strategic priorities the business needed to work on achieving, quarterly planning days to break down these priorities into actionable tasks for each department and individual, and monthly check-ins to review the past month and set priorities for the month ahead. Each week, we maintained full transparency about who was doing what, identifying any potential obstacles early on to remove excuses and ensure accountability.

Consistency with a high level of execution quickly builds momentum in a business, and with momentum, small bumps don't slow or impact the direction or speed of the business's progression. You will find any new team members very quickly get on the same page, or they are left behind.

This framework also helps prevent constantly shifting directions or moving goalposts every few weeks, avoiding the trap of **reacting** to whatever comes across your desk or doing whatever feels right at that moment. If you're doing that, guess what—the whole business is doing that, and you end up with people working hard but not actually achieving anything meaningful.

The results of this approach can be truly transformative. With everyone working in the same direction, you build cohesion in individual departments or teams while aligning them toward the company's common goals for the month, quarter, and year. This minimizes wasted time on unimportant tasks and focuses more energy on the tasks that propel individual team members and ultimately the business forward.

Alongside executing strategic company priorities, we also executed operational tasks aligned with individual role descriptions in a highly effective way. Valuing, protecting, and scheduling time in as small as 15-minute blocks in our company-wide shared digital calendars, that everyone could see, reduced interruptions and increased efficiency of executing tasks.

If this seems overwhelming, know that you can find more context and a full tutorial video by visiting the QR code that takes you to my website. The video explains the Execution Framework in full, using a task management program.

Think of it this way: if you are spending 80% of your time on operational tasks (working in the business), you only have 20% of your time to execute strategic priorities (working on the business). As your team grows, or you transition to spending 10% on operations and 90% on strategic priorities,

you can achieve much higher-level activities. In a seasonal business-like air conditioning, during peak times of summer, you may be 110% operational, and that's okay. What truly matters is what you achieve consistently year-on-year.

Wrap-Up

I have strived to give you the tools and questionnaires to raise your self-awareness of what's important to you, provoked emotion, deep thought, and conversations with those closest to you, both personally and professionally. These "10 Fundamentals" have helped me achieve remarkable results within my businesses and those of my clients. If I have inspired or resonated with you, and you would like to achieve faster results by implementing the full "10 Fundamentals" into your business...

Let's make it happen!!!

If not, implement the lessons you've learned or reach out to other coaching or mentoring programs that best fit you.

If nothing else, I hope I have triggered you to take action because we only have one life, and you deserve to have the best one possible.

Badritdin Nishankulov



Nishankulov Badritdin Ikramzh-anovich was born on January 19, 1967, in Shymkent, Republic of Kazakhstan.

He has two higher educations - a surgeon and a pharmacist. He has been in business since 1992. From a simple sales manager, he became the founder of a company. Today, he is the founder of 20 companies. He is actively involved in philanthropy, and mainly finances educational projects such as a training center, a private general education school, a chess school, a modern

business school for children “Children for Millions”, and English language courses “Study on”.

For more than 20 years, he was a deputy of the regional maslikhat, for 12 years he headed the Uzbek ethnic cultural association of the Sairam district and the Turkistan region. He was awarded orders and medals of the Republic of Kazakhstan, as well as letters of appreciation from various state bodies. He holds the honorary title of “Honorary Doctor” from Kent State University, USA.



SCAN ME

**Achieve Your Dreams
with my 7 Key Principles
and 10 Self-Improvement
Tips**

Badritdin Nishankulov

Welcome to my chapter.

By reading this chapter, it was meant for us to meet and for you to learn about my success story. Imagine a young boy from an ordinary village who from an early age herded sheep and helped adults with chores. Back then, I could not have imagined that years later, I would become a successful businessman with several large companies. You can make your dreams a reality too!

A person who would become one of the country's generous patrons, continually learning and developing, and inspiring others to new achievements... As long as I can remember, I've always dreamed of high achievements, setting grand plans, and thinking several steps ahead. Another distinctive trait of mine is that I never stop.

I've always believed that people come into this world not as consumers but as creators. Each of us should contribute to developing this world. And how well we manage this task will determine our lives. Every day, the Almighty gives us the same chances, the same opportunities to fulfill our mission and goals.

However, the question is how we use these chances. I believe that everyone should grow, learn, and develop, never give up in the face of desperation, and be ready for any twists of fate. Even in early childhood, before I was ten, I helped my parents with chores - herding sheep and working in the garden. I knew that my destiny was not with these tasks but with helping people.

This thought has been with me my entire life. And today, there is not a single day when I haven't helped people. My help consists of enabling people to learn and acquire knowledge and skills that will change their lives for the better.

That's why I tirelessly teach and lead others to do the same. Because only through knowledge can we grow, fulfill our desires, and achieve our goals. My perseverance, dedication to

goals, and ability to foresee have resulted in people listening to my speeches, and observing my deeds and my successes.

I want every reader of this book to take away 3 key insights:

To create a worthy environment around yourself because it's your environment that defines who you are in this life.

To find a mentor, as they can help you achieve your goals much faster than you could on your own.

To constantly learn and discover new things, apply them in life, and share them with the world.

My Story

Many years ago, at the dawn of my career when I was taking my first steps in business, I joined a pharmaceutical company and was involved in procurement. At that time, there were no courses, methodological aids, or books on how to negotiate with suppliers and customers. Yet, work had to be done, plans had to be realized.

That's when I began searching for ways to enrich my knowledge, optimize work, enhance employee efficiency, and bring new ideas to the department and the organization. I independently sought out courses and training on these topics, began attending them, diligently recorded everything I heard, and most importantly - applied everything at work!

Another trick I can share is that I attended the same training three to five times. Why? Because my brain couldn't absorb everything at once, no matter how much I wrote, and I couldn't apply it clearly at work. So, I decided to attend the training multiple times. Each time I applied the knowledge gained at work, I saw the results, which kept growing.

Our company revenues soared. I can now confidently say that at that moment, this decision was a turning point in my life. Since then, learning and gaining knowledge has been a priority for me. I always have, and will continue to, encourage my colleagues, subordinates, and family members to learn,

and continuously grow. I encouraged them to always work on themselves.

I Discovered that Knowledge was very Important

Every day I interact with hundreds of people and see that most of their questions or problems arise from a lack of knowledge. So, I thought about how to ensure that more people would start learning and developing so that people wouldn't have to worry about making a good living.

I dreamed that in every home, people would at least once a year go abroad for vacations, and their children would become members of the global community. How to achieve this? We need our children to go abroad, learn, gain knowledge, then come home and help others grow. This was not easy in a society where old traditional thinking was dominant and there was strong resistance to new ideas.

In 2007 I was elected as the chairman of the Uzbek ethnic cultural association of the Sairam district. This was a public role; I became the leader of the Uzbeks in our district. The district's population was about 350,000 people, 70 percent of whom were of Uzbek descent.

At that time, school graduates with Uzbek as the language of instruction could not take the unified national testing on par with other school graduates because they had received 11 years of education in Uzbek, and the unified state exam had to be taken in Russian or Kazakh.

This created a major problem - our children could not enter higher education institutions on a grant basis, but could only study on a paid basis. However, not all parents can afford to pay for university education. For this reason, our children were "left out" of state support.

I decided to direct much of my time, money, and energy to solving this problem. I fully studied the situation, consulted with educators from successful schools, and learned many nuances of the education system. Despite the difficulties, the

need was identified, the goal was set, resources were available, and I began to act.

New Training Center for our Village

I opened a training center in my village and funded the center's activities for the first two years. The task was to show everyone that only through quality knowledge could they achieve any goal. In the center, we began preparing children for national testing, while simultaneously teaching Russian and English, and teaching mathematics.

These three key subjects are still our priority. In two years, we held hundreds of subject Olympiads among students of various grades, providing them with the motivation to work hard for their future. We took children on excursions to the cities of Almaty and Astana.

The purpose of these trips was to acquaint them with the best domestic universities and to show the children firsthand where they would study and what they should aspire to. Our efforts were not in vain. At that time, there were 15 schools in our village, graduating about 1,500 people annually. In the first year, 58 people became recipients of state educational grants, and in the second year, there were 111.

Only then did people start to believe us and come in droves to enroll in our training center. But we didn't stop there. We targeted international educational institutions and intensified English language training, preparing children for the FLEX international program. And we conquered that peak as well.

More than thirty of our proteges won a grant from the U.S. government and spent a year living and studying in the USA. Many of them later entered prestigious world universities and today work all over the world!

I am now experiencing tears of joy and pride. Joy - for myself, pride - for my students. My boyhood dreams resulted in my diligence, self-sacrifice, perseverance, resilience, and love.

Love for my homeland, for my people, and life in all its manifestations.

Adopt These Key Principles

- I recommend that you adhere to these key principles if you want to succeed in life:
- Stand by your word - I always stand by my words, my name, and the reputation of my company are very valuable. If you make a promise then you always need to deliver.
- Good time management – Strive for good time management and try to arrive on time. If you are going to be late then let the people know as soon as you can.
- Plan and Schedule activities - Planning your activities and strictly following a schedule is one of the key factors for your success. Record all of your dealings and promises in a way that works for you. At any meeting or negotiation, I recommend that you always write. This will help you to remember, and it shows the other person how important the meeting is to you.
- Be honest - Forget about lies and deception! Be honest with everyone that you meet and tell them how it is. You will gain more respect from others when you tell the truth.
- Create a team – I recommend that you always work in a team. you need to gather a team, organize work, train, delegate, and control. This is what successful people do.
- Live a healthy lifestyle. By profession, I am a doctor, so I fully recommend that you live a healthy lifestyle. Get moving and walk rather than taking your car. Participate in team sports and make exercise part of your daily life. Eat healthily and avoid cigarettes and alcohol.

- Don't hold grudges - Start to accept people as they are. Don't play the victim but be a problem-solver to help others. If a problem arises don't sit and think about why, think about how you can quickly resolve the issue.

Commit to Working on Yourself – 10 Tips

You need to commit to working on yourself so that you can set challenging goals in your life and achieve them. Here are my 10 most effective self-improvement tips:

Look at your environment. Who is around you? Are they successful, goal-oriented, ambitious people, or whiners and victims waiting for a change in the weather? Choose the right environment. Because your environment greatly influences you, your thoughts, and your life.

Start developing! Become a strong personality. In my training, I have 25 characteristics of a strong person. All of them have been tested by me, meaning I spent a lot of time studying each characteristic.

Become an effective person with a high level of productivity. In a short period, perform more quality work.

Continuously learn. Direct 10 - 30 percent of your income to learning. This is the best investment you can make. I have created a method called "mastering material 90%". When you listen to any material, write it down, tell 10 friends about it, and prepare a presentation. After that, actively apply it at work and in your life.

Always be positive. Don't let negativity prevail over your positivity. Regardless of what is going on around you- find a reason to smile. You can set your smartphone alarm to remind you to smile every 10 minutes. Try it!

Be thankful! Those who know how to be grateful are always happy. When you give thanks, you send a message that everything is fine, and it will be even better.

Get into the habit of always writing everything down. Muscle memory works, and people trust you more. Every evening, write your plan for the next day. This frees your brain from the burden, and your plan becomes your guide. Try to set tasks for 1 hour. Then your brain will understand that there's no need to spend 3-4 hours completing one task.

Engage in sports. Develop a habit of walking more, breathing fresh air. During such activities, more oxygen flows to your brain, and you should start generating numerous ideas.

Wake up at 5 am, and go to bed at 21:00. The most effective time for learning, and thinking over ideas tends to be the early morning. Don't miss this precious time, use it effectively.

Travel. Travel a lot. Time and money will pass, but your emotions will remain. They will help you to generate new ideas and inspire you to new achievements.

Apply What You Have Learned

Everything described above is my own experience. It took me more than 30 years to become an expert in personal development and business. I've had many ups and downs, and I've also experienced bankruptcy. But each time, my principles and beliefs helped me climb out of the abyss of failure and defeat.

My life, as well as the lives of those I've worked with, is an example of how continuous learning and self-improvement, you can set challenging goals and achieve them.

For 20 years, I was a deputy in local executive bodies. People elect deputies, and only thanks to my principles - fulfilling tasks, keeping promises, planned work, and teamwork - was I re-elected to this position several times.

Now I can proudly say that it was all worth it. I do not regret a single minute. I can confidently look into the eyes of each of my constituents because I have honorably fulfilled the commitments I made. You can achieve anything that you want following my principles.

Final Words

You need to understand why you came to this world, and what you will leave behind. Will people talk about you or write articles and make films about you, or will you be forgotten the day after your funeral?

All this is your choice. Just accept and realize this. Work constantly on yourself, learn, and develop. The first word that came down in the Quran is “learn”.

The world is developing so rapidly, it can be hard to keep up. To understand this, you need to keep pace with the times. A smile and a positive attitude are our main allies! With these, you can go towards your goal, and lead the masses. Smiling people are always happy; success “sticks” to them, they can handle everything.

Engage in sports, be a source of light for others, be an example, and inspire feats. Don’t deceive - tell the truth. Whatever the consequences, do not lie. Treat yourself and others with respect. Don’t waste time needlessly. It’s a non-returnable resource.

Learn how to make a daily plan, follow it strictly, and achieve results. Travel, see the world, take new ideas, and implement them at home.

Friends! I wish you always to be at your best, to achieve your goals, and to be healthy!

If you want to see a breakthrough in your business profits you can reach out to me for my training and personal mentorship services at

https://www.instagram.com/nishankulov_badritdin/

Chorna Nadiya



Nadezhda Chernaya is a serial entrepreneur and business mentor. Over 20 years, she has evolved from running a small enterprise to owning four successful companies. Despite the Ukraine war, her businesses located in the occupied territories and along the front lines have not only survived but have also increased their profits. Nadezhda shares her experience and methods of crisis management, helping entrepreneurs overcome difficulties and achieve success.

She maintained and developed her businesses, building teams and restructuring processes to achieve sustainable growth. Her unique approach to crisis management and adaptation to change has helped her survive and thrive under the most challenging conditions.

She began her career with a small business and, through persistence and strategic thinking, was able to scale operations. Her experience spans various industries, enabling her to develop universal methods and strategies for managing businesses under any circumstances.

Today, Nadezhda shares her experience and knowledge with entrepreneurs, helping them develop resilience to confidently conduct business amidst uncertainty.



SCAN ME

**Overcome ANY
Challenges:
My Path Through
Economic Crises,
Pandemic, and War**

Chorna Nadiya

“To stand still, you have to run very fast”

James Dean

Thank you for reading my chapter!

My journey as a serial entrepreneur, business mentor, and dollar millionaire was far from easy. Over more than 20 years in business, I faced numerous challenges such as economic crises, pandemics, and wars. These challenges not only tested my capabilities but also shaped me as an expert in crisis management and adaptation.

In this chapter, I want to share with you the main lessons I learned from my experience: a crisis is not the end, but an opportunity for growth and development. I hope that by reading my story, you will find the inspiration and confidence to overcome your own challenges.

How it all Started

I was born into an ordinary Ukrainian family and grew up during the period of Perestroika. I attended a regular school and then went on to university. My entrepreneurial journey began in the early 2000s when I decided to start my own business. I launched my first business right after finishing school. My parents were against it, believing that obtaining higher education was one of the most important achievements for a teenager.

But I was determined to combine business and study. My first business idea was a model business school. I borrowed money from a classmate for radio advertising and posted flyers about enrolling students in several residential areas. Hiring three employees, we gathered a group of students within three days that exceeded our expectations. This was not just an experience; it was a real start in the world of entrepreneurship.

I have always been goal-oriented and unafraid of the difficulties that might arise along my path. At that time, I was

obsessed with the idea of financial freedom and the ability to build my own life. Balancing university studies and managing even such a small business was extremely challenging.

After completing a one-year course for students, I opted for education and immersed myself in learning. When I finished university, I immediately opened a travel company, which is still successful today. It has been a leader in sales in Ukraine and has received international awards for seven consecutive years. However, the path to success was far from always easy.

The Importance of Teamwork

Working alone, I couldn't provide myself with a stable income. I remember being very ill, but still going to the office because I had no team and couldn't delegate tasks.

The first major lesson I learned at an early stage was the necessity of forming a reliable team.

True changes in my life began when I started forming a team that shared my passion for entrepreneurship and my dream. I realized that if you want to build a successful business, you need to learn to work with a team. Understanding the importance of the right selection and management of a team became a key factor that allowed me to overcome difficulties and take my business to a new level.

A team that shares your vision and goals becomes a support and a driver of progress. Starting with small steps, we gradually expanded and perfected our processes, leading to stable business growth.

The COVID-19 Challenge

Another lesson in my entrepreneurial career came with the crisis caused by the COVID-19 pandemic in 2020. This period proved to be a real test for businesses. Initially, I was overwhelmed by the scale of changes and how they affected our work. The pandemic disrupted usual business processes, and

closed markets, and forced us to rethink many aspects of our activity.

But soon I realized that this was not the end, but an opportunity to rethink and adapt our business. At that time, I had two companies under my management: a travel agency and a wholesale company selling auto parts. The decision to restructure the business was difficult but necessary.

We reviewed our business processes, optimized costs for rental spaces, and adapted to the new conditions. I watched the market, which was at a standstill, and analyzed what we could offer our customers. Such an opportunity arose, allowing us to survive during the pandemic. This showed me that crisis situations could be turned into opportunities.

Flexibility and the ability to adapt to new conditions became key factors in our success.

We used the pandemic as a stimulus to improve our business processes, which ultimately strengthened our market position. When the quarantine ended, we experienced “pent-up demand syndrome” and our sales exceeded expectations.

The Challenge of the War

In 2021, I successfully invested in several commercial properties in the city center, which we leased out and opened another direction - a logistics company. The business already operated without my constant participation; over many years of management, we had created a strong and united team that worked for a common result.

And I fulfilled another dream - I moved to live in Europe with my family, managing remotely. But on the night of February 24, 2022, everything changed - the war began. The devastation and fear I felt will stay with me forever. My thoughts were only about my family and employees.

In the morning, I held an emergency meeting to make decisions that would help preserve the business and ensure the

safety of the team. I became a volunteer, and the business began to help the city by building defensive fortifications and supporting the territorial defense.

In the first 10 days in Poland, I settled 153 people and sent 190 tons of humanitarian aid to my city over several months. We also organized the delivery of drones for the military. But it was necessary to start working, despite daily shelling in the city.

In May 2022, we resumed activities in all directions and began working in a military mode. This experience changed my views on leadership and management. I returned home in June and, after spending the first night in the basement, hiding from missile strikes, I was in the office in the morning with the determination to change my business and continue working.

The challenge of running a business during a war was that processes set up yesterday might not work today.

Therefore, it was necessary to make new decisions daily and adapt to changing conditions.

One of the most painful moments for my business was the loss of our company branch in occupied Kherson. Two weeks before the liberation of Kherson by Ukrainian forces, military personnel broke into the enterprise and brought a military prosecutor's order that removed me and my husband from managing our company and took all the goods.

Our losses amounted to \$500,000. Despair, tears, and anger simultaneously forced me to move forward, as the responsibility for people working in our team in the city, which was subjected to daily shelling, forced us to develop and work.

By the end of 2022, we had completely restructured the company, reviewed processes, and adapted to the unstable economic and political situation. We returned almost the entire pre-war team and achieved a twofold increase in revenue compared to 2021.

10 Ways to Run a Business Effectively Under Crisis Conditions

My principles for managing business in crisis conditions are based on several key ideas, tested by time and experience:

1. **Flexibility and Adaptation:** Quick adaptation to changes is a step towards gathering the company. During the pandemic, economic crises, and the war in Ukraine, we reviewed our business processes, optimized costs, and adapted to new conditions. We reviewed supply chains, and customer service, adapted to changes in legislation and the socio-political situation. This allowed us not only to survive but also to increase profits even in the most difficult conditions. Adaptation not only to economic but also to political and social changes became our new norm. Quick adaptation to new conditions helped us transition to an online work format, introduce new technologies for remote work, and find new sales channels.
2. **Focus on the Team:** A strong and cohesive team can become your most valuable asset. Having a team that shares your goals helps to overcome difficulties and achieve results. During crises, I learned to appreciate the support and ideas of my team, which helped me find unconventional solutions and accelerate the recovery process. Teamwork and support became the basis of our ability to teach them, as well as motivate and provide support, so they can work effectively in difficult situations. Investing in the team helps create a cohesive collective, ready to overcome any difficulties. Conduct regular training, seminars, and motivational events to maintain a high level of professionalism and team spirit.
3. **Strategic Thinking:** A crisis is an opportunity for strategic changes. Reviewing processes and adapting to new conditions often lead to business growth. Using crisis as a catalyst for changes and improvements became one of our main tools. We reviewed our strategy, implemented new

technologies, and found innovative solutions for existing problems. During the war in Ukraine, we introduced new technologies and took unconventional decisions to solve existing problems, which allowed us to adapt to new conditions and grow. We also reviewed our marketing strategies, which allowed us to enter new markets and expand our customer base. This is sound practical advice that you can adopt.

4. **Create a clear action plan for a crisis:** Develop a strategy that will help you respond quickly to unforeseen circumstances. This may include financial reserves, a recovery plan, and methods for maintaining communication with customers. The plan should be flexible and updated as the situation changes. Be sure to include possible scenarios and corresponding actions for each in the plan.
5. **Invest in team development and motivation:** In times of crisis, your team becomes your main resource. Train them, motivate and provide support, so they can work effectively in difficult situations. Investing in the team helps create a cohesive collective, ready to overcome any difficulties. Again, conduct regular training, seminars, and motivational events to maintain a high level of professionalism and team spirit.
6. **Adapt business processes to changing conditions:** Be ready to review and optimize your processes. This may include implementing new technologies, changing working methods, or finding alternative sources of income. Continuous optimization of processes helps maintain competitiveness and respond promptly to market changes. Develop a system for monitoring business process efficiency and make necessary adjustments promptly.
7. **Use crisis as a chance for innovation and improvements:** Crises can be a stimulus for testing new ideas and approaches. Use this opportunity to test new approaches and improve existing ones. Implementing innovations

helps not only to survive but also strengthen market positions. For example, you might introduce new products or services that meet changing customer needs.

8. Continuously analyze the market and find new opportunities for growth: Monitor changes in the market and identify new trends. This will help you adapt and find opportunities to expand your business even in difficult times. Regular market analysis allows you to make informed decisions and adapt your strategy according to current conditions. Use analytics and research to identify promising niches and develop new growth strategies.
9. Develop an effective communication strategy: In times of crisis, communication becomes particularly important. Make sure you have effective channels of communication with clients, partners, and employees. This will help you respond promptly to changes and maintain trust in your business. Create a system of regular reports and updates so that all stakeholders are informed about the current situation and your actions.
10. Evaluate and review risks regularly: Regular analysis and review of risks help you be prepared for any changes. Create a system for monitoring and managing risks to timely identify potential threats and develop measures to minimize them.

These strategies and advice can radically change your perception of crises and help you not only survive but succeed in the most difficult conditions. Proper application of these principles can transform your business and lead to significant results, even in the most challenging times. Let each crisis become an opportunity for a new beginning and growth.

How I Can Help You

Businesses of all shapes and sizes face challenges all of the time. Market conditions can change rapidly and you need to be equipped with the right “toolkit” to survive and thrive

when the going gets tough. I am sure you will agree with me that I hope we never see a repeat of anything like the COVID-19 pandemic that changed the world in 2020. But you can never be sure that these things will not happen again.

Dealing with the war in Ukraine is something that I sincerely hope you never have to cope with. This pushed me to my limits and there are still more challenges ahead as the war continues. I had to use all of my experience and knowledge of dealing with crises to create a positive outcome for my business.

So, how can I help you?

You have taken the first step to overcome any challenges that come your way by reading this chapter. My experience demonstrates that successful business management during crises is possible, and I am ready to help you navigate through any challenge and reach new heights. Utilize my knowledge and resources not just to survive, but to thrive in uncertain times.

I have created an online course called: “Crisis Management for Small Business”

This online course provides entrepreneurs with the knowledge and tools to effectively manage crisis situations in their businesses. By completing this course, you will be able to assess the current state of their business, identify problems and risks, and develop a crisis management plan that includes strategy creation and cost optimization.

The course will teach you how to work with a team during a crisis, determine necessary personnel, communicate effectively, and motivate employees. Entrepreneurs will learn when and how to implement changes, enabling their businesses not only to adapt but also to thrive even in uncertain conditions.

For more details about my online course please reach out to me at www.blacknadezhda.com

Danny Dimas



Danny Dimas is an influential Australian entrepreneur and a prominent figure in Direct Sales and Marketing. As the CEO and Founder of Global Interactive Group (GIG), he transformed a startup into a \$50 million global business in under ten years, operating in five countries.

Danny is renowned for his expertise in leadership development and driving sales teams to reach their maximum potential. His innovative systems and growth models have enabled him to replicate and scale his organization

internationally. Unlike traditional corporate environments, Danny prioritizes values and work-life balance, creating a supportive culture that promotes fast-track growth and high-income potential for his team members. This philosophy has disrupted the industry, which often relies on low base salaries and commission-only structures.

With an unparalleled passion for helping others succeed, Danny's experience equips his organization to effectively market a wide range of products. He is currently preparing to launch his own product line globally. His ability to mentor and his infectious enthusiasm for entrepreneurship attract like-minded individuals eager to join his team.



SCAN ME

**Achieving Short-Term
Goals For Long-Term
Success**

Danny Dimas

What do you do at 39 years of age, you have been in business for 10 years and are \$360k in debt with no assets? Furthermore, your wife is pregnant and you have a toddler? Before answering this, put yourself in this position. Imagine the mental stress that comes with this, not just on yourself but your family. You have worked hard for years to be in a worse position than what you started from.

Fast forward to today and I own a \$50M international business.

My Story

I was born in Adelaide, Australia. My parents were immigrants from Greece. They both left their war-torn homeland for a better life. Their challenges were much greater than the ones I mentioned above. Coming to Australia with a grade 3 education, not knowing the language, and in debt to the Australian government. Yet they provided a great foundation for my older brother, sister, and myself to have a better head start and a life they never had. My father worked as a builder's laborer in Australia. He worked 6 days a week, 60+ hours, and retired at 72. My mother worked part-time as a kitchen hand in the same hospital for 35+ years. I never heard them complain about work or money.

I wanted to leave school and join the Air Force at 15. This broke my parent's heart and caused a lot of tension. They wanted their children to attend college, get a degree, and a good job. My parents didn't allow me to leave school and I finally graduated without the grades to enter college.

I started working labor-type jobs. I wasn't afraid to work, I just had no drive or goals and didn't know what I wanted to do with my life. One day my father said that I was going to Greece. He would pay for my brother and I to go. For the first time in a while, I was excited about something.

I learned many things on this trip and became very proud of my heritage. I connected with my family and met my

grandmother for the first time. A big eye-opener was visiting my father's village. We found the house he and his 10 siblings grew up in. It was a three-roomed house. I couldn't believe how poor my father was and I understood my parent's intentions for me.

I started to look at what everyone I knew was doing. My brother, sister, and older cousins had all gone to college and were living good lives, but not the ones I wanted. The only people with the potential I was looking for were two uncles, who ran their own business. How do I run my own business, where do I start, what do I do?

One of my best friends told me his father was looking for two apprentice bricklayers. I had seen the wealth that my friend's father built over the years. The building industry was booming at the time. The first two years were the hardest, getting paid \$120 a week in the first year, and \$180 in the second. It was slave labor. I was calculating the money the boss was making. He was getting 50 cents a brick laid in my first year, this went up to 80 cents a brick laid in the second year because of demand.

I finished my apprenticeship and partnered with another bricklayer. I was now in business! The first few jobs were great. The extra hours we put in were paying off. But six months into the business many builders were liquidating. Australia went into the worst recession in 50 years. What was important to me at this point was providing for my wife and keeping the roof over our heads. I didn't have any qualified skills other than bricklaying and there were no labor jobs. I decided to be a taxi driver.

My first week as a taxi driver was unforgettable. People were rude, looked down on me, and wanted discounts, I even had someone jump out of my car without paying. I put up with it because I needed to make money. During idle time I started learning about people. I would pick up the scraps of a Sat-

urday at 5 am, with super successful people going to what looked like important business meetings.

My Direct Sales Discovery

I read the local newspaper daily and browsed different opportunities like franchises and businesses for sale, and even job advertisements. An advertisement caught my eye “Earn \$100,000 as a real estate agent in your first 12 months”. I called the number and they invited me in. It was a systematic and ethical approach to finding listings. It required a lot of door-knocking and cold calling, especially in the first 3 months. They were very upfront about the job.

The goal was to find 20 people selling their property per month for three months. These leads were passed on to the existing agents. After this, we could list and sell our properties and earn commissions. I earned \$80k the first year, and \$90k the second. I was introduced to Brian Tracy and read “Maximum Achievement”. My mindset journey started here. The skill and power of goal setting opened my eyes. Selling real estate was great money but it came at a price. To be an above-average earner, you had to be prepared to work late nights and weekends. This strained my relationship with my wife and daughter, but we were getting ahead. I decided to leave.

I had a little time and money, so I cautiously looked for the next opportunity. I landed two interviews; one was a final interview for a pharmaceutical company and the other was an ad I applied for with the heading “Crazy People Wanted!” I attended the pharmaceutical interview, they offered me the job, the package was \$120k with a company car, laptop, and phone. Plus, the opportunity to earn around \$80k in commissions annually. I asked them to give me 48 hours as I had the “crazy people” interview the next day.

The Perfect Job

I was 99% going to take the pharma job, I was walking into this last interview confident and a little arrogant. The receptionist was so welcoming. It was the best first impression so far. A young man came and greeted me, you could tell he was in charge by his demeanor. He asked me “What are you looking for ideally for yourself?” No one else took this approach, it was more about what I could bring to them. I answered that I was looking for an opportunity with no limits. He replied that I had come to the right place.

The following 10 minutes was one of my most life-changing conversations. They had a criterion-based progression business, he told me if I trained 5 leaders and built a team of 15 people, I could run my own business under the umbrella of a larger business using their clients. “What type of money can you make?” He replied “On average \$5k-\$10K a week, the higher performers earn more” I asked him “Who’s business in this” He replied that it was his. “How many people work for you?” He said 25. “How much do you receive per sale?” He said \$40. “How much do you pay the sales reps?” He said around \$20. “How many sales are you netting a week?” He told me around 500. I quickly did the math, which resulted in a gross profit of \$10k a week. I said, “So you are telling me that you are 22 years old, this is your business and you make about \$10k a week and you are offering the same opportunity to me?” He said confidently “YES!” I told him that I didn’t believe him. I started asking him to show me proof of ownership. He called in his admin to fetch the information. I said “Show me your bank statements to prove the flow of money,” He said “I have never shown anybody this,” I said “How else are you going to prove it? I have another job lined up, I have a small family, If I am even going to consider this, I need to know that this is legitimate!” He went on to prove it. This was real and what I had been looking for!

“What is the job?” I asked. He said “I want to show you” So we jumped in his car and drove into the suburbs. We stopped in the middle of the street. He said ‘Let’s go”. We walked up to a house and knocked on it. I asked him if he had an appointment, and he said he didn’t and that for the next 2 hours, we would go door to door selling people a cheaper rate on their home telephone bill. He signed up three customers out of about 30.

“When can I start?” He said, “tomorrow” - so I did. My journey in Face-to-Face Direct Sales had begun.

I learned that this was a powerful industry that had a big future. Today, it’s still just as big, if not more powerful and effective. We are exposed to over 3000 advertisements daily, through mainstream television, social media, billboards, bus stops, etc. I love asking people to tell me what adverts they saw on the way to work today “Let’s see if we can come up with 5”. In over 20 years of doing this exercise, I think we reached 5 once. I then challenge everyone to tell me which advertisements have stood out in the last couple of weeks. The common answers are funny ads, annoying ads, or clever and interesting ads. These all touch our emotions somehow.

I then ask “In the last 5 years, have you ever had someone knock on your door, stop you in a shopping center, or experienced telemarketing? Almost everyone has, I purposely look for 3 people who have had this experience 6+ months ago. I asked them which brand they were being sold. They all remember it; What product were they selling? Most remember. What price were they selling it for? 90%+ times they know. I then asked if they remembered what gender was talking to them, whether they were taller or shorter than them, and what color hair they had. 99% of the time they remember. Bingo! The power of people! People remember people and even more so if they made an impact.

The types of clients that understand this concept and use face-to-face direct sales are telecommunications, energy,

solar, security systems, pet insurance, home food delivery, nonprofit organizations, and pay TV. Direct Sales isn't for every product, but it is for most. Unless you have a billion-dollar marketing budget, you won't stand out. Consider the real cost per acquisition for new customers, when you add up "all" marketing costs. In most cases, direct sales are cheaper and have a greater impact and exposure, providing a better return on investment than conventional advertising, digital marketing/advertising, etc.

If you are interested in direct sales to boost your business check out <https://www.whatsthegig.com/>

While I was working, the debt that I had accumulated drove me to the success that I achieved. I focused on my short-term problems but always had my debt situation in mind for long-term success.

After a few months, I went to Melbourne and built my team there. I started building an organization. For the next 5 years, I built teams across Australia and one in NZ. I purchased a couple of investment properties. I started traveling, mostly in Europe. I remarried. This is what life should be like. All the hard work, disappointments, and challenges were all worth it!

There were things I loved about working within this organization and things I didn't. It had a great support structure and many mentors we could use. Their structure made it easy to expand, plus they had great clients. What I didn't like was the control. They dictated what to pay our people and we had to attend all conference calls which were 3-4 a week, as well as countless meetings and seminars.

How I Built My Successful Business

I decided to rebuild a direct sales team. All I needed was a client. With the help of a colleague called Victor, I found a client that was a nonprofit organization that raised money for Cerebral Palsy, it wasn't known and had previously failed.

Victor was my right-hand man; he was young with issues and we were about to represent a client that had failed multiple times. When starting in a position like this, you aren't thinking about your goals, the only things that consume your mind are 'what's important to you'. In my case, it was to pay the rent and put enough food on the table. Victor hit the ground running. He thought it was the easiest campaign in the world! This gave me confidence. The client said they had an unlimited budget with no restrictions on territory so we started recruiting and slowly building the team. My focus was on survival. This went on for a good six months. At this point, we were on top of our bills, which took the pressure off.

We had a team of 10 people and were growing. A sharp person walks through the door looking for an opportunity. A week after he started, he pulled me aside and wanted a favor. He asked if I could advance his pay as he was behind in his rent and facing eviction. He needed \$600. I checked my bank account and I had \$601.23. I took out the money and handed it to him. He was so grateful. Now I was going to be late with my rent. Was I an idiot? That \$600 was one of the best investments I have ever made. He ended up building the highest-performing of all our teams in Australia 5 years in a row. He also played a critical role in our expansion into the USA.

After a couple of years, we finally started to breathe. Most of the pressure off, I had a team of 30 people, two young healthy boys, and an amazing wife.

Use Short-Term Goals for Your Long-Term Success

At this point, my focus changed. I made a massive realization. This was a critical turning point in my business. I stopped focusing on the money and started focusing on my people.

Here are three things that you can focus on to boost your motivation for both the short and long term:

1. Identify What is Important in Your Life Right Now

Ask yourself what you want to achieve in the next 3, 6, and 12 months, 2, 5, and 10 years

-Ask Why? Write 50 reasons. Then ask yourself

“If you were to earn \$3000 a week next week, what does this mean to you?” Your motivation will go up a notch. Maybe you are thinking “I would fix my car” “It would help pay my credit card debt” “I would get my bills in order” and so on.

It doesn't matter what your answers are – the thing is that some or all of these things are holding you back. Focusing on what's important right now and accessing the right tools like budgeting plans, mentoring, accountability, etc, I have found that once you help people achieve what's important for them, the foundation for success is set.

Your aim here is to get rid of the headaches that are holding you back. I call this “negative motivation” and it is just as strong as positive motivation. Using this approach will provide you with relief and take the weight off of your shoulders.

2. Make Work “Work for You”

Change your attitude to work. Most people think that work is their enemy (or at least their boss is).

Ask yourself “What can work do for me?” You need to know your numbers – what do you need to do to make your job work for you. How can you pay off a debt, fix your car, or take that vacation you have always wanted? For the first time, you need to make your job work for you rather than the other way around.

When you do this, you will find that it is a pleasure to go to work. Reverse engineering where you want to be in the short term and how work will get you there will give your personal motivation a much-needed boost. And I can guarantee this personal motivation is much stronger than business or career motivation.

3. Become a Leader

By mastering the skills above, you can help others to do the same. You need to get it right for yourself first, but after that, you can teach others and be a leader. By working on yourself first you will set an example to others. Remember that most success in life involves people so becoming a leader yourself is the next logical step.

Can you understand the power here? Now you are ready to pursue your longer-term goals!

Join Our Team and Pursue Achieve Your Goals

I have expanded my company into new territories namely the United States, United Kingdom, and Ireland, and of course, we are still going strong in Australia and New Zealand. If you want to transform your life then join our organization across the world where the opportunities are limitless. If you live in Australia or New Zealand please connect with us at

<https://www.gig.live>

and for everywhere else - <https://www.whatsthegig.com>

Dr Grant R. Muddle, ML.



With a reputation for incomparable commercial healthcare leadership, Dr. Grant Muddle is acknowledged internationally as a Board Member, Chairperson, Chief Executive, and Prime Ministerial advisor who sets benchmarks for excellence in healthcare.

His work was recognized by the highest level of government when he was bestowed with a Member of the Order of Logohu, Papua New Guinea's Principal Order of Merit, for his contributions to healthcare, Port Moresby

General Hospital, and the community after transforming the hospital, which had suffered from decades of disrepair and mismanagement. Dr. Muddle's leadership record showcases his expertise, as he exceeds stakeholder expectations of budget, risk, impact, and time. Dr. Muddle holds a Doctor of Business Administration from California Southern University (USA) and an MBA (Strategic Management) from Charles Sturt University (Australia). He also has a business degree in accounting and law from Northern Territory University (Australia).



SCAN ME

**Change Management
with People at its Heart**

Dr Grant R. Muddle, ML

“To win in the marketplace...you must first win in the workplace. I’m obsessed with keeping employee engagement front and center.”

Doug Conant, CEO of Campbell’s Soup

I spent most of my early career working in the hospitality industry, where aesthetics are paramount. Studies show that if a hotel employee appears well-groomed, clients assume they are competent and professional, which enhances their overall perception of the establishment. Even at the largest resorts in the world, it is akin to performing. Check yourself in the back-of-house mirror before heading out front; shoulders back, chin up, smile on. Every interaction was a carefully crafted act designed to enhance the guest experience.

It wasn’t until my grandmother moved to a nursing home that I understood the need to bring that experience and those standards to a healthcare setting. She was there for a decade, yet the environment was so dismal that I couldn’t visit. I know that I can’t make up for lost time, but I can make a difference in the environment and change how people who are looked after are treated.

Today, the ability to “Do More With Less” is a strategic advantage and a necessity. As an experienced change management consultant, I have dedicated my career to guiding organizations through transformative periods to find remarkable success with even the most limited resources.

My proprietary methodology is grounded in five essential P.E.A.C.E principles:

1. Purpose-Driven Leadership
2. Empathy-Centered Engagement
3. Adaptive Change Management
4. Continuous Learning and Development
5. Evidence-Based Decision Making.

Together, they offer a comprehensive framework for navigating the challenges of transformation and, when integrated into an organization's culture, lead to a skilled, engaged workforce that drives exceptional business outcomes and enhances brand loyalty and financial performance across all industries.

While each principle is vital, Empathy-Centred Engagement is often overlooked in our quest to “do more with less.” Most organizations dive headfirst into change management programs that focus solely on efficiency and data, neglecting the human element of the business altogether. But empathy fosters genuine employee engagement, collaboration, and a positive work environment, which makes all the difference.

Remember, hospitality is a game; in healthcare, specifically hospitals, it is real. You are dealing with people at an emotional level, whether they are patients or visitors. People in a hospital experience the best or worst day of their lives, and it is typically the latter. So, when something is wrong, you must speak to the human element and try to improve the experience. You may never make it great, but you can help make it okay.

However, you can make even the happy moments better. For instance, the birth of a wanted and healthy child is a positive reason for a hospital visit. Nowhere is this more obvious than in India, where the waiting room could be filled with 100 people, including grandparents, aunts, uncles, cousins, and friends. Working as Global Senior Vice President of Operations at Apollo Hospital in India, we saw this as an opportunity to enhance the experience and build the Newborn Baby Program.

The big idea

Worldwide, it's typically the mother who controls a household's health. We knew that if we could engage the mother, she would likely send her family to Apollo when they needed

healthcare. So we had to start at the very beginning: the birth of her child.

The execution

Midwives were on hand during the delivery to take photos of the birth. Afterward, we decorated the room pink or blue. Finally, we involved those in the waiting room by making our way out to the lobby with flutes of fizzy apple juice to announce and celebrate the birth. But we didn't stop there: when they left the hospital, we sent them home with a basket of necessities like talcum powder, nappies, and a onesie that said, "I'm an Apollo Baby;" the mothers received a cake on Mother's Day, and on the baby's first birthday, the pediatrician and OB-GYN sent a signed birthday card.

The return

This cost less than \$20 per baby. However, we were able to engage the parents and every person in the lobby to ensure that they left the hospital with a positive experience. From then on, it was likely that they would seek us out if they needed healthcare.

The program only worked because the employees were engaged. If staff had been disengaged, they would have done the bare minimum and actively worked against us. This is where empathy comes into play. Placing empathy at the core of your strategies helps build stronger connections and relationships with each employee by making sure they feel valued and supported.

In this chapter, we will explore how integrating Empathy-Centered Engagement transforms organizations and emphasize the role of empathy in creating a positive work environment that improves the guest or client experience and sets a business on a path to sustainable success.

The problem: Organizations try to do more with less

One of the most concerning patterns in business is the “Do More with Less” mentality. Instead of employee engagement, organizations use change management tools that focus more on data and processes.

Employee engagement is the “commitment and enthusiasm that workers bring to their jobs, as well as the degree to which they share the culture, values, and goals of the employer organization.” However, because of the “Do More with Less” mentality, we have come to believe that employee engagement does not and cannot exist, so therefore does not matter. But employee engagement does exist (although it’s rare): A Gallup study found that as of July 2024, 23 percent of employees worldwide consider themselves engaged. In the US, that number grows to 32 percent – better, although 17 percent say they are actively disengaged.

Yet unless employee happiness directly enhances their success, leadership is simply not in the business of making employees happy. But this focus on efficiency, data, and profit costs businesses everywhere. By choosing not to focus on employee engagement, they send a message to employees that reads, “Because I pay your salary, I own you; leave your problems at home.”

Disengagement leads to

- Negative workplace culture and morale
- Lower rates of productivity
- Worsened work quality
- High turnover rates
- Increased recruitment costs
- Decreased revenue
- Lower customer satisfaction rate

Although disengagement costs businesses \$8.8 trillion globally each year, they believe it will cost more to invest in employees than it is worth. Because they do not feel invested in, employees disengage at alarming levels: Studies show that nearly 5 million US fewer employees were engaged in early 2024, the lowest engagement rate in over a decade.

The question: Why should you care about employee engagement?

Engaged employees make or break a business.

Highly engaged employees are committed to and enthusiastic about their work and are aligned with the business's culture, values, and goals. They work with you rather than for you and are more willing to take risks, find new approaches, and drive the business forward. That alignment leads to lower absenteeism and turnover rates while increasing productivity, teamwork, customer satisfaction, and brand reputation.

When comparing top- and bottom-quartile business units, research by Gallup found that employee engagement leads to:

- 81% less absenteeism
- 58% fewer patient accidents
- 43% lower turnover (among low-turnover organizations)
- 41% fewer product defects
- 23% higher profitability
- 18% lower turnover (among high-turnover organizations)
- 18% higher productivity
- 10% increase in customer engagement

These differences are always significant, especially during disruption and change. An engaged workforce can overcome

disruption while sustaining employee well-being, productivity, and growth.

The solution: Integrate empathy-centered engagement

As mentioned earlier, employee engagement is rare but not unheard of. Research shows that among top-performing businesses worldwide that have intentionally and strategically created their workplace cultures, 70 percent of employees are engaged – an average ratio of 14:1 engaged to disengaged employees.

For example, Google and Apple are revered for their employee engagement. They offer employees:

- Hybrid work schedules
- Mental health care
- On-site fitness centers
- Community and personal development
- Classes and seminars

Source: Apple and Google

Both companies are the only two to appear on Glassdoor's Top 100 Companies to Work For each year.

The question, then, is how to improve employee engagement in your own business, and it starts with placing empathy at the core of each employee engagement strategy.

I have found that, regardless of environment or industry, approaching the change management process calls for more than understanding the goals; it calls for empathy. Empathy is “the ability to sense other people’s emotions, coupled with the ability to imagine what someone else might be thinking or feeling.” Instead of accepting the objections and resistance I receive, I must understand why I am receiving them.

It all comes back to Chesterton’s Fence:

***“Don’t ever take a fence down
until you know the reason it was put up.”***

Remember, existing systems were put into place for good reasons. Without understanding those reasons, you could face negative consequences if you remove them.

In other words, wait to make changes until you understand why the current processes exist. Most people don’t like change – and making changes without that understanding makes the change management process harder. By not taking time to understand what’s already in place, you risk upsetting both the systems and people involved, changing something that already works, or preventing a larger issue.

Effective and powerful change management involves careful assessment and understanding before implementing changes. Complete a SWOT, Employee Survey, Focus Groups, engage in Active Listening and One-on-One Meetings to familiarize yourself with existing systems and diverse needs, and acknowledge employees’ challenges while providing support mechanisms. Building connections and relationships based on empathy will create and foster a positive work environment, enhancing engagement and collaboration.

I call this empathy-centered engagement, and approaching change management with it at the forefront will create an environment of understanding and support. It’s centered on three ideas:

- Recognizing diverse needs: Employees are unique, with varied backgrounds and different needs and expectations. By understanding and addressing these perspectives, you can create a more inclusive and supportive workplace.
- Acknowledging employee challenges: Part of empathy is acknowledging employees’ challenges in the office and at home to build strong connections and trust.

- Providing support mechanisms: Empathy also calls for providing necessary resources and support systems to address employee needs and challenges.

This creates a feeling of support, which drives engagement, collaboration, and commitment.

Overall, empathy-driven and employee-focused engagement increases collaboration and commitment, which enhances engagement and ultimately drives the business's bottom line.

The Proof: Port Moresby General Hospital

In 2013, I took a leadership position at Port Moresby Hospital, the largest South Pacific hospital. Upon my arrival, I found a dire situation. Among the biggest concerns were a total lack of maintenance, ankle-deep excrement in the restrooms, thousands of squatters, and stolen hospital goods being sold on the street.

There was a lot to fix, but I couldn't go straight in and tear down the fence—the “change for change's sake” approach is just as counterproductive as “if it isn't broken, don't fix it.” I needed to understand what was and wasn't working. Based on initial feedback from organization leaders and my observations, I believed the hospital was failing because of employee disengagement, but I needed data to prove it.

I had employees take Gallup's Q12 survey, which asks participants to reflect on statements like:

- I have the opportunity to do what I do best every day.
- My supervisor, or someone at work, seems to care about me as a person.
- The mission or purpose of my company makes me feel my job is important.

The questions are written in a way that provides a clearer look at how empathy-focused a company currently is. The results allowed us to create a clear roadmap of what the staff needed and wanted from us to help them deliver better patient care.

We made several changes that focused on taking care of our team; the team, in turn, focused on caring for their patients.

On the backend, we:

- Standardized job descriptions
- Implemented data-based changes
- Implemented the first public Hospital Information System, sharing clinical and non-clinical data with staff and public
- Increased training budgets and learning and development opportunities
- Created clear career paths
- Conducted annual appraisals for training budgets and hours
- Created dress standards and a code of conduct

On the front end, we launched:

- Weekly “Suit Meets Scrubs” town hall-style sessions with Directors
- Monthly employee birthday celebrations and social events
- Heart Felt Service Program with Monthly and Annual employees of the month
- Newsletter to showcase employee accomplishments and updates from CEO, Board, and Minister
- Non-denominational worship space

We found that employees started to buy into the vision when we began looking after our employees by showing that we cared and based our changes on their answers. In just a year, we saw increased engagement and decreased absenteeism, turnover, theft, workplace accidents, and complaints. We also saw improvements in revenue collections, cleanliness, and maintenance. Most importantly, we saw better patient

outcomes, increased patient satisfaction from 3.2 to 4.2, and achieved a shorter “Average Length of Stay.”

Recommendations

In enhancing your employee engagement with empathy, keep the following in mind.

Communicate: Regularly and compassionately communicating key components of goals and strategies will build trust and ensure transparency during change. This ensures employees feel heard and understood, reducing uncertainty, resistance, and turnover.

While at PMGH, I hosted monthly Town Hall meetings, during which I openly addressed concerns, shared updates, and invited questions. This open exchange of information kept employees feeling informed, supported, and valued throughout the entire process.

“In teamwork, silence isn’t golden. It’s deadly.”

– Mark Sanborn

Recognize and connect: Building authentic connections – genuinely understanding your employees’ needs, emotions, and concerns – is the key to fostering trust, reducing resistance, and strengthening collaboration, especially during times of change.

During a company-wide reorganization, I scheduled regular small group discussions that allowed employees to voice their concerns and share ideas. By actively listening and responding to their input, I was able to build trust and show that their perspectives were valued.

After a successful major change initiative, I took the extra step of sending personalized messages to each team member acknowledging their contributions and offering support. That seemingly small action was powerful; it strengthened our connection and helped maintain morale during challenging times.

However, like anything else, engagement is best in moderation. Engage them too much, and employees will be so happy they lose any sense of urgency or drive. Engage them too little, and they will feel undervalued and disconnected, which leads to low morale and productivity.

It wasn't until I witnessed an aged care setting firsthand that I understood the need to enhance the experience. Although I still regret not visiting my grandmother, I realize now that while I cannot change the past, I should have taken action then – like you must take action now.

Change is inevitable. Transformation is a choice.

If you're ready to transform your workplace, contact me via my website, and we'll work together to craft a change management plan tailored to your needs.

<https://grantmuddle.com/>

Elizabeth Piscocama



Elizabeth Piscocama is a distinguished Ecuadorian-American Leadership Advisor, entrepreneur, realtor, author, and investor based in South Florida. After immigrating to the USA in the early 2000s, Elizabeth faced significant personal challenges, including her father's death, a divorce, and intense emotional struggles. Despite this, her entrepreneurial spirit, inherited from her business-oriented parents, remained a driving force.

Elizabeth's professional journey began with managing over 120 employees and navigating complex business environments. Her expertise in leadership development, negotiation, sales, strategic planning, and team management has established her as a leading advisor.

She founded La Estrategia, where she delivers tailored coaching and innovative strategies to help leaders build strong teams and drive exceptional growth. Her mission is to inspire business owners to develop more leaders and enjoy well-deserved quality time with loved ones.

As a Leadership Advisor, Elizabeth offers personalized services such as one-on-one coaching, leadership workshops, and customized development programs. Additionally, she provides expert guidance on intelligent real estate investments in Miami.



SCAN ME

Leading Beyond Limits

Elizabeth Piscocama

Ally, a server at a small café, worked for a boss who was inflexible and insisted on doing things her way. One particularly hectic day, Ally was serving a large group of 16 elderly customers. In the rush, she accidentally switched two orders, and one man ended up with the wrong dish. When Ally returned to the table, the man sternly said, “This isn’t what I ordered. Where’s my omelet?” His wife added, “He’ll eat whatever you put in front of him, but he shouldn’t have to pay for this. It’s your mistake.

Ally apologized and offered to fix it but turned to her boss for guidance. Instead of support, her boss reprimanded her loudly in front of the customers, saying, “You made a mistake; customers are always right. You need to cover the cost.” Humiliated, Ally watched the man leave with his meal to-go while she was left to cover the cost of the extra dish, unsupported by her boss.

Scenarios like Ally’s, where employees face tough leadership and management challenges, are occurring daily around the globe, raising an important question: Who needs more training here - the leaders or the employees?

Well, Ally is my daughter, just 18 years old. Her experience made me realize how much coaching is still needed for business owners, even in luxury-end establishments. Growing up in Ecuador with parents who were entrepreneurs, I saw first-hand how my father prioritized and respected his employees.

My parents, my mother Ana Maria from Peru and my father Antonio from Ecuador married and built a successful business in Ecuador. Despite facing numerous challenges, my father always emphasized that employees come first. If funds were tight, he would ensure employees were paid before him. This principle profoundly impacted me and inspired me to pursue my own business goals.

Over two decades, I’ve learned from world-renowned leaders that the secret to success lies in building a strong, cohesive team. I’m dedicated to helping business owners boost their

sales through strategic planning and fostering healthy team growth to achieve greater results. In this chapter, I will share my strategies for effective team management and retention.

A Strong Team is Essential for Success

In today's competitive environment, assembling and maintaining a strong team is essential for sustained success. Leaders must navigate traditional and digital challenges to remain competitive. Effective leaders understand that collaboration drives productivity and innovation.

Recent trends reveal a rise in employee departures due to:

- Inadequate compensation
- Limited career advancement
- Poor work-life balance
- Dissatisfaction with management

Terms like “quiet quitting” and “act your wage” reflect a shift in the job market where employees demand better conditions.

Research indicates that around 60% of employees leave jobs because of leadership issues, highlighting the need for better management.

The shift to digital communication, accelerated by the 2020 shutdown, has increased the need for tech skills and made talent retention more challenging.

Leaders must adapt to manage and motivate teams in both traditional and digital settings. Institutions aiming to equip one billion people with essential skills in the coming years emphasize the need for effective leadership and skill development to stay competitive.

Addressing employee retention is important, as turnover has long been a challenge. I will explore observed issues in team management to help leaders navigate longstanding business challenges and new digital demands.

Focusing on leadership effectiveness, managing employee departure, communication, and skill development is essential for maintaining a competitive edge in both traditional and virtual environments.

“Employees leave managers, not companies.”

Marcus Buckingham

Leadership Effectiveness

Poor management is a major factor in employee dissatisfaction and high turnover rates. When directions are unclear and disorganized, employees can become frustrated and stressed, particularly if their supervisor is not consistently available.

A lack of clear communication about job expectations and requirements can leave employees feeling unsupported and unmotivated. Leaders must prioritize building trust by maintaining open communication, providing strong support, and focusing on employee retention.

Key aspects of effective leadership include:

- Providing regular feedback
- Offering consistent recognition
- Demonstrating a genuine concern for employee well-being

Despite the business focus, you must remember that we are fundamentally in the people industry. Success relies not just on processes and products, but on how we engage and support our most valuable asset: our people.

And it is not easy, especially in today’s digital world, where many interactions have shifted online.

Maintaining personal connections can be challenging as traditional opportunities for casual interactions -

such as conversations at the water cooler or during restroom breaks - are less common.

To bridge this gap, leaders should employ creative strategies to stay connected with their teams. If leaders do not bring enthusiasm and energy to these opportunities, who will? Each interaction, even if brief, should be meaningful.

During these moments, it's essential to project positivity and support, focusing on solutions rather than reprimands. This approach builds trust and loyalty, driving success and respect.

***Just as we aim to exceed client expectations,
we must also prioritize our employees'
well-being and satisfaction.***

Elizabeth Piscocama

Addressing Employee Departure

There are many potential reasons an employee might decide to leave, which is why recognizing the red flags signaling a potential departure is crucial. For instance, some employees may begin performing only essential tasks or limit their efforts to align with their salary, feeling their pay doesn't justify additional work.

It's essential to assess the reasons behind employee departures. Key factors include:

- **Lack of recognition** or limited career advancement opportunities
- **Unmet skill development** alongside company growth
- **Fair compensation:** Employees need to feel that their contributions are valued and compensated appropriately. If they perceive a disparity between their efforts and their pay, it can lead to dissatisfaction and disengagement.
- **Poor management** practices that may require further training
- **Work-life balance** issues, including the need for reduced hours, remote work, or flexible schedules.

Leaders must be attentive to these signs to determine whether an employee needs support, guidance, or a promotion - or if parting ways might be in everyone's best interest.

If a talented employee does decide to leave, reviewing their initial interview notes and understanding their reasons for both joining and departing can offer valuable insights.

This data refines recruitment practices, sets realistic expectations for new hires, and improves company policies, management practices, and workplace culture. Ultimately, it reduces turnover and fosters a more engaged and committed workforce.

In my father's shoe factory. He not only managed the production but also provided food for his workers. I recall the kitchen staff urging him to come and eat his meal, but he would always insist, "Did the workers eat already? Let them eat first."

Elizabeth Piscocama

Employee Turnover

It is a natural part of business, but its impact can be minimized with strategic management. High turnover rates lead to significant costs, including recruitment, training, and lost productivity.

The Society for Human Resource Management estimates that replacing an employee costs between 50% and 200% of their annual salary.

Beyond financial costs, turnover disrupts workflow and lowers team morale. This often results in decreased productivity and increased stress for the remaining staff. Managers should closely monitor employee performance and address issues proactively.

For example, if an employee's productivity drops after a salary request is denied, adjusting their compensation may be more cost-effective than hiring and training a new employee.

Valuing existing employees helps maintain a stable, productive team and avoids the time and costs associated with onboarding new staff.

Skill Development

Investing in training and reskilling is vital as businesses adapt to technological advancements and evolving market demands. Leaders must prioritize continuous learning to keep their teams competitive and engaged.

Offering relevant training helps employees stay updated with industry trends and new technologies.

As a new generation enters the workforce, their digital skills are often strong, but they may need additional training for optimal job performance. For employees from previous generations, it's important to provide equal learning opportunities and resources to ensure no one feels left behind.

Employees also have a responsibility to engage in their own learning. Leaders must integrate both tech-savvy and less tech-savvy employees, ensuring everyone is equipped and motivated to advance.

“The function of leadership is to produce more leaders, not more followers.”

Ralph Nader

Communication Challenges

The shift from face-to-face interactions to virtual meetings and written messages introduces complexities. For example, some employees may choose not to turn on their cameras during video calls, which can impede personal connections.

Additionally, written messages often lack tone, leading to potential misunderstandings.

Leveraging AI tools to analyze tone and sentiment can enhance communication clarity. However, technology cannot fully replicate the nuances of human interaction. It's impor-

tant to use digital tools to support, not replace, genuine connections and avoid creating barriers.

Employees must balance work, personal interests, family, and self-care to avoid stress and burnout, as their health affects their job performance. Less vocal employees may face personal challenges impacting their work.

Leaders should encourage open dialogue about work-life balance and well-being through regular check-ins and events. These can be virtual or in-person and help build community, celebrate achievements, and align with company goals.

In-person mentorship and wellness programs also support employee well-being and productivity.

Given the ongoing challenge of employee turnover and its impact on organizational success, exploring effective solutions is important to achieve substantial financial growth and to build a successful team. Having a cohesive team working towards common goals is imperative.

“You don’t build a business. You build people, and people build the business.”

Zig Ziglar

I’ve uncovered powerful strategies that will transform how you engage and retain your team. Let’s dive into the **7 Key Strategies for Effective Team Retention in the Digital Age**, designed to optimize your leadership approach and ensure your team thrives in a modern work environment.

1. Mastering Optimal Communication

Encourage your team to actively participate in meetings with their cameras on if they are virtual. Ask questions like, “What would you do in this situation?” or say, “Grab a pen and paper and write down these three key points to keep in mind.”

2. Support Emotional Well-Being and Resilience

“Are you addressing emotional well-being with mentorship and wellness initiatives?” Combining in-person programs with online counseling and regular check-ins can build resilience and ensure employees receive the support they need. Implementing a monthly wellness program with virtual workshops is also beneficial.

3. Leverage Smart Automation and Delegation

Implement project management software to facilitate clear delegation and track progress. It reduces burnout and improves overall efficiency. Ask: “What three repetitive tasks can you automate today, such as data entry or scheduling, to free up your team’s time?”

4. Foster a Strong Organizational Culture

Start meetings by sharing recent team success, such as “Let’s celebrate the project we just completed!” or ask, “Who has a birthday coming up that we can recognize today?”

5. Prioritize Continuous Learning and Skill Development

Promote in-house training, workshops, and online courses to keep skills up-to-date. Provide access to webinars and virtual sessions to support career growth. Make sure employees know that salary increases are tied to skill development, encouraging them to engage in these learning opportunities. Additionally, ask: “Are you assigning projects that align with your team’s interests?”

6. Proactive Leadership Practices

Empower your team to make quick decisions by saying, “You can decide this—trust your judgment.” Provide a framework for decision-making to guide them, allowing for quicker resolutions and fostering confidence in their abilities.

7. Strategic Time Management

Boost productivity and job satisfaction by using priority matrices, digital calendars, and task management apps to enhance time management. Consider asking, “Have you encouraged your team to set aside specific times for focused work?”

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

John Quincy Adams

Now that you understand the reasons behind employee departures and the importance of addressing them, the “7 Key Strategies for Effective Team Retention” can guide you through this process. Part of these strategies involves incorporating practices used by successful leaders worldwide, such as visionary thinking, to proactively manage employee turnover.

While this challenge has persisted for decades, adopting these strategies can create positive change and foster a more stable and engaged workforce.

We’ve seen the profound contrast between Ally’s experience with her boss and Antonio’s approach to his employees. These moments highlight the deep impact we have on those we lead.

As we conclude this chapter together, I genuinely hope our paths cross again so you can share how your team is flourishing under your guidance.

Take a moment for yourself. Grab a piece of paper and write down three things you hope your employees will say about you when their journey with your organization comes to an end. What a profound responsibility this is! Make your legacy count!

Remember, as leaders, we are the captains of our ships navigating through ever-changing seas. Some extraordinary in-

dividuals will journey with us for longer periods, while others may disembark at the next port, continuing on their own paths.

Our role is to steer the ship wisely, recognizing that each person's voyage contributes to the broader course of our organization. Embracing this perspective allows us to navigate turnover with grace, ensuring that every crew member, whether briefly or for the long haul, finds value and purpose in their time aboard.

“The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things.”

Ronald Reagan

Elevate Your Leadership - My Offer to You

Success in leadership and team management relies on continuous coaching and support. Just as the world's most successful leaders have their own coaches, so should you. Whether you choose to work with me or not, embrace ongoing learning and expert guidance to stay ahead and lead your team effectively.

As an experienced leadership advisor, I offer high-level coaching tailored for entrepreneurs, business owners, leaders, managers, and C-level executives.

My approach goes beyond traditional methods, providing you with customized strategies and actionable tools to overcome obstacles, seize opportunities, and excel in an ever-changing dynamic environment.

You've journeyed far to reach your leadership position - navigating countless challenges and setbacks - it's time to make a significant impact. Imagine having a trusted partner who equips you with the insights and techniques needed to elevate your leadership and inspire your team.

This is the moment to stop settling for ordinary results and to start aiming for extraordinary outcomes. I invite you to visit my website at www.laestrategia.ai to book a free consultation or feel free to reach out to me at hola@laestrategia.ai. Together, we can explore how I can support you in overcoming your challenges and achieving your goals.

Investing in coaching is an investment in your success and fulfillment. Embrace the opportunity to develop a strategic plan that aligns with your vision and drives meaningful progress. Lead with confidence and make a lasting impact. I can't wait to see what you achieve next! See you at the top!

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www.laestrategia.ai.

Carlos Gonzalez



Juan Carlos Gonzalez, a visionary entrepreneur, arrived in the U.S. fifteen years ago with a passion for business and technology. Starting from humble beginnings in Mexico, Juan Carlos built a company that now generates over \$5 million annually. His journey, influenced by early exposure to business through his father, has been defined by relentless determination and continuous learning. Investing over \$100,000 in mentorships from renowned figures like Brian Tracy, he mastered leadership, mar-

keting, and operational systems that transformed his local business into a thriving enterprise. Through strategic digital marketing campaigns and customer engagement, he tripled his company's revenue and now helps others replicate this success through franchising. With a franchise model built on solid systems, Juan Carlos aims to empower entrepreneurs to achieve financial independence. His story of resilience and growth serves as an inspiration to those seeking to build successful businesses in any market, big or small.



SCAN ME

The Blueprint for Success

**How Strategic Marketing
and Systems Transformed
My Business**

Carlos Gonzalez

***“The secret of success is to do
the common things uncommonly well.”***

John D. Rockefeller

Fifteen years ago, I arrived in the United States with a burning ambition to achieve something great. I came to study at the University of Alabama, embarking on a new chapter of my life with a clear sense of purpose.

Born in Mexico to a humble family, I brought nothing but an unwavering desire to succeed. Like many, I started by taking on any job I could find - working as a waiter, laboring in construction - but deep down, I knew I was meant for more.

My passion for technology, business, and leadership was ignited early on by my father, who served on the board of directors for a billion-dollar company. From the age of seven, I had the rare opportunity to sit in his office, watching him navigate the complexities of business, finance, and leadership.

Those moments were formative, planting the seed for my dream of one day running my own company.

What started as a modest beginning has since grown into a journey driven by relentless determination. The resilience I built through those early experiences has carried me forward, pushing me to create a future beyond what I once imagined. Now, I'm here not just to succeed for myself, but to inspire others to pursue their dreams with the same passion and drive.

Fast forward to today, and I've built a business that generates over \$5 million Dollars in annual revenue. My journey wasn't easy, but it was fueled by a deep understanding of leadership, numbers, and a relentless pursuit of self-improvement.

The key to my success has been a blend of solid foundations in business principles, an openness to new opportunities, and the courage to take calculated risks. In this chapter, I'll share some of the most powerful lessons I've learned along

the way - lessons that can help you achieve similar success in your business endeavors.

Building from Scratch:

When I first arrived in the U.S. I struggled to figure out what I was truly good at. Despite my interests in technology and business, I was unsure of where to start.

But I remembered the lessons from my father - how leadership, understanding numbers, and maintaining good habits were crucial to success.

These lessons stayed with me as I began to navigate the business world. My early days were filled with trial and error, but I knew that persistence and continuous learning were key.

I invested heavily in myself, spending over the years more than \$100,000 on mentors from some of the best minds in the business, including figures like Brian Tracy and Jim Rohn. This investment was not just financial but an investment in my mindset.

I learned that success doesn't come from one secret formula; it comes from building a strong foundation and continuously improving it. I focused on understanding leadership, cultivating good habits, and becoming proficient in marketing - a skill that would later prove pivotal in scaling my business.

Case Study: Transforming a Local Business into a Multi-Million Dollar Enterprise

One of the most compelling examples of the power of the strategies I've developed is the transformation of my own business. When I first began implementing advanced marketing techniques and systematizing my operations, after a couple of years my business was generating about \$800,000 in annual revenue - a respectable amount, but far below its potential.

The turning point came after four years in business when I experienced a personal breakup with my girlfriend. It was

a very difficult period, but it also proved to be a pivotal moment for the success of my business. Nothing worthwhile comes easily, and sometimes life takes away what you love to test your resilience.

This challenge fueled my desire to keep pushing forward and become the best version of myself. I decided to go all-in, taking a huge risk by investing everything I had saved, including money for a new house.

I invested in learning from the top experts in digital marketing, applying my newfound knowledge of consumer psychology and cognitive biases. I launched a targeted video marketing campaign and meticulously analyzed viewer engagement, which helped me identify the audience segments most likely to convert into paying customers.

By focusing my marketing efforts on these ‘super-hot’ prospects, I was able to maximize the effectiveness of my advertising campaign.

The results were nothing short of extraordinary. In just a short period, my business tripled its sales, generating over \$2.5 million in revenue. This growth wasn’t a one-time spike - it was sustainable, thanks to the systems I deployed.

These systems ensured that every aspect of the business, from customer acquisition to service delivery, was executed precisely and consistently.

What’s particularly remarkable about this case is that it wasn’t achieved in a large metropolitan area but in a local market with a population of just 24,000 people. This demonstrates that with the right strategies and systems, significant growth is possible even in smaller markets.

Simple Yet Effective Marketing Strategies:

One of the most significant breakthroughs in my business journey was understanding the power of marketing, particu-

larly in leveraging modern platforms like Facebook, Google, and YouTube.

Initially, I underestimated the impact of digital marketing, dismissing it as less critical than other business operations. However, after a pivotal moment in 2017, I realized that mastering these platforms could be the key to scaling my business.

I immersed myself in learning about digital marketing, and what I discovered was transformative. Marketing isn't just about putting your product out there; it's about creating a strong desire for your product in the minds of your target audience.

This involves understanding the psychology of decision-making and using, in a good way, cognitive biases to your advantage. For example, I learned how to craft compelling video content that focuses directly on the emotional needs of potential customers.

This approach allowed me to triple my sales, bringing in over \$2.5 million after implementation.

The key to effective marketing is not about being everywhere but about being strategic. I focus on creating content that resonates deeply with a specific audience. For instance, I meticulously analyze how long viewers engage with the content.

From this data, I create segmented audiences - cold, warm, hot, and super-hot - based on their level of interest. This allows me to tailor my marketing messages precisely, ensuring that I'm not just reaching people but reaching the right people with the right message.

The Power of Systems:

As my business grew, I quickly realized that success in marketing alone wasn't enough. Scaling a business requires robust systems capable of handling growth without sacrificing efficiency.

Many businesses falter because, while they may have a great product and effective marketing, their operations can't keep up with demand. To avoid this, I invested significant time and resources into developing systems that could replicate my success, laying the groundwork for something bigger.

These systems are more than just processes; they create a framework that is easily followed and implemented by others. For example, as my business expanded, I needed to employ more staff to manage the increased workload.

But hiring alone isn't sufficient - those hires must be trained and integrated into a system that ensures consistency and quality. I developed a comprehensive sales process that my team could easily replicate, guaranteeing that every customer received the same high level of service, no matter who they interacted with.

The strength of these systems now forms the foundation of my franchise model. While we have obtained our franchise license, we are seeking the right partners to open our first franchise locations.

The systems I've developed ensure that potential franchisees can replicate the same success, with a blueprint for consistent service and operational excellence. This means anyone joining as a franchisee can benefit from a proven model that works, without sacrificing quality or efficiency.

This is a unique opportunity for ambitious entrepreneurs to join a growing brand, backed by systems designed for scalability and long-term success. By becoming a franchise partner, you'll have the chance to tap into a thriving business model with the support and guidance needed to achieve your success.

Mentoring as a Growth Catalyst:

Throughout my journey, one of the most valuable investments I've made has been in mentoring. The guidance I received from experienced mentors was instrumental in shap-

ing my success. These mentors didn't just teach me business strategies; they helped me develop the mindset necessary to navigate the challenges of entrepreneurship.

Mentoring is more than just receiving advice; it's about embracing continuous learning and growth. One mentor told me, "You can give someone the best blueprint, but it's their actions that determine the outcome."

This wisdom resonated deeply with me and has been a guiding principle throughout my career, both in how I approach learning and how I mentor others.

I've applied this philosophy to my mentoring practices, helping others understand that while I can provide the tools and strategies, their success ultimately depends on their willingness to take action. This is why I'm passionate about sharing the strategies that work and the mindset that enables those strategies to succeed.

Mentoring has also taught me the critical importance of surrounding myself with the right people. As my business grew, I sought out individuals who were further along in their journeys - people who were making \$10 million when I was making \$1 million.

Being in the right environment has been crucial to my growth, and I encourage every entrepreneur to prioritize this. The more you learn from those who have already achieved what you aspire to, the faster you can reach your own goals.

One of the most profound lessons I've learned from my friend and mentor - Amadeo Lladós is: "Build the person you admire and respect, cultivate a strong mindset, and approach everything with love - never fear."

Starting the Franchising Journey

A major turning point in my journey was deciding to pursue franchising for my business. While we were already generat-

ing nearly \$5 million a year, I knew there was further potential waiting to be unlocked.

But this wasn't just about numbers - it was about something deeper. I've seen countless entrepreneurs struggle, often failing because they lacked a proven model to guide them. I knew I could change that.

Through franchising, I'm offering a clear, successful blueprint - one that's been tested, refined, and built for growth. My philosophy is simple: when franchisees succeed, I succeed. This isn't just about expanding a business; it's about empowering others with the systems, support, and tools they need to thrive. Together, we grow, and together, we win.

Laying the Groundwork for Franchising

While I've secured the license to franchise my business, the first location has yet to open. But here's the exciting part: the foundation is already in place, and the systems that led to my success are ready to be shared with the right people. These systems are built to be easily replicated across multiple locations, ensuring the same level of quality and efficiency that made my company thrive.

Imagine stepping into a business with a proven roadmap, ready-made for growth. Future franchisees won't be starting from scratch; they'll be tapping into a well-established, refined business model, one designed to help them hit the ground running.

Preparing for Franchise Expansion

The key to real success isn't just having a great product or service; it's about building the right systems and strategies to scale that success. While the first franchise has yet to open, I'm actively seeking partners who see the potential and want to be part of something bigger. With a ready-made business model, transparent processes, and a focus on replicating proven success, the franchisees who join this journey will be poised for growth from day one.

What excites me most is sharing the blueprint that built my multi-million-dollar business. I know that with the right systems and support, others can achieve the same level of success. This franchise isn't just a business opportunity - it's a chance to change lives, create financial independence, and build something truly lasting.

Whether you're an entrepreneur looking to expand or someone exploring franchising for the first time, the principles I've applied can help you achieve your goals. I'm passionate about helping others succeed, and this franchise model is designed to ensure we grow together. The path is laid out, and I'm ready to share it with those who are eager to take the next step.

How I can Help You

As you've seen throughout this chapter, business success isn't about discovering a single secret - it's about building a strong foundation of effective strategies, robust systems, and a commitment to continuous learning.

My journey from a small startup to a multi-million dollar enterprise has been fueled by:

- A deep understanding of marketing
- The power of well-designed systems
- The invaluable guidance of mentors

These principles are not just theoretical; they are practical, actionable, and have been proven to work in real-world scenarios.

The most important lesson I want you to take away is this:

Your success is determined by the actions you take and the consistency with which you apply what you've learned.

No matter where you are in your journey - whether you're just starting or looking to scale your business - remember

that the right mindset, paired with effective strategies, can propel you further than you ever imagined.

One of the greatest investments you can make is in yourself. I've done it over and over again, and if given the chance, I'd do it a hundred times more. As one of my mentors always said, "Never invest in things that rust, rot, or depreciate." Instead, invest in your growth, your knowledge, and your skills. These are the things that will pay dividends for the rest of your life.

Success isn't just about having the best ideas or the most talent; it's about consistently showing up, learning, and applying those lessons with unwavering determination. The strategies I've shared aren't just theory - they've been proven to work, and I'm passionate about helping others implement them in their businesses.

If you feel inspired by the principles I've outlined and are eager to apply them, I encourage you to take the next step. Whether you're seeking mentoring to refine your business approach or exploring the incredible opportunities in franchising, I'm here to help. Reach out for a free consultation, and together, we can explore how to unlock your business's full potential.

You can connect with me at through my website or on social media. I look forward to being part of your journey to success - because the path to greatness is never walked alone. Let's take that journey together, and turn your ambition into reality.

https://www.instagram.com/carlos_monopoly

- Website English : Carlosgonzalezd.com
- Website Spanish : Carlosmonopoly.com
- Franchise : <https://tireswheelsperformance.com/>

Frank Lebel



Frank Lebel is a seasoned entrepreneur and the founder of a thriving digital advertising agency.

His journey is one of remarkable resilience and determination. At just 17, François faced the challenge of toxic psychosis, a battle that tested his mental fortitude. In 2019, he encountered another major hurdle - personal and corporate bankruptcy, a blow that could have ended his entrepreneurial dreams. But François's story didn't end there. In 2021, he was diagnosed with thyroid

cancer, yet once again, he faced adversity head-on.

During the pandemic, François rebuilt his life and business, showing an unwavering commitment to resilience, authenticity, and continuous learning. His efforts culminated in 2024 with the acquisition of a competitor twice the size of his agency, a testament to his strategic acumen and leadership. François is passionate about creating work environments where accountability, transparency, and personal growth are paramount. A devoted family man, he emphasizes the importance of maintaining a balance between personal, and professional life.



SCAN ME

**Mindset Mastery:
Where There's a Will,
There's a Way**

Frank Lebel

“If you want something, give it.”

Deepak Chopra

Life often throws us challenges that seem insurmountable. My journey has been anything but smooth, marked by a series of profound adversities. At 17, I battled toxic psychosis, a severe mental health crisis triggered by excessive cannabis use during my high school years.

This was only the beginning. In 2019, I faced the devastating blow of personal and corporate bankruptcy, a monumental failure that left me in a precarious financial situation. As if these challenges weren't enough, I was diagnosed with thyroid cancer in 2021, adding a significant health crisis to my list of battles.

Despite these obstacles, I managed to build a successful business during the COVID-19 pandemic, specializing in digital advertising. Our resilience and strategic growth culminated in February 2024, when we acquired a competitor twice our size. This chapter delves into how I developed an optimistic entrepreneurial mindset amidst adversity, showcasing the principles and strategies that guided me through these tumultuous times.

Profound Personal Challenges

My journey into entrepreneurship began at a young age, shaped by a series of profound personal challenges. At 17, I was diagnosed with toxic psychosis, a severe mental health condition brought on by excessive cannabis consumption during my high school years. This condition temporarily derailed my life, plunging me into a period of deep introspection and self-discovery.

Recognizing the urgent need for change, I voluntarily enrolled in a closed therapy program. This 12-week intensive introspection period was a transformative experience that helped me understand the underlying issues that led to this life hurdle. I entered the program as a young, irresponsible

adolescent and emerged as a young man with a renewed sense of purpose at 18.

During this pivotal time, I made a conscious decision to eliminate negative influences from my life, starting with mainstream media. The pervasive negativity and distractions found in television and mass media were detrimental to my mental health and overall outlook on life. By being selective about the information and content I consumed, I began to condition my mind toward positivity and optimism.

This decision, while isolating me from common social conversations—like the latest box office movies or popular TV shows—shielded me from unnecessary negativity and allowed me to focus on personal growth and positive influences.

Career Setbacks

After recovering from toxic psychosis, I directed my newfound purpose toward a career in digital advertising. Over the next decade and a half, I honed my skills, becoming an expert in the field. My career trajectory, however, was not without its setbacks. In 2019, I faced a significant challenge - personal and corporate bankruptcy. My first business endeavor failed spectacularly, leaving me in a precarious financial situation.

The weight of this failure was immense, but it also provided invaluable lessons.

The bankruptcy was primarily due to mismanaging growth, a lack of knowledge, losing focus on the core purpose of the business, and letting pride and ego interfere with providing value to my clients. This forced me to confront my vulnerabilities and rethink my approach to business.

I realized that transparency, authenticity, and accountability were crucial not only in my personal life but also in my professional dealings. These principles became the foundation of my renewed entrepreneurial mindset.

In addition to professional setbacks, my personal life also suffered. I almost destroyed my relationship with my wife and daughter due to my lack of presence and the financial turmoil we were experiencing. Taking accountability for my actions, I asked for forgiveness and transformed my old ways with durable and long-lasting behaviors rooted in discipline and rigor.

We stayed together, worked through our challenges, got married during the pandemic, and welcomed our second daughter. This experience underscored the importance of preserving harmony and balance between personal, family, and business dynamics.

Then, in 2021, I was diagnosed with thyroid cancer. The news was devastating, but it also reignited my fighting spirit. I underwent surgery, emerging with a renewed sense of purpose. This health crisis reinforced my belief in the importance of mental resilience and maintaining a positive outlook.

Through these experiences, I learned that adversity can be a powerful catalyst for growth. Each challenge I faced pushed me to innovate and improve. By embracing adversity and viewing it as an opportunity rather than a setback, I was able to develop an optimistic entrepreneurial mindset that has guided me through the most difficult times.

This mindset, grounded in resilience, authenticity, and accountability, has been the driving force behind my ability to overcome obstacles and achieve success in both my personal and professional life. These principles will help you to achieve your goals too:

RESILIENCE IN THE FACE OF ADVERSITY

Resilience is key to an optimistic entrepreneurial mindset. My experiences with toxic psychosis, bankruptcy, and cancer taught me that setbacks are temporary and manageable. Building resilience means accepting and learning from your

failures, and persistently moving forward. It's about growing stronger with each challenge, not just bouncing back.

By viewing obstacles as opportunities for growth, I've maintained a positive outlook, even in tough times, turning adversity into motivation for innovation and improvement.

During my recovery from toxic psychosis, I learned that resilience comes from self-reflection, adaptability, and a drive to overcome challenges. This experience, along with my battle with cancer, showed me that setbacks can lead to greater achievements and that a resilient mindset is crucial for navigating health crises.

AUTHENTICITY AND VULNERABILITY

In business, authenticity, and vulnerability are powerful. When I shared my struggles, it built trust and strengthened relationships with my team and clients. Authenticity creates a supportive environment where innovation and collaboration thrive. Being vulnerable means being honest about your journey, including the lows, which helps build deeper connections and a culture of trust.

Authenticity is key to my leadership style. By sharing your challenges, you can make your team feel comfortable doing the same. This transparency leads to meaningful collaborations and collective success. Vulnerability fosters mutual respect and understanding, creating a cohesive and innovative team dynamic. It is fine for you to be vulnerable.

ACCOUNTABILITY

Taking responsibility for failures is essential in business. After my bankruptcy, I owned up to my mistakes, which helped me gain the trust of investors and partners. Accountability demonstrates your reliability and integrity, crucial traits for any entrepreneur. It's about acknowledging where things went wrong and actively working to rectify those mistakes. This principle has guided me in rebuilding my business on a stronger foundation.

CONTINUOUS LEARNING AND ADAPTATION

The digital advertising landscape is ever-evolving. Staying ahead requires a commitment to continuous learning and adaptation. I invested time in upskilling and keeping abreast of industry trends, ensuring that my business remained competitive. You need to do the same.

This dedication to learning has kept me at the forefront of my field and has allowed me to pivot and adapt quickly to changing circumstances. Embracing new technologies and methodologies has been key to our sustained growth. Commit to being a lifelong learner.

LEVERAGING ADVERSITY AS A CATALYST FOR GROWTH

Adversity can be a powerful catalyst for growth. Each challenge I faced pushed me to innovate and improve. Embracing adversity and viewing it as an opportunity rather than a setback can lead to significant personal and professional development. By adopting this mindset, you can turn obstacles into stepping stones, driving innovation and fostering a culture of continuous improvement within your business.

BUILDING A SUPPORTIVE NETWORK

Surrounding yourself with a supportive network of mentors, peers, and collaborators is crucial. During my toughest times, my network provided guidance, encouragement, and resources that were instrumental in my recovery and business growth.

This network has been a source of inspiration and strength, helping me navigate complex challenges and stay motivated. The collective wisdom and support from your network can be invaluable on your journey.

MENTAL CLARITY AND INTUITION

Prioritizing mental health is crucial for your success. My experience with toxic psychosis taught me the importance of calming the mind. Regular meditation helps release emo-

tional charges from unresolved past conversations and relationships, leading to peace of mind and better clarity. By listening to your inner voice - your intuition - you can make more insightful decisions and maintain focus. Mental health, nurtured through mindfulness and emotional release, is the foundation for all aspects of life.

SELECTIVE INFORMATION CONSUMPTION

Avoiding mass media and television since I was 17 has been crucial in maintaining a positive mindset. While it led to some social isolation, this choice allowed me to filter out negativity and focus on constructive, uplifting content. This practice can help entrepreneurs stay focused and positive in a world filled with distractions.

By curating the information you consume, you can maintain a clear and positive mindset, which is essential for your personal and professional growth.

PRESERVING HARMONY AND BALANCE

Maintaining a balance between personal, family, and business dynamics is essential. An imbalance in one area can cause disruption in others. Loving and accepting yourself, acknowledging strengths and weaknesses, and fostering a culture of trust and collaboration can help preserve harmony.

Balancing these aspects will allow you to build a fulfilling and successful life, where each area supports and enhances the others. This holistic approach has been key to my sustained happiness and success.

DISCIPLINE AND RIGOR

Transforming your old habits requires discipline and rigor. Implementing durable and long-lasting behaviors can help overcome past mistakes and build a stable foundation for future success. Discipline has been the cornerstone of my transformation, enabling me to consistently pursue my goals and maintain high standards in all areas of my life. This prin-

ciple has been critical in my ability to rebuild my business and achieve long-term success.

USE THESE PRINCIPLES FOR YOUR SUCCESS

In summary, these key principles have been instrumental in shaping my entrepreneurial journey. By embracing:

- Resilience
- Authenticity
- Accountability
- Continuous learning
- Leveraging adversity
- Building a supportive network
- Focusing on mental health
- Selective information consumption
- Preserving harmony and balance
- Maintaining discipline and rigor

I have been able to navigate complex challenges and achieve sustained success and you can do the same.

These principles are not just theoretical concepts; they are practical strategies that have guided me through some of the most difficult times and have been the foundation of my growth and accomplishments. Use them to your advantage.

Implementing these principles in real-world scenarios has been pivotal to my success. During the pandemic, while many businesses struggled, I saw an opportunity to leverage my expertise in digital advertising. This shift, underpinned by a resilient and proactive mindset, helped clients transition to online platforms, driving significant growth during widespread economic uncertainty.

In 2020, I united a team of complementary digital advertising freelancers seeking a business model with ownership potential. This collective effort, grounded in authenticity, trans-

parency, and mutual respect, fostered a dynamic environment that propelled our business forward. By emphasizing personal growth and accountability, we cultivated a culture of collaboration and resilience, which was crucial during the uncertain times of the pandemic.

SUCCESSFUL ACQUISITION

One of our most significant achievements was acquiring a competitor agency twice our size in February 2024. Despite naysayers who claimed it was impossible due to my bankruptcy, this feat was accomplished through strategic planning, mindful leadership, and showcasing our strengths and potential for synergy.

The financial hurdles post-bankruptcy were substantial, but I managed to secure funding by presenting a compelling vision and demonstrating resilience, transparency, and accountability. This acquisition was a testament to how adversity, when approached with a positive mindset and clear direction, can be transformed into a powerful driver of growth and success.

Building a strong, resilient team has been at the heart of our achievements. By fostering a culture of openness, support, and continuous learning, we navigated the uncertainties of the pandemic effectively. Our commitment to maintaining mental clarity and focus, achieved through mindfulness practices, further strengthened our ability to adapt and thrive. This holistic approach helped us weather the storm and positioned us for long-term growth and stability.

Our success extended beyond business growth; it was about creating a sustainable and positive work environment where everyone could thrive. The team's shared commitment to these principles created a culture of mutual respect, continuous improvement, and innovation. This culture became the backbone of our company, enabling us to adapt to an ever-changing market with confidence and creativity.

The pandemic underscored the importance of adaptability and resilience. By maintaining a forward-looking perspective, embracing change, and listening to our intuition, we turned challenges into opportunities. This proactive mindset allowed us to stay ahead of industry trends and provide exceptional value to our clients.

Our journey wasn't without challenges. The financial strain of my bankruptcy loomed large, and convincing investors and partners of our viability was an uphill battle. However, by being transparent about our past mistakes, demonstrating accountability, and charting a clear path forward, we rebuilt trust and secured the necessary resources for growth.

This experience highlighted the power of a compelling vision, resilience, and mental clarity in overcoming adversity.

The acquisition in 2024 was a milestone that demonstrated our strategic acumen and resilience. It expanded our market reach and brought in new talent and capabilities that enriched our team. The integration of the new agency wasn't seamless, but thanks to the strong foundation of trust, collaboration, and mindfulness we had built, we managed a successful merger.

In conclusion, the real-world application of these principles has been instrumental in our success and they will work for you too. By fostering a supportive, innovative, and mindful work environment, you can navigate challenges, seize opportunities, and achieve sustainable growth.

Our story is a testament to the fact that with the right mindset and commitment to core values, it is possible to overcome adversity and build a thriving business.

WRAP UP

Developing an optimistic entrepreneurial mindset amidst life's challenges is possible and can lead to great achievements. My journey through toxic psychosis, bankruptcy, and

cancer has been driven by resilience, authenticity, and continuous growth.

These principles helped me overcome adversity and build a successful business and they will work for you too. Success is rarely straightforward, but with the right mindset, every challenge can become a stepping stone to greater heights.

So, if you are looking to inspire your team or audience with a story of resilience and success, book me for your next event to share how I overcame toxic psychosis, bankruptcy, and cancer to build a thriving business. I'll show the power of an optimistic mindset and balancing personal, family, and professional life. Through engaging storytelling,

I'll offer practical insights and strategies to help your audience overcome adversity and achieve success. Don't miss the chance to inspire your attendees with hope and determination. Contact me today at to schedule an impactful session that will leave a lasting impression.

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Oksana Avdeeva



Oksana Avdeeva is a psychologist, art therapist, coach, psychosomatic specialist, hypnotherapist, and Neurographics instructor. Oksana has over 20 years of experience in psychology, transformative practices, and other methods for working with the brain. Oksana Avdeeva and Anastasiia Nikiforova founded an online school of Neurographics, which has become the largest school of Neurographics in the world with over 1,000,000 students from 97 countries. The international division of the

Mindful Line School of Neurographics is growing rapidly, offering courses in multiple languages.

In the 4,5 years of the school's existence, hundreds of thousands of students have achieved amazing results in areas such as well-being, life purpose, relationships, careers, finances, relocation, and significant purchases. Read this chapter to learn more about this method, and visit mindfulline.com to try drawing your first Neurographic drawing to get an idea of what it is.



SCAN ME

Your Mindful Line of Success

Oksana Avdeeva

What sets apart the 4% of successful people (those who-achieve their goals) from the 96% of those who don't?

Several books on this subject and numerous theories all boil down to one thing. The difference lies in their THINKING, specifically, the ability to think outside the box and break free from stereotypical, matrix-like thinking.

All my life, I've been studying the capabilities of the human brain - studying myself, of course.

As a child, I often pondered metaphysical questions:

Why are we born?

What happens after death?

What remains when the body is no more?

Is reality predetermined, or can it be controlled?

Why do I sometimes have dreams that come true in real life?

I searched everywhere for answers.

Another one of my childhood dreams was to be able to read other people's thoughts. It seemed like a superpower to me!

I Started Early

I learned to read at 3. The topics that interested me were not-childish, so at a young age, I began absorbing information-about the universe and how our brain works. I would extract interesting techniques even from children's books and apply them.

In elementary school, my friend and I invented our own "alphabet" by encoding the regular alphabet letters, and we used it to exchange notes. This was an excellent exercise in brain training.

I was also curious about how our memory works, so I devoured books on memory training and studied techniques for memorizing information.

I trained my memory by memorizing numbers and dates through associations, became fascinated with speed reading and skimming, and memorized long poems.

In high school, anything about “supernatural abilities” intrigued me. Trance, hypnosis, regressions, memories of past lives, bioenergetics, healing, clairvoyance, premonitions, dreams... I was captivated by fiction and esoteric literature on these topics.

Where most saw mysticism, miracles, or magic, I saw science and the manifestation of natural human brain abilities not yet fully explained. However, with the right desire and determination, anyone can develop these abilities.

I had a quote from Saint Augustine hanging above my desk: “Miracles do not contradict the laws of nature, they only contradict our understanding of the laws of nature.”

All of this determined my future path. I pursued psychology, accumulating a vast wealth of additional knowledge, practices, techniques, and methods for working with the brain.

The human brain fascinates me! It’s a unique biocomputer, and humanity has yet to begin to comprehend its true capabilities. It has already been proven that certain frequencies can enable instantaneous healing, hypnosis can grant access to long-forgotten memories, a range of physiological parameters can be altered, organs and systems can be controlled through suggestion, and you can program yourself to achieve desired outcomes.

I was also struck by Ericksonian hypnosis! You dive into the ocean of the unconscious with a specific goal and emerge with the resources within yourself to solve it. It’s a miracle! When I started practicing Ericksonian hypnosis, a marvelous and wondrous world opened up before me.

For years, I worked as a psychologist, art therapist, and hypnotherapist. Also, I lectured on psychosomatics and the integrative approach to human health.

Since my private practice didn't make enough money, I also ran a small retail business. I loved what I did - but the financial results didn't provide my desired freedom.

I KNEW that anything was possible and applied every method of mental enhancement. But the results were mediocre.

That's until neurographics burst into my life!

A Story of a Personal Miracle

In early 2019, I had a strong premonition. I felt the business that had provided me with a stable income was under threat, and I urgently needed to transition online. I didn't know why, but I knew it was necessary. The feeling was almost physical. Everywhere I looked, I saw signs. It felt like the universe was warning me, giving me time to take action.

There were no visible reasons to justify this. I remember telling my friends and colleagues about this, and they would just smile. The business seemed unsinkable, and I was receiving a stable passive income without much effort.

At that time, I was lecturing on the basics of traditional Chinese medicine and maintaining a private practice as a psychologist, art therapist, and hypnotherapist. Neurographics had just entered my life, and I was drawing a lot. I had already seen some amazing results, but I never imagined within a year it would become my main profession and a successful business.

It was then that I drew a picture where my entire path was reflected - a path that led me to create a new and successful business, the online school of neurographics.

I was drawing a "New Project" with no clear idea: I planted a "seed" - the idea of an online project - and then went down into the roots, asking myself questions about my resources. It was critical to gather all my experience, skills, competencies, and qualities together. I remember an image of a woman -

the director of the Children's Development Center in my city - emerging in my mind.

I thought, "How strange, I don't interact with her at all..." Yet the line led from her to the figure of "people I don't personally know." I felt waves of energy washing over me, but I couldn't logically understand it. I just had a sense that this person was important and would play a significant role in my life.

Then, a series of "coincidental" non-coincidences began...

The director of the Children's Development Center (from my drawing) invited me to give lectures on health maintenance techniques based on traditional Chinese medicine for parents.

Through her, people "I didn't know" began reaching out to me for psychological help. Some of them even started drawing neurographics with me. One of my clients was Anastasiia Nikiforova, a key figure in my story. She attended my neurographics sessions and was drawing on the topic of "a new business.

"Right before New Year 2020 she suddenly called me and asked, "Oksana, why don't we start an online school for neurographics?"

Nine months after my first drawing, I continued drawing around the topics of "my online business" and "my income from an online business," even though I had no idea about the technical or marketing aspects of this.

I tried to start learning the methods of creating an online school but realized that it would take a long time to master them.

I met Anastasiia on the eve of 2020 near the main Christmas tree in our city, and she said:

"Let me tell you what I do.

I have experience in marketing, IT, and team-building, and I know how to launch and scale online projects. I'm ready to invest money and launch an online neurographics school. All I need from you is your expertise, knowledge, and teaching. You'll be the expert, and I'll be the producer."

In an instant, my goal materialized in the physical world. All I had been doing was drawing! Now, I am certain: there are no difficult tasks, only a lack of neural pathways. As soon as the number of neural pathways surpasses the complexity of the task, anything becomes possible.

The Neurographics School

We decided to create an online school of neurographics...

Then COVID hit, and the global lockdown happened. My retail business ceased to exist. But our online school became a market leader in the neurographics niche.

Today, it remains the most popular online neurographics school in the world. Currently, we have students from 97 countries practicing neurographics with us! Our international division, Mindful Line school, is growing rapidly, offering courses in multiple languages.

Since the school's launch, hundreds of thousands of students have achieved amazing results in health, relationships, careers, finances, relocation, major acquisitions, and discovering their purpose.

When I receive grateful feedback, I feel like I am in the right place. This inspires me to continue creating new educational programs!

I realized that I've been thinking outside the box since childhood, desperately trying to break free from the stereotypes of life's script by breaking free from stereotypical thinking.

When neurographics came into my life, I was ready. More than that - I felt like I had been waiting for it, and all my previous experiences had prepared me for it.

The Neuro Line and Your Unconscious Mind

I fell in love with neurographics at the first “neuro line.” I had already been practicing Ericksonian hypnosis for 9 years, had experience in regression, a background in psychology and art therapy, and a wealth of scientific and semi-scientific practices related to brain capabilities. They all shared a commonality of providing access to the unconscious.

To that part of us that “writes” to a metaphorical unlimited disk all the information about what happens to us. Everything, from all sensors, from this life, past lives, generational experiences, etc. All of this is stored in our unconscious.

It stores pure information in the form of facts and our reactions to these facts, our emotions, feelings, interpretations, evaluations, judgments, decisions, actions, and their consequences.

You must be able to access your unconscious mind be-cause:

- It’s important to be able to find resources for solving tasks;
- To be able to dissolve or put into a latent state any ineffective beliefs and scripts that are currently unhelpful
- It’s crucial to reset your past impressions so you can make decisions not based on stereotypes but in the best possible way for the specific situation...

It turns out that the simplest and incredibly effective way to break free from an ineffective stereotype is drawing a neuro-graphical line.

There is nothing wrong with stereotypical thinking, and stereotypical behavior. They help us live and function without being distracted by the need to analyze routine actions.

However, these same stereotypes become our biggest obstacle when we want to achieve significantly better results.

You may have encountered these situations:

You know what you want.

You know what you are desperately striving for.

You know how to achieve your goal, and how to correctly formulate it.

You know what needs to be visualized and how to think positively.

You may even be trying to apply all of this.

But nothing happens. And if something happens, it's very insignificant.

The Secret to Lasting Change

The secret lies in our neural pathways. These pathways encode our thinking stereotypes. As we go through life, we accumulate experience. Primarily our personal experience, whether positive, negative, successful, or unsuccessful.

Additionally, we pick up on our parents' experiences - their way of thinking, their beliefs, their successes, and their disappointments.

Generational experiences accumulate as well.

All of this gets embedded in our neural pathways and forms our reality—our thinking stereotype.

You may think you are in control of your life, but in reality, it is governed by all this accumulated experience and the impressions formed.

Do you keep encountering the same types of people in relationships?

No matter how many jobs you change, you can't break through a certain financial ceiling? You're stuck in a stereotype.

To achieve different results, If you want different results, you need to break free from the stereotype you have.

The Neurographic Line, or the Mindful Line, is where neurographics begins. It contains the “magic” that allows desired results to come into your life.

A classic definition of this line:

The Neurographic line is a line that is different at each segment of its movement, and it goes in the opposite direction from where we expect it to go.

Let’s analyze this definition, as many people who draw neurographics often forget about the second part. What does it mean to be different at each segment of its movement? In the illustration, you can see that if we divide our neuro line into equal segments, each subsequent segment differs from the previous one.

A quality Neurographic line begins to lead us out of stereotypical thinking during the drawing process when we guide it to places where we don’t expect to see it. This is the most challenging part. You must constantly track where your hand “wants” to direct the next movement and, just before this impulse, slightly change the direction of the marker on the paper.

Many neglect the time it takes to learn drawing the neurographic line correctly and later say, “I’m drawing and drawing, and nothing happens.” The first thing I recommend is to ensure you are drawing the neuro line correctly.

Your Neuro Line Exercise

1. You shouldn’t feel comfortable, though you might!
2. Set a timer for 10 minutes.
3. Take a sheet of paper and draw neuro lines following all the rules.
4. Don’t read further until you’ve completed the exercise.

Let's evaluate the results. How was it? How did your brain work? What sensations did you experience? How did your body feel? Were you tired? If you're answering, "I was sweating," "It felt like I went to a workout," "I'm exhausted," "It wasn't easy," or "My brain worked so hard that I got a headache"... then you did it right. You managed to break out of the stereotype!

Why is Success Inevitable? Or how Breakthroughs Happen.

How is a dissertation written? First, you start gathering all the available information and sifting through an enormous number of books, lectures, and materials. You study everything - from outdated ideas and views of experts in your field to the latest discoveries.

Initially, your mind feels like "mush," but then the information settles, organizes itself, and clarity and understanding of the structure emerge. Afterward, your brain, loaded with a huge amount of information, processes it... and then, wow! A new idea is born! This is the goal of any scientific activity.

Literature often cites examples of famous creative breakthroughs (like the periodic table by Mendeleev). All these examples share a common principle: first, there is an accumulation of information, then a period of distraction (processing), followed by a breakthrough (a new idea, an insight).

Significant discoveries, whether small or of great importance to all humanity, follow this principle, and so does the achievement of any result that is MEANINGFUL TO YOU.

Pause for a moment. Reflect. THIS IS EXACTLY HOW ANY SIGNIFICANT RESULT IS ACHIEVED!

What is happening at this moment?

The brain forms enough new neural pathways to make the desired outcome possible. Or, as we say in neurographics,

the energy of the engaged neurons exceeds the complexity of the task. This means that our goal is to draw as many neuro-graphic lines as needed for the old thinking stereotype to cease and for a new one to form.

To do this, we draw a case - a series of neurographical drawings on a topic that concerns us (accumulating the information). Then, it's important to let go of the situation and distract yourself (reduce the importance). And suddenly, miracles start happening. What seemed difficult, unattainable, or unrealistic suddenly starts to occur.

Does this mean all you need to do is draw neurographics without taking any other actions? Yes and no. On the one hand, I'm not going to tell you that Neurographics is a magic pill: "just draw, and happiness will come."

I believe you still need to at least lie in the direction of your goal. However, I know better than anyone that "just drawing" can be enough! I have at least two examples when I "just drew." One is the creation of the online school of neurographics school, and the other is my relationship with my beloved man (when I drew ideal relationships).

Can you achieve your desired outcome through persistent, regular actions? Yes! You can achieve any result without neurographics. The principle is the same: gather the information - empty your mind - and achieve the result. With neurographics, you will reach your goal a lot faster and easier. It's been proven!

If you're hearing the word "Neurographics" for the first time today, I invite you to try drawing your first neurographical drawing to get an idea about it. You can do this on our website, mindfulline.com.

You're about to enter an amazing world of success and gain the ability to shape your reality!

Peter Mylonas



Peter Mylonas is the Principal of Strategic Enterprise Thinking (SET), CEO of the World Martial Arts Championships (WMAAC), and Chairman of Kempo Genbu Ryu International Karate Organisation (KGRIKO). With over 30 years of experience in commercial banking, Peter emerged as one of Sydney's most sought-after bankers, renowned for his high level of client satisfaction and exceptional integrity within both client relations and internal banking operations. Leveraging his extensive experience, Peter

now leads as a business strategist, helping individuals and organizations achieve outstanding performance and long-term success.

In addition to his banking expertise, Peter is a prominent global sports administrator, as CEO of two leading organizations in Australia with global representation—WMAAC and KGRIKO. These organizations have experienced significant growth under his leadership, establishing a formidable social standing in the highly competitive markets of martial arts coaching and competition leagues.

Peter's strong team-building skills are evident from creating a diverse team of regional leaders and his collaborative relationships with industry peers.



SCAN ME

**The Power of Discipline
– Building a Bridge
Between Bushido and
Business Success**

Peter Mylonas

As a banker, I've had the privilege of observing many successful individuals. What sets these people apart from those who fall short of their goals often comes down to two qualities: discipline and persistence.

The most successful individuals have a mindset that refuses to accept "no" as an endpoint. Instead, they find solutions, no matter how complex or daunting the problem may be. And it's not just about finding a solution - it's about finding the right solution, one that aligns closely with your desired outcomes.

In both business and life, it's essential to never accept failure as final. You must push toward success with the unwavering belief that there is always a way forward.

One of the most critical lessons I've learned is that **as long as you have your health, almost anything is achievable**. Success is 99% a product of the relationships you build, your ability to think strategically, and the energy you bring to moving forward consistently.

This "push ahead" mentality is deeply rooted in the Bushido mindset, which I've studied through my practice of karate. Bushido, or "the way of the Samurai," teaches us never to stop pushing forward, always seeking growth, success, and completion in every task.

Lapses in daily discipline are the greatest obstacles to success. If you want to win in business and life, you must challenge yourself consistently, ensuring that you never rest on your laurels.

Your biggest competitor isn't the market or other businesses - it's yourself. The true measure of success is not how much you can surpass others but how much you can outperform your previous self.

In business, this often translates to the practice of continuous, incremental improvement - a philosophy I call the 10% rule. It's realistic, achievable, and more sustainable than oc-

casional bursts of effort or aiming for large, unsustainable increases.

This concept is reflected in my karate training. If the command is to do 50 push-ups, I add five more. Don't focus on the entire set of 55 - focus on that extra five. In this way, you're already ahead of your competitors, even if they are unaware.

The same approach can be applied in business. Aim for manageable, small improvements rather than overwhelming, massive leaps. A 10% improvement each day will give you the competitive edge over time.

Discipline: The Foundation of Success

Discipline is at the heart of every successful venture, whether in business or personal life. Without discipline, even the best-laid plans will collapse. In karate, discipline is instilled through consistent, structured training.

There is a routine that must be followed if you want to make progress. Every aspect, from physical movements to mental concentration, builds your muscles for discipline.

This same discipline translates into business. The business world is fast-paced and filled with distractions. It's easy to lose sight of your goals and become reactive instead of proactive.

But staying disciplined - just like in karate - means sticking to your strategies, executing even when things get tough, and adapting when necessary, without losing focus.

As a banker, I've observed this principle play out countless times. The individuals and businesses that maintain a disciplined approach to their goals tend to outperform those who chase after every new trend or react impulsively to market shifts.

Discipline allows for long-term strategies to flourish, building resilience along the way. This is the essence of winning

in business - focusing on your vision, staying the course, and consistently executing.

The 10% Rule: Small Improvements, Big Gains

The 10% rule is one of the most powerful concepts tied to discipline. Whether in karate or business, incremental improvements lead to massive results over time. It can be tempting to shoot for rapid, large-scale success, but in reality, meaningful growth occurs in small, consistent steps.

In karate, a 10% improvement may mean refining the smallest details in your training. You're not adding hours of practice; you're adding a small but significant increase to your effort.

This keeps you challenged, but not overwhelmed. Over time, these small increments lead to mastery - not only of your physical abilities but of your mental toughness as well.

In business, the same principle applies. Rather than attempting to increase your revenue by 30% in a single quarter, which could lead to burnout and unrealistic expectations, focus on steady 10% growth.

Not only is this more achievable, but it also forces you to develop the systems and processes needed for long-term success. These foundational improvements set you up for sustained growth and durability in the marketplace.

The Power of Focus: Visualize, Act, Succeed

A critical component of discipline is focus. In Bushido, focus is not just about concentrating on a single task; it's about visualizing the outcome and then executing it with precision.

In karate, before every match, I visualize my movements, my opponent's reactions, and the possible outcomes of every interaction. This mental preparation allows me to anticipate challenges and overcome them.

In business, visualization plays an equally significant role. Focus isn't just sitting in a boardroom, brainstorming endlessly; it's about seeing the solution in your mind and feeling the outcome.

When you can truly see the path ahead, you're more equipped to navigate obstacles and adjust your course as needed.

The ability to visualize success helps you maintain discipline during moments of uncertainty. Whether negotiating a deal, managing a team, or handling a crisis, visualization helps you to stay grounded, focused, and ready to act.

You begin to operate from a place of calm confidence, which is a key advantage in competitive environments.

Balance and Grace: The Art of Refining Your Actions

Discipline also teaches us balance, which is critical in business. In karate, balance is not only about physical alignment; it's about harmonizing your actions with your intentions.

You move with precision and grace, not aggression. This kind of balance leads to efficiency and control, helping you execute your strategy without wasting energy.

In business, balance is equally essential. The ability to stay agile while remaining committed to your overarching goals allows you to adapt without losing focus. Executing with grace, even under pressure, earns respect from colleagues, partners, and competitors alike.

It's what makes you a "classy operator" - someone who achieves their goals with style and efficiency.

By focusing on disciplined, incremental improvements, you naturally become more efficient. Over time, your discipline translates into mastery. You don't just hit your goals - you do so with elegance and control, and that's a rare quality in business.

Resilience: Building Strength Through Consistency

Resilience is born from discipline. It's the ability to keep moving forward despite challenges and setbacks. In karate, resilience is built through consistent training. You don't stop when you're tired; you stop when you're done. This teaches your mind and body to endure, even when things get tough.

In business, resilience is just as crucial. The market fluctuates, deals fall through, and obstacles arise. The most resilient individuals are those who rely on their disciplined habits to push through the hard times.

They don't give up when challenges appear; instead, they lean into their training and come out stronger on the other side.

Resilience in business means sticking to your goals, staying focused, and trusting the process. Even when the results aren't immediately visible, disciplined action taken today will yield results tomorrow. This long-term perspective separates those who succeed from those who falter.

How You Can Implement the Principles of Bushido

Here are my tips for implementing the principles of Bushido in your professional life:

1. Discipline: The Backbone of Achievement

In the world of business, discipline is non-negotiable. It requires unwavering commitment and a warrior-like consistency in action.

Commit to Consistency: True discipline is not reliant on motivation but on the steadfastness to routine. Create structured systems for your business and life to build a rhythm that keeps distractions at bay. This daily discipline reflects the Bushido mindset, where adherence to form leads to mastery.

Set Intentional Goals: Just as a samurai hones his skills for a defined mission, break down your long-term business objectives into clear, actionable steps. The journey of a thousand miles begins with daily strides, not leaps. Focus on 10% improvement strategies to continually refine and grow.

Guard Against Distractions: In the pursuit of excellence, distractions are the enemy. Eliminate minor interruptions by curating an environment of focus - turn off notifications, maintain a clean workspace, and immerse yourself fully in your tasks.

Resist Temptations: Success demands sacrifice. Politely decline anything that diverts you from your mission. Whether it's a social invitation or an unnecessary meeting, always keep your eyes fixed on your ultimate vision.

With discipline, you cultivate the willpower to face any challenge head-on, sharpening your ability to thrive in the competitive business landscape.

2. Focus: The Samurai's Precision

Focus is the skill of directing all your energy toward what truly matters. Like a swordsmith crafting a katana, success in business requires precision and dedication to perfecting each moment.

Define Your Priorities: The way of Bushido teaches clarity of purpose. Each day, identify your highest-impact tasks - the ones that will move the needle in your business. Ensure that every action contributes meaningfully toward your goals.

Master Time Blocking: Use focused time blocks to cut through the noise. By dedicating uninterrupted periods, such as 90-minute work sessions, you immerse yourself fully in the task at hand. Follow this with short breaks to rejuvenate your mind and avoid burnout.

Incorporate Mindfulness: Short, focused mindfulness sessions help center your thoughts, grounding you in the pres-

ent. Like a samurai meditating before battle, a few minutes of mindfulness can prepare you for the most demanding tasks.

Single-Tasking Over Multitasking: Just as a warrior focuses on one opponent at a time, practice single-tasking. It leads to deeper work, higher quality outcomes, and more efficient use of your time. Multitasking fractures your attention - choose mastery over chaos.

Through deliberate focus, you will sharpen your ability to concentrate and achieve high-impact results, creating an edge over your competition.

3. Balance: Harmonizing Business and Life

True mastery comes from balance. Success in business, much like in life, requires harmony between effort and rest, ambition and reflection. The Bushido code emphasizes equilibrium - between warrior and poet, action and stillness.

Time Mastery: Like the measured strokes of a samurai's sword, balance requires precise management of your most precious resource - time. Clearly define your working hours and personal boundaries. Set aside time for both professional and personal priorities, preventing burnout while optimizing productivity.

Nurture Your Body and Mind: A strong warrior knows the value of self-care. Prioritize a healthy diet, regular exercise, and sufficient rest. Physical well-being fuels mental clarity and business performance. Daily physical discipline reflects mental sharpness.

Enforce Boundaries: In both business and personal life, the ability to say "no" is essential. Protect your time and energy by avoiding unnecessary commitments. Just as a samurai knows when to strike and when to retreat, ensure that your efforts are directed toward what truly matters.

Practice Mindful Presence: Bushido teaches mindfulness in every action—whether in business or personal life. Avoid be-

ing pulled in multiple directions by practicing mindfulness. Engage fully in the present, and your performance will reflect the strength of your focus.

By embracing balance, you create sustainable success that enhances every area of your life.

Success in business is not an accident but a deliberate practice of discipline, focus, and balance. By integrating the ancient wisdom of Bushido with modern strategies, you can forge a path to immense achievement. Through consistency in discipline, precision in focus, and harmony in balance, you will not only build a successful business but also a life of profound mastery and fulfillment.

4. Resilience

Develop a Growth Mindset – The best way to implement resilience is to develop a growth mindset. This means that failure will not discourage you but be seen as an opportunity for you to grow. Treat any failures as a learning experience that will build your resilience.

Be Aware of Your Emotions – You need to be able to recognize your emotions and accept them when the going gets tough. The aim here is not to let your emotions overwhelm you and dictate any rash actions. Practicing mindfulness and keeping a journal can help here.

Develop Coping Strategies – You need to develop strategies to cope with stress such as meditation, deep breathing, or exercise. These will all help you to reduce stress and develop emotional endurance.

Build a Support Network – This is critical for building resilience. Having people that you trust that you can turn to in difficult times can provide you with emotional support and valuable perspective. Connecting with others regularly will help you to stay grounded, and their encouragement can help you to keep going.

Resilience is a trait that you can develop over time through mindset shifts, managing stress, keeping your emotions in check, and having a support system you can rely upon.

Kata: Visualization in Motion

In Bushido, kata represents a prearranged sequence of movements that teach both physical technique and mental discipline. But it's much more than that - it's a perfect embodiment of visualization in action.

Through kata, you learn to focus on every detail, from breathing and movement to mental stillness and intention.

This focus on visualization can be directly applied to business strategies. In the same way that you perform kata with precision and foresight, you can approach business tasks by visualizing the entire process from start to finish.

Live it, breathe it, and feel each step you take. This practice of visualization strengthens your discipline, helping you to achieve your 10% gains daily.

When you trust in your ability to visualize and execute, you unlock a powerful competitive advantage. The discipline of consistent, focused visualization primes you for success, allowing you to move with purpose, confidence, and precision in business.

I can help you Develop Discipline as a Competitive Edge

In both karate and business, discipline is the key to unlocking sustained success. By staying focused, pushing for incremental improvements, and building resilience through consistent action, you set yourself apart from the competition. The 10% rule is not just a strategy—it's a way of life that guarantees long-term growth and success.

When you apply the principles of Bushido - discipline, focus, balance, and resilience - you gain control over your own destiny. The power of discipline isn't just about following rules; it's about mastering the art of consistent improvement. And

in doing so, you achieve the kind of success that others can only dream of.

I am offering Bushido mindset mentorship services that can help you transform your approach to business and achieve the results that you have always dreamed of. To find out more please reach out to me at

<https://www.petermylonas.com/>

Robert Stone



Simple Story. An unplanned chain of events and an indirect path has brought me to the financial profession I am in today. We sometimes have control over destiny or a distinct vision we map. Perhaps our parents, peers or society has a path set for us but ultimately it is God that creates a greater calling? I can assure you that my path is not the result of planning, control or a clear vision from myself or anyone other than God. I have had fun along the way and that I have no regrets about any of the deci-

sions, actions or paths that I have taken. If we dwell upon our past, it inhibits our future and infinitely improving. Failure is vivid in the rearview mirror of success and success is the greatest revenge. Off the tracks the train is coming..



SCAN ME

**The Tax-Saving Bible:
The Ten Commandments
of Tax Savings**

Robert Stone

***“The biggest goal in the world can be accomplished
one oil barrel at a time”***

Brian Tracy on crossing the Sahara.

This is how we get to retirement - dollar by dollar. The problem is most of our dollars go to pay various taxes. “The Tax-Saving Bible” book is my next project where you can get more stories but more importantly, Canada’s top tax-saving strategies. The top ten strategies that every Canadian needs to know to retire. It didn’t start with a national financial services brand, so first my story.

To my mother Angel (Barbara) Lynne, aunt Deb, uncles Terry and Danny, and to my brother Patrick and half-siblings Sharlene, Penny, Jason, and Kenny, you are all blood, enough said. To my late grandparents, Patricia and George, I have the fondest memories of you. You were a driving force and influence in molding my life. The days you left this earth were the saddest two occasions in my life.

I had many jobs and sports before 10 years old. Hockey, baseball, football, soccer, and finally boxing. My first year of high school, I started working summers in the trades and got a taste of great money for a high school kid. The trades also gave me physical satisfaction and joy working outdoors with the taste of cash.

I chose trades full-time, foregoing the last two years of high school. I ended up leaving school before the end of grade eleven. I left Canada and went south part way through grade 11. I worked about a year and a half in Miami during the early 80s, before I was “sent” back to Canada.

When I returned home to Ottawa, I worked the trades until my move to Vancouver in 1995. I moved to pursue my boxing dream of going to the Olympics. I had prepared since starting boxing in my late teens. I invited my ill grandfather from Ottawa to fly out for the event because he had supported me

in every sport I competed in, but had never been to one of my boxing matches.

My grandmother said he had not flown, even as a passenger, since the Second World War where he served in the Air Force, but that he would try to make it.

A week before the event I received a call from my aunt telling me my grandfather would probably not make it as he had fallen ill. She didn't tell me that my grandfather had already passed. I believe she kept it from me to save me the grief until after the event. From that point until now is the saddest moment in my life, knowing he was gone and not being able to say goodbye.

I went to Edmonton and competed, only to finish with a medal but not the gold I wanted. Close only counts in horse-shoes, slow dancing, and hand grenades. It was a humbling experience, receiving a breath-stealing blow to the gut that evaporates a massive part of your life at a moment's notice. Another life-defining moment and valuable lesson.

That moment represented 29 years of my life. Gone in an instant. I was 4,500 km from my family and the funeral. I competed instead of attending the funeral. I justified the choice thinking that he wouldn't want me to give up that dream. There are some decisions in life that you cannot take back.

It was Time to Focus on My Business

After the 1996 team trials, I took time off from training and focused on working. I focused on growing my business by working on it, not in it. I had several employees and contracts. Things were looking great. I had a few trucks that always seemed to be breaking down.

This is where my cross-over from the trades to the financial profession I am in today began. It was another life-changing moment. It was August 1996, the Olympics were over, and I was pursuing another professional career.

Early one evening, on the way home, my truck broke down. It was cold, raining, and getting dark. I left it on the side of the road because I needed tools from my place for the repair. It was about a mile to the bridge and another mile after to my place.

I walked along the train tracks and guess what? A train was coming. It was going slow, so I thought why not hop on the train? Easier than walking across the bridge, then home. This is another one of those decisions you wish you could take back. I hopped on the slow-moving train that rapidly sped up. When it got to the other side of the bridge, I jumped off - and broke my neck in the process.

Days later, lying in the hospital bed, I received news I had a 50% chance of recovery. In hindsight, I had this vision of lying in a casket with my poor mother and grandmother mourning over it. I could not imagine dying without them around me, or worse before them. No one wants their children to die before them.

I wondered at that point if I had accomplished all I could in life. Had I given back to the world all I could? I saw the ghosts of lost dreams, hopes, talents, ideas, and abilities. The ghosts were screaming I never used my talents to their fullest capacity and that they would die a regretful death with me.

Almost six months into recovery, I was healthy enough to go to a career training center for testing. I was ready to return to work, but not physically according to computers. I didn't know how to turn on a computer. I typed with only two fingers and mostly my right pointer finger.

It was a humbling experience that took the full hour and I didn't complete it. Most of the others were done in half the time. I hated to lose or be last. Close only counts, remember?

Accounting was my Recommended Path

An accounting path was recommended after the testing. I learned there are two types of accountants, those that can

count; and those that cannot. I applied for my first accounting job through an agency. They asked me to do a typing test. I had practiced the soft skills, as I realized that office work was as hard as trade work, but it could all be mastered - just in different ways.

When I applied for my first accounting job, they wanted shop help. They said they only needed a part-time accountant. I told them that I was an accountant looking for full-time work, and I could help in the shop sporadically but not for extended hours due to my injuries.

They were more than happy to oblige. My first accounting boss there was Lance Koyanagi. He was knowledgeable, organized, meticulous, and my first financial mentor.

I met with Lance several times after I left that first internal accounting position to discuss starting an accounting practice. I had the fight, ambition, and entrepreneurial spirit. Lance had accounting experience, organization skills, and knowledge. Our dream never materialized as it was to my deepest sorrow I was told Lance was found deceased in his Vancouver apartment from unknown causes.

It was not until years later that I had the resources, knowledge, and ambition to start my tax practice.

Lance was obsessive-compulsive about accounting. The vendor folders being filed in proper order from back to front oldest to newest and top left to right. Papers had to be stapled on a 45-degree angle 1/8 of an inch from each corner so the pages when turned would allow you to read the print at the top of the pages. He had a system for everything.

The Importance of Systems

I needed systems because they took the monotony out of learning. Accounting was a giant system, and he had it all dialed in. I still use some of those systems today. Systems are integral in life, any profession, or business. How else can a multi-million fast food restaurant be run by 16-year-olds on

minimum wage? McDonald's does it somehow while serving one-sixth of the North American population weekly. It is all a system.

Soon an opportunity came along that I couldn't refuse. My hands were getting soft. It was a full-time accounting position with a large non-profit. A new challenge. The Greater Vancouver Food Bank Society. I was told I had to go for the interview that day at 1 pm and I was given a great reference. The problem was that I was working in the shop that morning and was wearing jeans and a plaid work shirt covered in dust. I didn't own a dress shirt, tie, or suit to change into.

I arrived at the interview and reception did a double take. She showed me to the interview room. The current accountant came in, stepped back, and then said not to worry because she was forewarned about my dress in light of the short notice. I wasn't nervous because I always thought of this friend named Jimmy in my head, and I kept saying to myself "I don't care" if I get the job.

She introduced herself and asked if I knew what the interview was for. I immediately told her I hoped it was not to make photocopies or coffee because I didn't do either very well. She smiled and told me not to worry, they had people there who did that for us if we needed it.

This gave me the feeling I had the position because she said, "us" and "we". These are little "tells" that you should learn to advance your career.

I stayed in that role until 2003 when the opportunity arose to contract a job directly. I answered an accounting contract ad that didn't list the employer or details. I was offered a position to work for Dave Pickton, brother of Robert Pickton.

I didn't know who they were at the time. I was contracted for two years until I completed the tasks. Cleaning up the CRA messes for several companies, reconciling all accounts, and

getting their internal accounting systems streamlined. It was a monumental accomplishment and learning experience.

I didn't realize that growing up around accounting and tax work my mother and grandfather did as a side hustle would come back to pay such a dividend. The trade work I did in high school was great. The only downside was that every year around, Valentine's, the letters began to arrive. They were not late Valentine letters! They were letters from our employers with a government love note/income slip inside.

Not my idea of a "Love Letter". Employment slips have been issued almost as long as the controversial "Income Tax War Act, 1917". They are part of the complex tax system in Canada that extracts your hard-earned money in the form of income tax.

Tax Returns

I began doing tax returns in high school before computers. I knew who to ask because of who was working that summer. Word spread fast. I remember doing returns in the high school cafeteria during breaks and lunch hours.

I remember my friends joking around calling me "Mr. Taxes" and "Mr. T" for short after the "A" Team TV show. They would say "I pity the fool who doesn't use Mr T". I never considered this a possible career, but this is where the name Mr Taxes was born. It took slightly longer for the business to come to fruition.

I made the leap of faith to work solo and soon obtained my financial planning credentials. It was through this process that most of the systems and processes were created for the tax strategies our company uses today.

I attended all the high net-worth training with our largest financial partners and soon realized that strategies the wealthy employ could be implemented by average Canadians. Do you want to make an extra percent on your investment or give

away half your income to tax? We can guarantee tax savings, but not investment returns.

After my neck injury, I was grateful to be alive.

I had another chance at life, and a golden opportunity to start that business, pursue those dreams, use the talents given to me, and yes, co-author with Brian Tracy.

Tax Saving Bible

I call the strategies in the Tax-Saving Bible the “Ten Commandments” of Tax-Savings. There are two strategies at the top of most lists in Canada. I will share them here so you can get started today. The remainder of the TSB strategies will not disappoint and are used in conjunction with these and the order may differ based on your circumstances.

1. Self-employment or a business.

A business in Canada (and the US) allows you to deduct items from your taxable income that you are otherwise spending money on. You can work 40 years building someone else’s dream or less than half that time building your own. Everyone in this book is self-employed or has a corporation structure of some sort. Don’t wait until tomorrow to get started. Reach out to us at Help@MrTaxes.ca with your ideas and we will see if we can help.

2. A Tax-Free Retirement Account TFRACanada.ca

These accounts are not advertised as the government doesn’t want you to know about them. They work best inside a corporation or can work for individuals or business owners. These accounts grow tax-free throughout their lifetime with very few exceptions. RRSPs grow tax-free but are taxed at your top bracket on withdrawal. TFRA’s have a guaranteed minimum benefit which pays out tax-free and in 2022/2023 averaged a 39.9% return. These are otherwise known as permanent insurance tax strategies. You don’t want the banks to make the 39.9% instead of you, do you? Neither do we. There are

basic qualifications for these accounts and we will help you determine if you qualify and get you set up before it is too late.

The average Canadian that plans for retirement has six or more advisors when you include their hair stylist, mechanic, gym buddies, family, and more. What are the odds that any of them ever communicate with each other? For this reason, we have included insurance, investment, and mortgage services across Canada with a flourishing tax planning business that we are now franchising under the MrTaxes.ca brand.

I shared my story to show you I am an average, “Everyday Normal Guy”. We have clients worth a hundred plus million dollars and clients that are not. Reach out whether it is to tell your story, complain, partner, or share a strategy.

Finally, you don’t want to pay more tax, do you? My grandfather used to tell me “It is not the skates, it is the skater”. It took me a few years, but I finally figured it out. He was talking about something you have chosen to do by deciding to read this chapter.

“Minimize Your Tax and Maximize your Wealth” by picking up a copy of the “Tax Savings Bible” and don’t let it become shelf help. <https://www.mrtaxes.ca/socials>

Sarah-Mae Amde, MBA



Sarah-Mae is an award-winning CEO, author, and executive advisor with 20 years of experience helping leaders accelerate business growth and build high-performing teams. She specializes in maximizing profitability through innovative, results-driven strategies that enable organizations to achieve sustainable success. Trusted by executives and entrepreneurs alike, Sarah-Mae excels at guiding clients through complex business challenges to unlock their full potential.

“Grounded in faith, Sarah-Mae’s leadership approach” is marked by integrity and hands-on involvement. Her clients consistently achieve improved operational efficiency, stronger team collaboration, and sustainable growth strategies tailored to their long-term goals. By aligning leadership and strategy, she empowers organizations to thrive in an ever-evolving marketplace.

“Her contributions to this book reflect” her deep commitment to providing leaders with the insights they need to drive meaningful outcomes and navigate today’s complex business environment. If you are ready to accelerate growth, improve team performance, and maximize profitability, contact Sarah-Mae to explore how her expertise can unlock your organization’s full potential.



SCAN ME

From Vision to Victory

**The Blueprint for Accelerating Profit
and Building High-Performing Teams**

Sarah-Mae Amde, MBA

“In any moment of decision, the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing.”

Theodore Roosevelt, 26th President of the United States

In today’s fast-paced, unpredictable business landscape, success often feels like an elusive target. Markets shift overnight, technology advances at incredible speeds, new innovations disrupt entire industries, and customer expectations seem to rise exponentially. What separates those who merely survive from those who thrive in such an environment? If you’re an Entrepreneur or Executive who is serious about creating a thriving business and building a legacy, we call you “Visionary and Mission-Driven” as it represents your talent, drive, and dedication. To accelerate and sustain success in your business lies in your ability to effectively adapt, innovate, and lead your teams through periods of transformation.

But what is the formula that transforms businesses into achieving accelerated, long-term, and sustainable growth? How do businesses build a foundation that ensures they remain competitive regardless of market conditions? The truth is, there is no quick fix, no magic wand—no one aspect of business that guarantees accelerated and sustainable success. Instead, the key to unlocking this next level of business growth, with increased profits, reduced costs, and exponential customer satisfaction, is mastering multiple interconnected elements. The path to excellence begins with setting a clear vision, building high-performing teams, streamlining processes, and choosing innovative and adaptive technologies that ultimately reflect in your top and bottom lines.

This chapter explores the key pillars driving excellence and growth for you, the visionary, mission-driven Entrepreneur or Executive. By focusing on vision, talent, process-enabled technology, and finance, we’ll uncover the strategies that will not only keep your business afloat but also help you thrive in an ever-changing market. These aren’t abstract ideas; they

are actionable insights. Whether you're a startup founder looking to get off the ground, an established entrepreneur looking to scale, or a seasoned executive navigating complex organizational challenges, we'll dive into how you can leverage fundamental principles designed to help you follow the blueprint for enduring success.

Part 1: Strategic Business Transformation

True business success comes from a willingness to evolve, not just in response to challenges but as a continuous, intentional pursuit of growth. Entrepreneurs and Executives who aim to create a lasting impact understand that transformation begins with the decision to make a change—not just for the business, but also for its customers and teams. Transformation is not a one-time event; it is the genesis of an ongoing process that requires strategic foresight and careful alignment of goals. To steer a business toward sustainable growth, leaders must start by defining a clear and compelling vision that serves as the guiding force for every decision, action, and outcome.

Vision: Charting a Course to Future Success

A strong vision is the north star that guides a business through uncertainty and change. For both the Entrepreneur with a growing startup and the Executive leading a large organization, a clear and compelling vision keeps the business on course, helping to make strategic decisions and ensuring that everyone in the organization works toward the same long-term goals.

A well-articulated vision helps avoid the risk of drifting into short-term reactions to immediate pressures. Entrepreneurs may find themselves constantly firefighting, responding to urgent issues without a broader perspective, while Executives might struggle to keep their teams unified, especially as their organizations grow in size and complexity. A strong vision fosters alignment, helps retain focus, and inspires confidence.

Navigating with Purpose

Guiding strategic direction:

A well-defined vision provides a roadmap that drives both long-term strategies and immediate tactics. It ensures that the business can weather economic storms and capitalize on market opportunities. Reflecting on your vision, consider: How confident are you that your vision addresses not just today's challenges but also future opportunities? How often do you revisit your vision to adapt to the evolving business landscape?

Fostering alignment:

A compelling vision unites teams around common goals, creating unity and focus across all levels of the organization. When employees understand the bigger picture, they work cohesively toward shared outcomes. Ask yourself: How do you ensure your teams understand how their roles contribute to the broader company mission? How are you encouraging cross-functional collaboration toward a shared purpose?

Inspiring confidence and clarity:

A clear vision provides stability, especially during turbulent times. It reassures stakeholders, employees, and customers that the business is moving in the right direction. Objectively assess your environment: How are you communicating your vision during times of uncertainty? How confident are your teams in the direction you're taking?

Talent: Unlocking the Keys to High-Performing Teams

Success doesn't happen in a vacuum; it's driven by people. Building a high-performing team is foundational for any successful business, paving the way for business growth. Entrepreneurs often face the challenge of moving from a hands-on founder to a leader who entrusts their vision to others, yet this is critical for scaling your business. For Executives in larger organizations, the challenge lies in retaining top

talent, without doubling employee salaries, and providing incentives where it is mutually beneficial to the business, all while nurturing team dynamics that foster innovation and performance.

High-performing teams don't just happen by chance—they require intentional effort, continuous development, and a culture that rewards collaboration and excellence. The key is in attracting, developing, and retaining the right talent.

Empowering People for Maximum Impact

Attracting the right talent:

Success starts with hiring individuals who align with the company's goals and culture, bringing both the necessary skills and the right mindset. Building a cohesive team requires more than just technical expertise; it's about finding individuals who share the vision and values of the business. How are you actively seeking individuals who align with your company's core values and long-term vision? How confident are you that your hiring process attracts candidates who contribute to your vision of a unified, high-performance culture?

Retaining top performers:

Retaining key players is crucial to maintaining a high functioning team. Engagement, development opportunities, and recognition play a pivotal role. How are you providing your top performers with meaningful growth opportunities? How are you ensuring that your top performers feel valued and recognized for their contributions? How often are you providing them with meaningful growth opportunities to keep them engaged and committed?

collaboration and accountability:

High-performing teams thrive on collaboration, innovation, and accountability. How are you promoting trust, communication, and shared purpose across departments? How are you

encouraging teams to take ownership of their roles to push the business forward?

Process: Operational Excellence and Efficiency

After setting a compelling vision and aligning talent, every great business needs a solid foundation of efficiency to sustain growth. As businesses expand, operational excellence becomes even more important. Entrepreneurs often wear many hats in the early stages, managing everything from product development to sales. However, as the business grows, the need for scalable, repeatable processes becomes critical.

For Executives in larger organizations, operational complexity poses a different challenge. Streamlining processes, breaking down silos between departments, and leveraging automation are essential to remaining efficient and agile as the business scales.

Operational excellence is key to sustainable growth. Entrepreneurs must implement scalable processes as they expand, while Executives need to streamline operations in complex environments. Efficiency and automation help businesses manage increasing complexity and avoid bottlenecks.

Refining for Scalability

Streamlining operations:

As the business grows, processes that once worked for a small, isolated team will no longer be sufficient. How are you ensuring that your processes are scalable as your business grows? How are you addressing inefficiencies that may be slowing down operations?

Leveraging automation:

Automation reduces the burden of manual tasks, freeing teams to focus on higher-value activities. How are you utilizing automation to reduce repetitive tasks and increase efficiency? How are you identifying areas where automation could drive better results?

Continuous improvement:

High-performing businesses and teams continually improve workflows to remain lean and adaptable. How are you fostering a culture of continuous improvement within your organization? How are you challenging your teams to refine and enhance existing workflows regularly?

Finance: Five-Star Foundations for Sustaining Growth

As mission-driven Entrepreneurs and Executives, you know that your financial discipline is the backbone of your growth. Entrepreneurs, especially in the early stages, must manage cash flow carefully, balancing investment with immediate needs. For Executives, the focus shifts to optimizing profitability and making strategic investments that fuel future growth. A sound financial strategy that you can visualize, monitor, and manage is what underpins every successful business.

Balancing Growth with Financial Stability

Mastering cash flow:

Entrepreneurs must balance growth and investments with financial stability. How are you balancing growth and investments with your company's immediate financial needs? How are you ensuring that cash flow remains healthy as you scale your business?

Improving profitability:

Executives are tasked with reducing costs while increasing EBIT. How are you identifying areas where cost-cutting can lead to improved profitability without sacrificing operational performance and quality? How confident are you that your cost-reduction measures are sustainable in the long term?

Data-driven financial management:

above all, this is paramount to your success. Having real-time financial data at your fingertips enables sound, informed decisions. How are you utilizing real-time financial data to

guide strategic decisions? How quickly can you pivot when new financial data emerges?

Part 2: Overcoming Common Challenges

While a clear vision and strong foundation are critical, challenges inevitably arise. Visionary, mission-driven, Entrepreneurs and Executives alike must be prepared to confront obstacles that can hinder progress, issues with scaling, operational inefficiencies, and talent retention to maintain competitiveness.

Day in the Life of an Entrepreneur: A Marketing Agency's Growing Pains

One of our clients, a startup digital marketing agency, grew rapidly but faced operational bottlenecks as internal processes—designed for a small team—couldn't handle the increased workload. The founder, managing everything from client relationships to operations, became overwhelmed, leading to burnout. Meanwhile, employees were confused by the lack of clear processes and roles, which harmed morale. As a result, the agency struggled to retain clients, jeopardizing its reputation and growth.

The Entrepreneur was a real visionary, highly talented, committed to serving customers, and making a difference, yet was unsure what to do next. Their attempts at trying to expand felt like they were underwater in the middle of the ocean, and they quickly swam back to shore.

Message for the Visionary Entrepreneur: You are NOT alone.

One of the hardest things that Founder / Entrepreneurs face is finding a team of advisors that can guide you through the storm to your destination. Like them, you probably feel like you'll make mistakes that will leave you bankrupt. You may even feel like delegating will dilute your vision and customers will respond accordingly. You might even feel that scaling will take away what little time you have now.

While you may think it's counterintuitive, this sounds like you're primed to talk about how an Excellence Acceleration Advisor can get you from here to there.

Overcoming Challenges:

As your business grows, it becomes crucial to delegate and refine processes to avoid burnout and ensure long-term success. Customers will notice declines in service, and employees become disengaged when processes are unclear, so discovering, designing, and deploying the Vision to Victory framework gets you there; so, let's get you started:

Scaling operations:

- How are you ensuring your internal processes are scalable as you expand?
- How are you identifying bottlenecks that slow your operations?

Increasing brand awareness and sales:

- How are you differentiating your brand from competitors?
- How do your sales efforts align with your long-term vision?

Time management:

- How are you shifting your focus from daily tasks to strategic growth?
- How can you delegate or automate tasks to free up time for bigger-picture decisions?

Day in the Life of an Executive: A Nationwide Corporation's Market Challenges

Another one of our clients, a multinational consumer goods corporation, faces rising operational costs, global competition, and changing consumer preferences. Outdated internal systems are hampering its ability to respond to market shifts,

while siloed departments and high employee turnover create inefficiencies. Top talent is leaving for more innovative competitors, and the workforce resists change, clinging to outdated processes, which prevents growth completely.

Message for the Results-Driven Executive: There IS a better way forward

These issues are common in large organizations. Executives often find themselves balancing the need to innovate with resistance from within. Solving these problems requires fostering a culture of change, streamlining operations, and retaining top talent. Like most executives, you probably hear that your systems are limiting your team's ability to work faster. You may hear that your teams are working in silos. You might even feel that you've invested in new technologies that aren't returning the value they promised. You probably think that you're starting to lose confidence with your peers.

Overcoming Challenges:

You may even think that during times like this, drastic cost-cutting and layoffs across the company will solve your problems instantly. In this case, it sounds like talking with the Executive Excellence Advisory team can help you uncover what's really hindering your progress to build a path forward; so, let's get you started:

Attracting and retaining talent:

- How are you addressing dissatisfaction caused by outdated processes and technologies?
- How are you offering top talent opportunities to innovate and grow?

Reducing costs and increasing profitability:

- How are you ensuring that cost-cutting measures improve efficiency without compromising quality?
- How are you addressing employee concerns about changes in job roles or potential job loss?

Navigating organizational transformation:

- How are you communicating the benefits of transformation to employees resistant to change?
- How are you fostering a culture that embraces innovation?

Part 3: Accelerating Growth

Success is not about doing more but doing the right things in a connected, efficient way. Remember, this approach isn't about quick fixes or isolated improvements. It's about seeing the entire business as an interconnected system, where solving one problem positively impacts others, creating a cycle of sustainable growth. The key lies in understanding that true transformation requires integrating mindset, skillset, and toolset across the organization.

Reimagining the Art of the Possible (Mindset)

Transformation begins with mindset. Entrepreneurs must align their value proposition with market demands, while Executives must foster a culture that anticipates change. How often are you stepping back to reimagine what your business could achieve?

Driving Innovation through Skillset

The right skills are essential for staying competitive. For Entrepreneurs, this means developing new skills within the team; for Executives, it involves fostering cross-functional collaboration. How are you ensuring that your teams are equipped with the skills they need to innovate?

Leveraging the Power of the Right Toolset

Technology is the engine that drives growth. For Entrepreneurs, adopting the right tech stack is essential for scalability, while Executives need advanced technologies like AI and analytics to improve decision-making. How are you investing in technologies that will enable future growth?

Your Blueprint for Success

Business success comes from identifying current challenges, defining where you want to go, and repositioning for long-term, sustainable growth. Do you feel overwhelmed with how to get started? Maybe you're just unsure where to begin? Perhaps you feel like you have the right idea and just need some guidance on taking the first few steps so you can begin running towards achieving your business goals and dreams? If this sounds like you, and you're tired of hitting a wall on your path to greatness, we want to hear from you. Reach out today and we'll show you how to accelerate your Vision to Victory.

Email me directly at Mae@Vision-to-Victory.com or visit www.vision-to-victory.com/book

Svetlana Khachiyan



Svetlana Khachiyan is an accomplished PR and marketing expert with over 12 years of experience. As the founder of the award-winning agency “PR ME”, based in Los Angeles, she has successfully led countless brands, startups, and influencers to prominence on the international stage. Specializing in media outreach, influencer collaborations, and strategic PR campaigns, Svetlana has secured top-tier placements for her clients in renowned publications such as USA Today, Forbes, LA Times,

and Hollywood Reporter.

Svetlana began her career in entertainment PR, working with high-profile celebrities and events before expanding her influence in the U.S. market. Her unique 3WIN strategy, which focuses on creating win-win opportunities for brands, bloggers, artists, media, and any type of partners, has become a key factor in the success of her agency and her clients. Svetlana’s deep understanding of global media landscapes allows her to craft tailored PR strategies that build trust, drive engagement, and foster long-term business growth for her clients..



SCAN ME

**The 3WIN Method:
A Powerful PR Strategy
for Brands, Partners,
and Media**

Svetlana Khachiyan

Introduction

When it comes to creating a brand that resonates with consumers, media publications are one of the most powerful tools you can use. With more than 12 years in PR, I have witnessed firsthand how effective media coverage can be in raising awareness, building long-term trust, increasing sales, and establishing partnerships. Whether it's a startup trying to enter a new market or an established company needing to refresh its image, the role of media cannot be overstated.

In this chapter, I will share the key strategies I've used to help my clients grow their brands through media. These are real examples from my experience, many of which I've discussed in my webinars, and they demonstrate the tangible benefits that media publications can bring to businesses of any size.

What is PR and Its Role in the Modern World?

PR has long ceased to be just a tool for crisis management or short-term campaigns. Today, PR is the foundation of a brand's long-term strategy. In a competitive market, brands not only fight for audience attention but also for their trust, which requires a deeper approach to engaging with customers and media. Reputation is a form of capital that grows with each correct step in communication, and PR plays a leading role here.

PR helps build trust, strengthen expertise, and create emotional connections with the audience. Unlike advertising, where you pay for every click, PR is a way to attract organic attention and gain support from media, customers, and partners.

Media as a Tool for Building Trust and Authority

The first thing I always tell my clients is that trust is the currency of the modern market. In an era of endless choice and advertising noise, consumers have become more skeptical than ever. They are constantly bombarded by brands vying

for their attention, making it increasingly difficult to stand out from the crowd.

Public distrust towards traditional paid advertising is growing, and “banner blindness” is developing due to content overload. This is where media publications come in and play a crucial role.

When your brand appears in a respected publication, it signals to your audience that you’ve been vetted and approved by a trusted third party. This powerful form of social proof tells potential customers: “You can trust us.”

Recently, we conducted surveys among Americans and found that over 42% are more likely to buy from a brand or individual if they see media publications about that brand or person, along with good visibility in Google’s top results!

Effective SEO:

In addition to trust, media publications also play a significant role in SEO. Forty percent of online businesses state that SEO is their most effective marketing strategy (Hubspot), and 70% of marketers claim that SEO generates more leads than PPC (Google Ads) (Databox). A key element of SEO is media publications—82% of marketers believe that media coverage helps improve domain trustworthiness and boost Google rankings.

Having quality backlinks from reputable sites increases domain trust. Pages with a high number of backlinks receive 70% more traffic (Ahrefs).

A Solid Google Presence and Personal Verification

When potential customers search for information about you and your brand on Google and only find your website and social media pages, it doesn’t necessarily inspire confidence. They might start looking for negative reviews elsewhere. However, if you regularly use PR through media outlets, and your brand is visible in respected media in the top search results, any doubts they have will take a back seat.

We had a case where a potential partner of our IT project client Googled the name of the person they were meeting and found an article we had published in Yahoo Finance. This increased the partner's confidence, as they could see that the person was not only legitimate but also had a leadership role in the company, validating their authority in meetings and decision-making.

Polished Brand Presentation

Media publications are no longer a luxury but a necessity—a key element in brand packaging. If you want to stay competitive, you need to be fully prepared. This means featuring media logos on your website's homepage with the labels “As seen on” or “Featured on.” You should post links and images of your media coverage on social media, include media logos in your social profiles, and even mention them in your email signatures.

Most importantly, include all these articles and logos in your media kit, which you will use not only as a business card but also for future win-win-win partnerships, which I will explain in the next section.

The 3WIN Method: A Three-Way Winning Strategy

The 3WIN method I developed is based on one simple but powerful principle: a PR campaign must benefit all participants. This means that:

Your brand receives media coverage, strengthened reputation, and increased visibility.

Your partners get additional mentions, new opportunities for collaboration, and expanded audience reach.

Media outlets get high-quality and interesting content that is valuable to their readers.

The key to this strategy is mutual collaboration. When each participant sees their own benefit in a PR campaign, the results become exponentially more effective.

Example 1: Bloggers and Brands

The 3WIN Strategy for Brand Collaboration with Bloggers at the Cannes Film Festival

One of the most successful examples of using the 3WIN method was a PR campaign at the Cannes Film Festival. My client wanted to increase their presence on the international stage, so we focused on collaborating with fashion designers and jewelry brands. We created a media kit for the client, which included their Instagram, examples of their festival activities, and potential media outlets where our materials featuring the brands would appear after the collaboration.

We offered the brands the opportunity to provide dresses and jewelry for the client in exchange for media and social media coverage. Our PR agency, being partners with many media outlets, guaranteed publication. This attracted the attention of two well-known designers and a jewelry house who provided their pieces. The result was a true win-win-win situation.

Designers received media coverage through the festival events, the client gained prestige and exposure thanks to their partners, and the media happily published materials about the fashion collaborations. All parties benefited, making this a perfect example of the 3WIN strategy in action.

Results: All three sides—the brand, designers, and media—got their share of benefits, and the collaboration turned into a true win-win-win situation.

You can also offer brands similar 3WIN collaborations without tying them to events, for example, by creating exciting newsworthy stories, interesting photoshoots in the brand's style, or viral and creative stories!

Example 2: Artists and Events

The 3WIN Strategy for Artist and Event Collaboration

One of the brightest examples of the 3WIN strategy in action was working with a blogger and singer with a 1 million Instagram following. In Los Angeles, where every other blogger can boast a million followers, getting into prestigious events requires more than just follower numbers; it requires additional value that a brand or individual can offer to event organizers.

My task was to help this artist get into the after-party of one of the largest music events in Los Angeles. Although 1 million followers is an impressive figure, it wasn't enough for the event organizers. This prompted me to use my proven 3WIN strategy, which focuses on creating mutual benefits for all parties involved.

Instead of submitting a standard accreditation request, I offered the organizers a media publication, guaranteeing media coverage of the event and the artist's participation on the red carpet. I emphasized that I am a professional PR manager and contributor to well-known media outlets. This way, the organizers benefited not only from the presence of a blogger with a large audience but also from future media coverage of their event.

The result was immediate. The organizers quickly responded, asking if I could guarantee media publication, and once confirmed, we were added to the guest list within a few hours. That evening, we attended the after-party, where the artist gained a high-status presence, and media coverage, and the organizers received additional exposure.

Example 3: Businesspeople and Networking Partners

The 3WIN Strategy for Businesspeople and Partners Through Networking

One of my favorite applications of the 3WIN strategy is using it to build business relationships and establish partnerships through networking. This approach has personally helped me achieve my professional goals and those of my agency.

When I became a contributor to USA Today—one of the top 10 media outlets in the US—it opened up many opportunities for working with major brands and prominent personalities. People are always curious when it comes to journalists, especially those from leading publications. Media is a universal “golden key” that allows you to establish new contacts and partnerships.

Once, at an event, I introduced my client to a well-known media personality. We approached, and I introduced myself as a contributor to USA Today, which immediately elevated my status in her eyes. As a result, I invited her for an interview, which she was happy to agree to. The article was published a few weeks later, and she shared it on her social media, drawing attention from her multi-million audience to my name.

This collaboration not only brought me new subscribers and clients but also strengthened my connections in media circles. I started receiving invitations to other events, and my personal media reputation grew with each new publication.

Planning a Successful PR Campaign Using the 3WIN Method

Success in any PR campaign starts with a clear plan. To achieve effective results, it's important to follow a structured process that includes the following steps:

Define Your Goals

What do you want to achieve with your PR campaign? Increasing brand awareness, entering a new market, attracting

partners or investors? It's crucial to set specific success metrics, such as increasing the number of media publications or mentions on social media and counting the number of responses from brands and potential partners.

Choose Partners

Identify which of your partners can benefit from participating in the campaign and how the collaboration will look. These could be designers, companies, influencers, businesspeople, investors, or even charitable organizations.

Choose the Right Media Outlets

It's important to select media that reach your target audience, as well as the audience of your potential partner. These could be specialized industry journals, online platforms, or major national publications. The more targeted your media coverage, the more effective the campaign will be for both of you!

Execution: How It Works

Once careful planning is complete, it's time for execution. It's important to ensure that all stages of the campaign are synchronized and structured properly:

Create a Media Kit

Press releases, photos, company biography, and key information should be prepared in advance. Journalists appreciate it when they receive well-prepared materials. Partners will also appreciate that you save their time by providing all the key information in a simple and attractive presentation.

Engage with Media

Reach out to journalists, offering them exclusive materials or interviews. Regular communication helps maintain interest in your brand. If you don't have direct contacts with the media, turn to a trusted PR agency and request guaranteed media publication options.

Activate Social Media

It's important for the media campaign to run in parallel with active social media engagement. This amplifies the effect and allows you to reach a larger audience. Turn the campaign into a storytelling experience on your social media, or even a mini-reality show if your niche and blog allow it.

Measuring PR Campaign Success

To understand how successful your PR campaign was, it's necessary to analyze the results. Key metrics to track include:

Media Coverage: How many publications were released? In which media outlets?

Tone of Publications: How positively or neutrally were your messages received?

Audience Engagement: How many people interacted with your posts on social media?

Business Impact: Did it lead to increased sales, subscriptions, or inquiries?

Conclusion: Long-Term Strategy and Personal Branding

PR is not a tool for quick wins but a strategic investment in building trust and reputation that pays off over time. Media publications play a crucial role in shaping a brand's authority and strengthening its market position. However, it's not just about running advertising campaigns—it's about building long-term relationships with your audience through purposeful PR.

The 3WIN method is a powerful mechanism for creating successful and mutually beneficial PR campaigns that bring value to all participants: brands, partners, and media. By following this strategy, you will not only increase brand awareness and strengthen your reputation but also create a solid platform for sustainable growth. This model works effective-

ly not only for individual campaigns but also as a long-term approach, ensuring stable brand development.

Regular interaction with media, partners, and your target audience helps solidify your market position and increase trust in your brand. Personal branding for company leaders also plays a crucial role. When the leadership actively builds their personal brand, it further enhances the company's reputation, making it more recognizable and trustworthy.

Using the 3WIN method has significantly changed my career and business. Working regularly with this approach has strengthened my personal brand on an international level, which has contributed to the growth of my agency and the expansion of professional opportunities. My only regret is that I didn't start working on my personal brand sooner!

I can confidently say that the 3WIN method has been a turning point in my career. I encourage you to apply this strategy in your professional life and business—the results won't be long in coming.

If you have any questions about how to apply 3Win to your niche, want to explore public relations strategies, get featured in major media outlets, elevate your status in the eyes of your clients, or rank higher on Google, schedule a consultation with us today. We're here to help you achieve your PR and branding goals.

<https://www.linkedin.com/in/lanakhachiyan/>

Vanessa Giannos



Vanessa Giannos is an author, speaker, entrepreneur and CEO. With 35 years of global experience, from Start-ups to Corporates, Vanessa is a world-leading expert in Leadership and Business, bringing a wealth of knowledge and unique insight to building people capability and business growth.

Vanessa has proven success helping thousands of leaders and businesses transform and scale, across most industries. She has led businesses from their ideation through rapid growth and

scaling and others through major change and transformation programs. Vanessa is deeply passionate about strategically developing businesses, scaling up leadership, and crafting amazing high-performance workplaces. Vanessa has helped businesses with every type of business and people problem from dealing with toxic cultures, under-performance, team and organisational design issues, to growing, scaling and changing rapidly and profitably. Vanessa provides the blueprint to scaling leadership and business.

Vanessa loves learning, is master's qualified, holding 30+ qualifications across many disciplines including holistic health, psychology, organizational/leadership, and is also completing her Doctorate.



SCAN ME

**Cracking the leadership
code; scaling up your
leadership capability**

Vanessa Giannos MA

Leadership ability determines a person's [and business'] level of effectiveness. The higher the ability to lead, the higher the lid of potential.

John Maxwell

Introduction

Throughout my global career, I have worked with thousands of people from aspiring leaders to CEOs, Boards, and business owners, and hundreds of businesses of all sizes and across most industries, from start-ups to large multinationals.

I've led businesses from their ideation through rapid growth and scaling and others through major change and transformation programs. There are few situations in business I have not experienced! Once I built a whole business from scratch to 40 employees and fully functional in less than 8 weeks.

I've helped businesses with seriously toxic cultures, poor customer experience, poor performance, and losing money to transform into high-performing and engaged cultures, with good profitability and outstanding NPS (net promoter scores).

As an HR Director, I would spend hundreds of thousands of dollars on training and development programs each year, with disappointing little improvement in management or leadership competence in my business leaders.

It frustrated me so much. In the early 90's I decided to develop in-house management/leadership, customer service, 'soft skills', and sales programs. I employed a fantastic group of trainers that I still work with today!

I spent years deeply observing managers and working with thousands which enabled me to develop a management and leadership competency model that facilitates high performance and key success factors in leadership and business.

A university degree might give you some great theories and build some technical skills, but it doesn't develop leaders for

the reality and complexity of leading teams and complex organizations that must navigate through an ever-increasing VUCA (volatility, uncertainty, complexity, ambiguity) environment.

This chapter is designed to be direct, practical, challenging and thought-provoking. I hope you gain real value from the reflection exercise. Please email me to let me know how you got on: vanessa@hr-xperts.com

The Secret Sauce to Leadership

Once I figured out the secret sauce - what made the difference - I set about recruiting and developing great leaders. Many of them have grown from aspiring leaders to internationally recognized executives today, which makes me supremely proud! I also figured out how to fast-track behavioral change, personal transformation, and growth for all levels of employees and leaders!

There is no growth without:

- Ongoing constructive feedback
- Development and learning
- Ongoing real-life practice and adaptation
- Being comfortable with being uncomfortable

Those who do this normally achieve 10-20 times the results of those who don't!

Great leadership is about how to show up in the world.

Great leaders have a combination of the following:

- Exceptional emotional intelligence and self-awareness
- Operational and strategic management skills
- Willing to work on personal transformation of their limiting reactive programs
- Constantly developing and up-levelling key leadership competencies

Above all, a deep commitment to be extraordinary, to develop and create amazing outcomes for themselves, their teams, their businesses, and their families is a great basis for the leadership journey.

A business cannot perform beyond its collective leadership bench-strength

Leadership limitations

Cracking the leadership code is about knowing where you are at, what your strengths, gifts, limits, and development needs are (to fast-track your results), benchmarking yourself against a global evidence-based model of leadership effectiveness, and understanding how your leadership is currently impacting your team, business, and life.

Leadership is a journey fraught with challenges that test even the most seasoned. Especially now, navigating the VUCA environments, like COVID-19 where so many businesses didn't make it. Leaders used to rely on 'what has worked in the past, works in the future'. That is no longer the case.

Leadership limitations are the primary root cause of business issues. We all have limitations, that's not the problem. The problem is most of us do not truly know what they are or if we do, we don't know how to effectively breach the gaps!

I often find leaders and business owners, struggle to clearly articulate their gifts and strengths and often suffer from confidence issues or imposter syndrome. This can lead to stress, over-work, and at worst burn-out.

We know from extensive research for instance that 70% of leaders sit at or below the first level of leadership (see model below) and that less than 5% have achieved unitive leadership levels. Leaders with strong competence outperform their average counterparts by at least tenfold. The more leaders, often the lower the bench strength of leadership. Family businesses tend to be more susceptible to leadership issues. This means we have a global leadership crisis.

How has this occurred?

Despite 100+ years of management studies, countless leadership development programs, and thousands of leadership books, global leadership competence has decreased! Tens of thousands of studies are published each year relating to the issues of leadership.

The greatest problem we face today is that low-level skill sets, and old management theories no longer work. Additionally, businesses and leaders fail to invest time and money into behavioral and competence-enhancing leadership development programs. Therefore, most leaders have learned on the job, and are making their mistakes in your business.

Fixing leadership issues today means:

- Being super clear on a strategic vision
- Developing a strong strategic agenda and framework
- Aligning the whole business (and design) around the strategy
- Enabling leaders to develop the knowledge, skills, and competencies required to lead business that helps them to scale and gain the highest levels of performance outcomes

Most often, businesses require transformation programs because leaders have failed to act when required. Until the leadership team improves its effectiveness, gets super clear on the business strategy, and can articulate it through organizational design and culture, performance, and efficiency, business and people problems gain momentum and snowball quickly.

Businesses have traditionally relied on managers and employees working excessive hours to compensate for these issues, but fewer are now willing to do so and even fewer know how to. Unfortunately, many leaders overestimate their skills, competence, capacity, and impact. Additionally, many

leaders struggle with a lack of management skills and leadership competence and are confused about what to do.

They resort to short-term success through micromanagement, old-style leadership, or bullying, but the results are long-term failure, poor culture, significant opportunity costs, and business issues that will require significant levels of transformation and change.

The opportunity costs of all this run into the tens and hundreds of thousands, depending on the size of the business.

The other thing that many leaders struggle with, is the concept that leadership effectiveness is about **how others perceive** you and **how** you get results. That's why a great 360 feedback process is the most valuable development tool on the planet for any leader.

When leaders lack the necessary skills and competence, it leads to poor strategy, organisational design and culture with the consequence being poorer performance and an inability to create economies of scale. This creates a talent vacuum making it difficult for business to attract, engage and retain high caliber, high performing, committed talent, and often results in dysfunction within teams and across the business.

Confusion, lack of clarity or lack of confidence impact productivity, procrastination, poor judgement, or delayed decisions, relationship and communication breakdown, conflict, poor innovation, low resilience, stress and burnout and lack of agility which ultimately destroy employees and customer engagement.

A key factor (some research estimates 80%) of employees joining and leaving a business is based on their perception of their leader!

Understanding these challenges and knowing how to address them is crucial for success.

What are the symptoms of ineffective leadership?

- Unclear strategy
- Poor business planning and priority management
- A vision, purpose, and values that are not shared, inspiring, compelling, or lived
- Inappropriate organizational design
- Poor/toxic culture
- Difficulty recruiting and retaining great talent
- Nepotism and poor hires
- High employee turnover, low engagement
- Poor decision making
- Costly mistakes
- Operating at high risk
- Unable to gain clear end-to-end sight of the business
- Lack of understanding of cost and profit drivers
- Lack of alignment of performance outcomes
- Difficult employees and dysfunctional teams
- Politics and blaming, lack of accountability
- Employees see it as just a job, not somewhere I love to work or something I love to do
- Leaders and employees overworked, burnout
- More than one major change program
- Lack of cross-functional collaboration
- Poor/inappropriate behaviors
- Lack of diversity and innovation
- Inability to navigate conflict
- People don't understand how they contribute to the business
- Sub-Par productivity/performance

- Sub-par employee engagement and customer experience
- Ineffective and inefficient processes and systems
- Workarounds for key business processes and systems and duplication of effort
- Poor execution of projects, project delays
- Inability to scale the business
- The need to pay consultants or launch change programs

That is not to place blame but to be realistic about how to achieve real results. If you cannot recognize the problem, you cannot solve it. And as Einstein famously noted, “You cannot solve problems with the same level of thinking that created them”.

Getting leadership, strategy, and people right is often underestimated. Low leadership competence is costing your business money! While many managers have degrees or are technically savvy, these days good management skills are the basic minimum requirement and will not cut it for success.

As our model below shows, leaders need to develop both their management skills and leadership competence for business success today and in the future. Adaptive, transformative, strategic, global, and unitive competence are needed in every arena.

The Role of Executive and Business Coaching

Executive and business coaching is a vital resource for leaders and business owners facing these top challenges. By providing personalized support, strategic insights, and practical tools, coaching empowers leaders to overcome obstacles, drive performance, and achieve sustainable growth.

As the business landscape continues to evolve, the role of coaching in developing resilient, competent, and visionary leaders will only become more critical.

Through targeted development and coaching interventions, leaders can turn challenges into opportunities, fostering a culture of excellence and driving their organizations toward success. Whether it's enhancing leadership skills, transforming organizational culture, improving performance, or scaling the business, executive and business coaching offers the solutions needed to thrive in today's competitive environment.

Leadership effectiveness is crucial for personal, team, and business success. Ineffective leadership not only hampers current performance but also incurs significant costs and missed opportunities. By recognizing and addressing the symptoms of ineffectiveness, leaders can enhance their impact, foster a thriving organizational culture, and drive sustainable growth.

Scaling up your leadership requires a deliberate, focused approach that integrates the following seven mastery steps:

1. Honing your leadership effectiveness
2. Maintaining strategic focus
3. Developing a high-performing, agile culture
4. Embracing systems thinking
5. Enhancing your emotional intelligence
6. Developing strong relationships, teams, and collaboration
7. Driving operational efficiencies
8. Recruit, engage and retain your team(s)

Then you will be well-equipped to lead your organization to unprecedented success.

Remember, leadership is a journey of continuous growth and improvement. Embrace it with passion, commitment, and an unwavering drive for excellence.

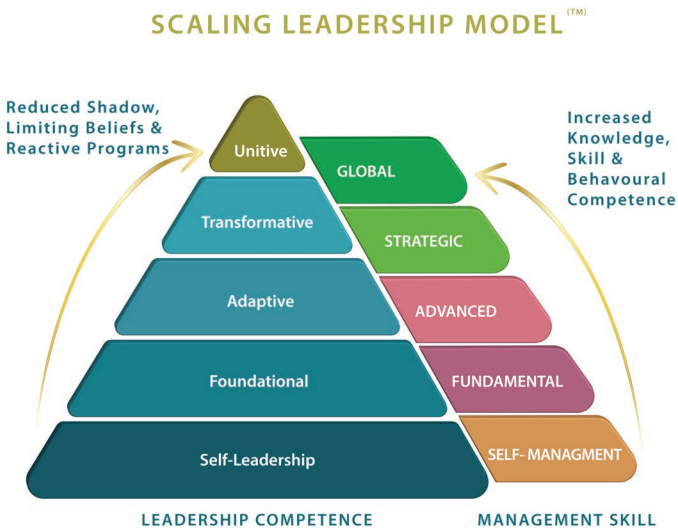
Our Scaling Leadership Blueprint™

The fastest way to build leadership capability is by benchmarking your leadership effectiveness and the bench strength of your leadership team, understanding strengths, and limitations, and working on development areas at a mindset, unconscious programming, emotional, and behavioral level.

Our programs are designed around these key principles, and we back them up with highly effective leadership tools, programs, and coaching to hold leaders accountable for doing the work required. It is often not an easy journey but having skilled experts who know how to help you achieve change, who are always in your corner, and who care deeply about you, your business, and your results is a true game changer.

Our Model

We use a global leadership competence benchmarking tool that enables us to establish a leadership effectiveness score for each leader, their strengths, gifts, and limitations, and replicate this to the bench strength of the leadership team. Backing up this process, with highly effective behavioral change, leadership coaching and targeted leadership development programs creates extraordinary outcomes.



This approach provides a clear benchmark to measure leadership success and crack the Leadership Code. Our global, evidence-based model identifies the real keys to leadership effectiveness and includes 18 key management skills, 18 key leadership effectiveness competencies, as well as identifying 11 key reactive programs that hold leaders back.

This tried and tested model over the last 30 years is what we use for business owners, individual leaders, and leadership teams alike, enabling a fast track to leadership and business success.

Leadership Key Reflection Power Questionnaire

Want to get a head start? I suggest taking a chunk of time out of your busy schedule and really focus on this questionnaire. If you have a leadership team, it is often very insightful to ask each to do the exercise without talking to each other prior. I guarantee you will gain some intriguing insights!

The following are some of the key questions you as a leader, entrepreneur or business owner should be asking yourself regularly:

- What is great and not so great about this business?
- How am I directly impacting the above?
- What do I need to change and develop within myself?
- What is my leadership bench strength?
- What am I tolerating and pretending not to see (especially behaviors)?
- How do others perceive me as a leader?
- How much stress do I have about the business/team?
- How reactive am I in my behavioral style?
- How well do I understand the gifts, strengths, and limitations of my own and other behavioral styles?
- How diverse is my team?

- What performance and productivity are we achieving and is it above average?
- Am I getting the best out of people and teams?
- Do we recruit, retain, and develop fantastic talent?
- Am I able to step away from the business for six weeks or more without cause for concern?
- What is my confidence level, do I second-guess myself?
- What objective data and feedback do I receive to identify opportunities and areas for improvement?
- What do we say no to? What are our three key strategic priorities?
- What is my vision for my leadership style? What legacy do I want to leave?
- What is the compelling vision and purpose of the business? Do we have strong values that inform everything we do?
- If we tripled revenue in three months, how would we cope?
- Does our purpose resonate deeply with our people? How do you know?
- How do you know if your leadership team and broader employees understand the business strategy, profit, and cost drivers and how they contribute to the success of the business?
- How do your business structure, culture, people policies, and processes enable high empowerment, accountability, high performance, and customer engagement?
- Are our business performance metrics the ones that matter and are they aligned across the whole of business?

- What are the bottlenecks, duplication, and inefficiencies in the business or the recurring mistakes or issues?
- How much time does the leadership team spend in the business rather than working on it?
- Are your leaders leading or just managing? How will you scale your leadership bench strength?
- How agile, adaptive, and innovative is your business? How quickly do you detect and react to changes in market/economic decisions?
- Can you proactively manage the business or are you always fire-fighting?
- What are the real risks in your business?
- What is a lack of investment and time in building the capability of your business costing?
- How do we navigate difficult and complex situations?
- Do we have effective cross-functional problem-solving?
- How real are we about what is great, and what needs significant improvement?
- How well do we manage change? Do we achieve the desired outcomes?
- What innovations or improvements has your team/business achieved in the last 12 months?
- How often am I emotionally hijacked? (i.e. triggered by something or someone)
- How many employees did I lose last year that were not bad hires? How many poor employees are still in my business creating havoc?
- How often am I frustrated by a lack of initiative, foresight, and action by myself and others?

- How fast and how much can you scale with current resources?
- How much conflict is there? How effective is cross-functional problem-solving?
- How high is your absenteeism compared to industry benchmarks?
- Have we lost customers in the last 12 months? What caused that?
- What do customers think of our customer experience? Have we had this assessed by a third party?

For more insights and information about scaling up your leadership, visit www.hrexpertsinternational.com.au/scaling_leadership_blueprint

<https://hrexpertsinternational.com.au/>

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Jaroslavs Kaplans



Jaroslavs Kaplans is a renowned expert in business development, dynamic business models and market research with nearly 30 years of experience. He created the “Entrepreneur’s Second Brain” concept, a framework that helps business leaders develop adaptable strategies in fast-evolving markets. Jaroslavs is also known for his “Market Map” concept, which assists companies in visualizing and navigating complex market landscapes, identifying trends, and unlocking growth opportunities.

He founded the Business Intellect IQ project to equip entrepreneurs with tools for strategic foresight and innovation. His research on the “development layer” of business, emphasizes the importance of creating new meanings for consumers, new norms, and new rules for long-term success.

His book, “Business Incognita: How to Expand the Borders of an Entrepreneur’s Mindset”, explores how entrepreneurs can break beyond conventional thinking to achieve growth. A contributor to Forbes and other major publications, Jaroslavs shares insights on leadership, technology, and artificial intelligence, combining philosophy, mathematics, and technology to offer fresh perspectives on business growth.



SCAN ME

The Entrepreneur's Second Brain

Jaroslavs Kaplans

***Imagine a forest full of timber.
These natural treasures are resources from which
we can create something valuable. However, to turn
these resources into real market opportunities, we
need techniques, tools, and technologies to extract,
process, and utilize this timber.***

In entrepreneurship, there are three types of methods for converting the resources available into new market gains:

1. operational
2. management
3. development

All three refer to different knowledge systems, and different perspectives on a problem, just as a surgeon and a physio-therapist will have different perspectives on what to do about a patient's pain.

As an example, I would like to cite the results of an interesting study conducted by scientists in 2003. The essence of it is that the same patient with the same symptoms was shown to three different specialists:

- 1) a hematologist (blood diseases),
- 2) a cardiologist (cardiovascular diseases), and
- 3) a specialist in infectious diseases.

Regardless of the disease, the specialists tended to generate hypotheses appropriate to their field of expertise. For example, cardiologists tended to generate more hypotheses in cardiology, regardless of whether it was a case of blood or infectious disease. Hematologists and infectious disease specialists did the same.

This means the choice of a disease for treatment is personal to everyone, which begins when choosing a specialist. The

real problem of the disease with this reasoning, remains unknown.

This tendency to generate disease diagnoses that specialists have more knowledge about can lead to diagnosis and treatment errors.

This approach moves from simplicity to great complexity. In the case of a correct diagnosis, the patient recovers quickly and the treatment process is simple - the cause of the disease is known and is effectively treated. But in the case of misdiagnosis, everything looks different. Treatment doesn't bring real relief to the patient, but the cause of the disease "intensifies" and additionally we get the impact of side effects of prescribed drugs. Such "treatment" becomes very complex.

An expert's knowledge in a particular field of activity can create a "fixation" on those solutions that are more appropriate to his knowledge. And it's this that often leads to increased complexity.

The layers of knowledge

Since ancient times, mankind has represented knowledge in the form of a pyramid. For example, in medieval Europe, craft units were built according to a pyramidal structure, with apprentices at the basic level, masters above, and grandmasters, the most skilled craftsmen, at the top. This hierarchy also reflected a pyramidal pattern of knowledge and skill accumulation: each successive level required more experience and specialized knowledge than the previous one. Grandmasters and guild elders were the most respected and experienced masters achieving the highest level of recognition and competence. They possessed all the skills and knowledge of the craft and also set the quality standards, rules, and regulations all other guild members had to abide by. Their experience and wisdom formed the basis for developing and maintaining high quality standards for the entire field.

For example, in the masons' guild, grandmasters could set standards for the precision of stonework, building construction techniques, and even ethical standards for dealing with customers. The masters and sub-masters below them had to follow these standards, ensuring the whole system remains highly reputable and competitive.

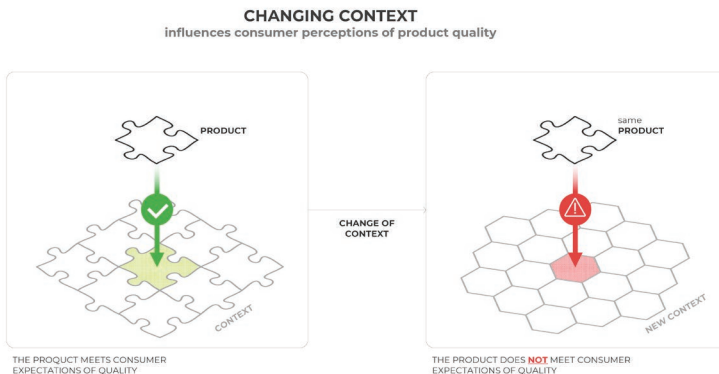
Here we see a structure where the underlying principles of fundamental truths at the very top of the pyramid of knowledge are the common denominator of activity for the entire pyramid - the base upon which all other knowledge is built.

As we move downward, knowledge becomes more complex and detailed. At each level, this common denominator may become less obvious, but its influence remains constant. The common denominator at the top of the pyramid continues to set the context for evaluating all other pyramid data, even as its direct relationship to that data becomes less obvious.

This representation of knowledge as a pyramid and layers of activity emphasizes that understanding a single fact requires that we also understand the context in which that fact is evaluated at the top of the pyramid.

In our classification system, development methods are the knowledge at the top of the pyramid and sets the context for evaluating any other data. Take the concept of "quality". First, some definitions:

Quality characterizes an object, its essence, belonging to a certain class of objects.



Product quality is the extent to which the entire set of consumer properties of a product/service meets the specific needs of intended customers.

In practice, entrepreneurs often ignore that the concept of “product quality” depends almost entirely on the context in which the product is sold and used. Different contexts of product use create different perceptions of quality among consumers

This means that without knowing the context in which the product will be used, the concept of “quality” is undefined. This can create enormous complexity for the entrepreneur.

If we expected our notional bottle to be sold in the desert and it started selling on supermarket shelves, we would have great complexity and uncertainty.

The key feature of the top of the pyramid and its main difference from all other layers is that from the top the whole field of activity is seen as a single system, a whole with the features of integrity and indivisibility into parts.

Water is formed from two simple elements: hydrogen and oxygen. But here is what's surprising: the physical and chemical properties of water are radically different from the properties of hydrogen and oxygen separately. Water is more than just the sum of its parts.

And it's a perfect metaphor for a new layer of activity in entrepreneurship that we've called the development layer.

You can't understand entrepreneurship by only breaking down activities into separate elements such as marketing, finance, or production without somewhere synthesizing that knowledge coherently.

All these elements are important, but true understanding comes when we see the whole picture.

“Real vision is the ability to see the invisible,” Jonathan Swift said.

Looking at the hydrogen and oxygen molecules separately we won't see water pouring from the tap. Also, looking separately at each organ in the human body we cannot see this body working. Considering separately all airplane parts, we won't see an airplane flying across the ocean, etc.

In entrepreneurship, we can imagine an analogy with the literary process.

At the operational layer, we dive into the details - examining every word, sentence, and paragraph. Here, each element must be clear and appropriate to the context, creating a harmonious whole at the micro level. This is the layer where employees work, performing specific tasks and following established processes.

At the management layer, we look at larger structures - the pages and chapters of a book. Here we see how words and sentences combine to create large blocks of meaning. Managers make sure that each chapter makes sense and leads to a logical continuation, maintaining the overall rhythm and structure of the business. This is the level where strategic decisions are made and large projects are managed.

However, a complete vision of a book is formed only when we see the whole book, and understand its theme, ideas, and the author's intent. Here, from the separate words, sentences, paragraphs, pages, and chapters, something more than the sum of the parts of the book is built up. This is the book's development layer.

The development layer helps the entrepreneur form a whole vision of his creation (the water, the body, the airplane), to determine the development direction in a changing world.

And while the understanding of the book is formed from the individual elements, the vision itself cannot be reduced to just one of those elements. It's born through a process of reflection and synthesis of all the components, making the layer of development on the overall "map" of activity unique.

In this analogy, representation of the whole activity can only be made at the development layer, where the interaction of the three elements: entrepreneur, product, and consumers are “synthesized”.

Do we need to know the entrepreneur, his product, and his consumers separately? Absolutely! But to evaluate success in any field of activity, we need to “synthesize” these elements and ensure as a result we get something new that cannot be reduced only to these three elements, just as we got water from the synthesis of hydrogen and oxygen molecules.

Presenting knowledge of entrepreneurship through the lens of the three layers of activity - operational, managerial, and development - can provide an understanding of how the top of the pyramid has changed over different historical periods. This reflects how the focus of business challenges changed and how different understandings of these layers influenced the success and evolution of society and business.

The development layer as a tool of control in the field of activity.

The development layer shapes the entrepreneur's ability to control his/her field of activity.

In the worst case, when the entrepreneur's ability to control his field of activity isn't enough, the field of activity itself starts to control the entrepreneur and he becomes a complete consequence of his environment.

In this case, the entrepreneur becomes dependent on external factors - the market, competitors, changes in legislation, and economic crises. Instead of proactively influencing his activities, he becomes reactive.

The development layer as a cultural phenomenon

Development, whether natural or managed, is always associated with certain norms and standards that determine

how activities were perceived in the past, how they are realized in the present, and how they will be experienced in the future.

All norms, created naturally or artificially, ensure the reproduction process of activities and are often called culture.

Natural development can be conceptualized as a process that follows certain internal rules and trends when the influence of external factors is minimal or occurs organically. It can be compared to the growth of a tree in a forest, which develops according to natural cycles, adapting to environmental conditions.

But artificial, or managed development implies conscious intervention in processes to achieve certain goals.

In this case, activities are standardized on experience and existing trends and also on forecasts, plans, and strategies designed with a desired future in mind.

It can be compared to landscape design, where trees and shrubs are grown according to the architect's idea.

The question for the entrepreneur is: Should we rely on natural evolution, or is it necessary to causally intervene to achieve certain goals?

This choice always involves understanding what norms and standards will determine future success, and how they relate to what has been done and what is being done now.

We can categorize this issue as cultural.

Here, it's important to note that if one activity regulates another activity, it performs the function of culture for it.

We use the concept of "regulation" as a process of establishing and controlling norms, rules, and standards of activity, which provides structuring, order, and predictability of actions within the system.

Thus, regulation acts as a mechanism for transferring experience, values, and principles that ensure consistency and efficiency of activities at all levels of the organization.

The evolution of entrepreneurship has resulted in two fundamentally different areas for regulation:

1. Regulation of activities **INSIDE** the organization at the level of operational activities (corporate culture).
2. Regulation of external activities **OUTSIDE** the organization, in the area of interaction with consumers (culture of interaction with consumers, oriented initially on the experience of consumers and building a quality system of relations).

Thus, we get two systems of regulation: internal and external.

Internal regulation concerns the processes occurring inside the organization. These may be production standards, quality standards, quality management systems, labor organization and productivity control, motivation systems, etc. These norms help to ensure stability and predictability within the activity, which is especially important when scaling up and obtaining economic effects from the scaling.

Regulation of external activities is aimed initially at interaction with consumers, formation of positive experiences, and a quality system of relations among consumers. It includes a communication strategy, standards of customer service, rules of interaction, and business ethics. These regulations help the company to adapt to the external environment and remain competitive.

This need to regulate external activities led to the formation of a new “superstructure” of managerial activity - the development layer.

When discussing entrepreneurial activity, we often think that everything begins and ends with business processes

and management. But, successful entrepreneurship involves much more than that.

A company's internal processes are its heart. If you think of a company as a living organism, they are its circulatory system, supporting all vital functions. These processes include production standards, quality management systems, labor organization and productivity control, motivation systems, and much more.

Why are these standards needed? They provide stability and predictability. Imagine an assembly line in a factory where every worker knows their job and everything runs like clockwork. If one component fails, the entire system could fail. That's why it's important to normalize internal operations - it allows a company to remain stable, especially when scaling.

When a company expands, the management process becomes more complex. There is a need for strict standards to help maintain the quality of products or services. These standards become the "rules of the game" that help the company function effectively even as it grows.

However, internal regulation is no longer enough for success. A company also needs to be able to interact with the outside world - with consumers, partners, and competitors. This is what external regulation is.

External regulation helps a company adapt to constantly changing market conditions. It allows the company to remain competitive despite all the external environment challenges.

While internal regulation provides stability and predictability by setting clear rules and standards within the organization, external regulation provides flexibility and adaptability, allowing the company to respond to changes in the external environment, adapt to new conditions, and innovate.

In this context, business management requires two control centers - a kind of "two-brain" system in entrepreneurship:

one is responsible for internal order and stability, and the second, located in the development layer, performs the functions of an external regulator, ensuring dynamic renewal and adaptation to changing conditions.

Thus, the development layer becomes the “second brain” of entrepreneurship, which constantly scans the external environment, making decisions regarding the changes and adjustments necessary for long-term success.

To understand this “second brain” parallel, let's turn to the myth of the dinosaur with two brains - one in the head and one in the tail. This myth arose because some dinosaurs had a large nervous structure in their pelvic area, larger than the brain. Paleontologists hypothesized that this structure may have acted as a second brain, controlling the back of the body.

In entrepreneurship, the “first brain” is the management that controls operations. This “brain” is responsible for keeping internal processes stable and efficient.

But, when a company faces the challenge of adapting to changes in the external environment, it needs a “second brain” - the development layer - which is responsible for creativity, innovation, development strategies, and adapting to new conditions.

Management and operations can be extremely efficient, but without a development layer that “places” these operations and management in the right context, a company risks falling behind its competitors.

Success today requires balancing stability in internal processes with flexibility in the outside world. For this purpose, we need two “brains” - one to control and maintain stability, the other to find new opportunities and adapt to change.

To avoid the fate of the dinosaurs, the entrepreneur needs to adapt to the new environment and develop new norms and rules. This requires the entrepreneur to have multiple per-

spectives on their field of endeavor and the problems they will solve for their customers.

The entrepreneur needs to be prepared for change, as stability is only useful until the world around us begins to change rapidly.

The fundamental point here is that new norms and a new culture cannot be created at the operational or management layer; they can only be formed “higher up” - at the development layer.

“You cannot solve a problem at the same level it originated. You must become above that problem by rising to the next level”, Einstein taught us.

Development isn't just about improving what's already there. It's the process of creating a new culture, a system of norms and rules that allows a company to operate at a higher level when old approaches no longer work.

Without a development layer, your business risks getting stuck in the past. Imagine continuing to drive a car with a faulty engine. At some point it will stall, leaving you stranded. In business, this means loss of competitiveness, decreased efficiency, and ultimately loss of market position.

<https://www.kaplanresearch.pro/eng>

Kai Angermayer



Kai Angermayer is a passionate entrepreneur with over 20 years of experience managing a mid-sized tax consultancy. With a background in North Rhine-Westphalia's Finance Administration and various tax firms, he's built a career on a foundation of expertise, resilience, and continuous learning. Kai's practical, people-oriented approach helps clients achieve their goals with targeted, real-world solutions. He values individualized consulting, understanding that each client and business brings

unique challenges and opportunities. Kai's journey hasn't been without obstacles: he's faced both personal health battles and economic crises, learning that perseverance and adaptability are keys to success. He finds fulfilment in working with a diverse array of people and in seeing his clients thrive. Outside the office, Kai is dedicated to his family and physical fitness, always striving to meet new personal challenges. Known for his reliability, authenticity, and integrity, Kai aims to balance his work with more family time, continually evolving as a businessman and individual.



SCAN ME

**More Than Just Numbers:
How Holistic Consulting
Empowers Businesses
and People**

Kai Angermayer

***Great things are not done by impulse but by a series
of small things brought together.***

Vincent Van Gogh

When I returned from the doctor, everything had changed.

Testicular Cancer. With suspected metastasis in my neck. I was devastated. The thought that life as I knew it could be turned upside down in an instant unleashed a wave of emotions that I couldn't control. Suddenly, the things I had taken for granted for years fell into the background. This was a turning point—not only for my health but for my career and personal life as well.

Fortunately, things took a slightly different turn. The final diagnosis was Hodgkin's lymphoma—still cancer, but in a treatable stage. Yet, after eight years of self-employment, I now faced the challenge of rethinking and realigning my life. I was still confronting a disease that demanded everything from me, while my family and I continued to face financial responsibilities.

What truly matters?

This period of uncertainty forced me to reevaluate my priorities, which I now see as a blessing in disguise. My work and business goals took a temporary backseat as I focused on my recovery. But it also brought clarity: What truly matters? What gives my life meaning?

Even before the illness, I had sensed that my path as an entrepreneur was heading in a direction I could no longer fully support. My business partners and I had different ideas about how we wanted to lead the company. Over the years, these differences became more and more evident, and the illness gave me a chance to pause and reflect on my next steps. I found myself at a crossroads: Should I keep trying to fit into a system that no longer felt right, or was it time to forge a new path?

More Than Just Numbers

Let me start with a bit about my professional background: For over 20 years, I've worked independently as the financial director of a mid-sized tax consultancy, gaining a wealth of experience across many facets of entrepreneurship. My journey began with the State Finance Administration of North Rhine-Westphalia, where I gained deep insights into the German tax system. This solid foundation in tax and accounting set the stage for my next step—starting my own business. Driven by a desire for greater flexibility and autonomy, I took the leap and launched my own company.

In the early years, I focused on the traditional services of my field. But I soon realized that I had more to offer—and that my clients needed more than just accurate bookkeeping. My role became one of guiding people and businesses on their paths, helping them feel more secure, and supporting them in making strategic decisions. Tax matters may be central, but they're often just the starting point for bigger questions about running a business.

A Holistic Perspective

Over the years, I've come to understand that successful tax consulting requires a holistic approach. It's not enough to focus solely on the finances—you need to understand the entrepreneur as a person, recognize their goals, concerns, and vision, and build tailored solutions around those insights. This approach has allowed me not only to expand my own business—with multiple locations and a team of 14—but also to positively impact the lives of many of my clients.

This is what I hope to convey to the readers of this chapter. I want to share insights on how entrepreneurs can find success, not just financially but personally as well. It's about more than numbers and bookkeeping; it's about the person behind the business and how to help them achieve their goals.

Gradually, I refined my approach. I realized it was crucial not only to look at the numbers but also to understand the person driving the business—their motivations, concerns, and long-term aspirations. Every entrepreneur has a unique story, and I've learned that the success of a business often hinges on how well its leader handles everyday challenges. Many clients have come to me with specific issues, and through in-depth conversations and customized solutions, we've often been able to address things they had previously overlooked.

This holistic approach—where I address not only tax matters but also practical business concerns—has proven to be the right path for me. It's about more than securing the financial health of a company; it's about reinforcing the foundation on which it stands—and that foundation is often the entrepreneurs themselves. Through my consulting, I help entrepreneurs improve their internal structures, streamline their business processes, and navigate an increasingly complex world with greater confidence.

Direct and Hands-On

In the years that followed, my consulting approach continued to evolve. Growing up in the Ruhr region, I developed a very direct and practical style. It's not about discussing big theories; it's about rolling up my sleeves and getting things done. With small and medium-sized businesses, I often find that owners don't know where to begin. A skilled craftsman isn't necessarily a good businessman, and therefore, not necessarily a good entrepreneur. They don't have access to expensive specialists—and often, they don't have the resources to hire them. That's where I come in: I'm essentially a 'one-time investment' that delivers immediate, tangible results through targeted interventions.

Little strokes fell great oaks.

Benjamin Franklin

The devil is often in the details. When I review a company's books, I usually find simple adjustments that can be made quickly but have a big impact. It's not about cutting jobs or enforcing cost savings across the board; it's about practical, effective solutions that lead to better results without sacrifices. What's especially important to me is knowledge transfer: I pass on my knowledge to clients so that, in the future, they can optimize their processes independently. My aim is for the investment in my services to pay off quickly and for businesses to benefit long-term—not through cuts, but through targeted improvements that genuinely make a difference. Tradespeople and other hands-on professionals especially appreciate receiving straightforward, actionable solutions that have an immediate impact.

One example of my work is an older woman who, as a doctor, had managed her payroll and bookkeeping herself for years. When it came time for an audit, she hit her limits and reached out to me for help. I was able to assist her quickly and efficiently, providing simple, practical solutions that helped her navigate through the crisis.

Another example is a Romanian entrepreneur trying to establish himself in Germany. While he had excellent trade skills, he lacked the business knowledge needed to successfully run his company here. I was able to assist him not only with bookkeeping but also with strategic guidance, giving him the tools he needed to stand on his own two feet in the long run.

This style of consulting—pragmatic, solution-oriented, and on equal footing—is what my clients value. It's not about building elaborate, costly consulting processes, but about meeting clients where they are and providing them with tools they can put into action immediately.

Core Principles

No matter how different my clients and their businesses are—from small trades to large international companies—I

hold fast to the principles that have guided me through the years. These principles have proven themselves in the darkest times of my personal and professional life and form the foundation for lasting business success.

Building trust is my first priority. Without trust, a long-term partnership is almost impossible. It starts with openness and transparency—on both sides. I've learned that honest communication and keeping promises are the keys to a strong, stable relationship. When my clients know they can rely on me, it creates a foundation of trust that enables us to tackle difficult situations together. Whether it's a small family business or a major international project, the principle of trust remains the same. Only when trust exists on both sides can we work together successfully in the long run.

Another cornerstone of my consulting is understanding the people behind the business. Numbers are important, but it's the people who make the decisions, feel the pressure, and carry the responsibility. I've often seen how entrepreneurs struggle under the immense pressure of their daily challenges. It's not just about tax issues or accounting; it's about listening to people and providing them with emotional support as well. Many of my clients know that they're speaking not just with a consultant, but with someone who takes their concerns seriously and supports them on a personal level.

In my work, I prioritize individualized solutions, recognizing that every business is unique. There are no universal answers that apply to all companies alike. The challenges faced by a trade business are very different from those of a service provider, and I strive to develop tailored approaches for each client. I often find that simple, customized solutions make the biggest impact. For example, a trade business might achieve significant efficiency gains by improving workflow organization and focusing on targeted employee management—without the need for major restructuring. The key is to identify

each company's specific needs and characteristics and to create practical, effective solutions around them.

Another principle close to my heart is continuous learning. Especially in my field, it's essential to stay up-to-date—whether that's with tax regulations or technological advancements like artificial intelligence (AI). The world is constantly changing, and a good consultant needs to adapt to those changes. But learning isn't just for me; I also encourage my clients to stay open to new ideas and to keep learning. This is the only way they can be ready for new challenges and achieve lasting success. I see it as part of my role to support this process, sharing the necessary knowledge and staying ahead of emerging trends and developments.

Finally, I believe in a holistic approach. Leading a successful business isn't just about keeping track of the numbers; it's about understanding the bigger picture—from accounting and personnel management to customer and supplier relationships. I've learned that all these areas are interconnected and that a change in one area often affects the entire company. When I advise a business, I take the time to examine all relevant aspects and ensure that every part of the operation works together efficiently. Only then can a company achieve truly sustainable success.

Practical Tips:

Automate Your Processes Wherever You Can

As a small or medium-sized business, you often don't have the capacity to manage full-scale bookkeeping. Automating processes can make a huge difference. Use accounting software or tools that handle routine tasks like payroll and invoice entry automatically. This not only saves valuable time but also reduces the risk of errors. Find someone to help you with the initial setup—you'll benefit from it for years to come.

Build a Strong Financial Foundation for Your Business

A skilled tradesperson may be a master at their craft, but good craftsmanship alone doesn't make a successful business. Focus on the financial basics: understand your costs, your pricing, and your profit margins. When you have a solid grasp of these fundamentals, you'll be able to manage your business more effectively and make confident decisions. If this is challenging for you, find someone who can help clarify these areas.

Start with Simple Solutions That Make an Immediate Impact

Sometimes, it's not the big strategies that drive change but small, straightforward improvements. For example, regularly reviewing your cost structure or organizing your invoicing process more efficiently can make a big difference. Begin with easy adjustments. Often, you'll notice significant improvements fairly quickly. Remember: you don't have to re-invent the wheel—small tweaks can go a long way.

Keep Learning and Growing

A successful business grows with the knowledge of its owner. Make it a goal to keep learning. Whether it's new tax regulations, technologies, or business practices, stay informed and continue developing your skills. Even if you work with a consultant, having a solid grasp of the basics yourself is essential. Your business's success depends on how well you can adapt to change and how prepared you are for it.

Summary: The most important takeaway I want to leave with my readers is that entrepreneurial success isn't just about the hard facts. A good entrepreneur should understand the numbers but also put people at the center—whether it's customers, employees, or themselves. A company's success always stems from a healthy balance between business and humanity. When you find this balance, you're setting yourself up for lasting success.

Sam Ayeni



Sam Ayeni is a resplendent Nigerian-American entrepreneur, author, and neuroscience enthusiast recognized for his impactful contributions to personal growth and transformation. After migrating to America in 2003, he dedicated himself to understanding the catalyst that transformed his life from a small African village to living his dreams in America. Sam refined his skills as an entrepreneur, keynote speaker, and personal transformation coach, utilizing the tools that facilitated his transforma-

tion to help others.

He served as an infantryman in the U.S. Army, with valuable combat experience in Afghanistan. Following this, Sam transitioned to roles as a pastor and IT professional before founding a financial services company. Drawing from these diverse experiences, he developed a transformative self-development program to empower individuals to take charge of their minds. His mission is to equip people with the insights and tools necessary for meaningful personal revolution, guiding them on their journeys of self-transformation. Sam lives in Colorado with his beautiful wife and two children.



SCAN ME

Metanoia for Life and Business Success

Sam Ayeni

There's an old Buddhist parable about a man riding a horse down the road. A bystander shouts, "Where are you going?" The rider responds, "I don't know. Ask the horse". The horse, in this story, represents the brain—a powerful tool, often running on autopilot. Like the horse, our brains follow patterns shaped by genetics and environment, often without our conscious control. My "horse" seemed set on a path of hardship and failure from the very beginning.

Growing up in an African village, hunger was a constant reality, not by choice but necessity. Food was so scarce that by age five, fasting until 6:00 p.m. became a survival strategy for my family, not just a spiritual practice. We rationed everything. I wore oversized hand-me-down clothes from my cousins and walked barefoot. I attended a village elementary school where education was poor. While children in the city advanced in their studies, we played soccer, and our academic growth stagnated.

At seventeen, hope flickered when one of my uncles recognized my potential and promised to support my education. He brought me to the capital city, offering me a chance at a better future. However, after waiting a year for my high school exam results, I was devastated to find that I had failed key subjects—English and barely passed Mathematics. My uncle's solution was disheartening: retake the exams while apprenticing as a barber and selling yogurt. Frustrated and disillusioned, I decided to return to my parents. My uncle refused to fund my trip, but desperate, I threatened to sell his belongings, which forced him to relent.

Upon returning home, my father was furious, interpreting my actions as disobedience. He disowned me, devastating my mother, who had high hopes for me as her firstborn. With no support, I moved back to the city, where I reconnected with a girl who would later become my wife. Despite my uncertain future, her unwavering support became the foundation of our relationship. I promised her that together we would fulfill our destiny, a commitment I've upheld for decades.

At nineteen, I felt like I was spiraling out of control, my mind like a riderless horse wandering aimlessly through a landscape of despair. While my peers were already enrolled in colleges and universities, I was left grappling with the overwhelming question: “What can I do to turn my life around?” In my search for answers, I turned to a childhood practice—fasting.

Determined to find clarity, I embarked on a dry fast, abstaining from food and water for several days. By the seventh day, my body was depleted, my temperature soared over 104 degrees, and I lay on the floor, exhausted and desperate. In this half-conscious state, I glanced at the King James Bible and stumbled upon a verse that would change my life: “While we look not at the things which are seen, but at the things which are not seen: for the things which are seen are temporal; but the things which are not seen are eternal.” At that moment, something clicked. I wept for sadness and joy simultaneously—sad because I realized I hadn’t been controlling my mind; it had been controlling me. Joyful, because I finally understood that I could take charge of my life experiences.

This realization led me to what I now call “Cerebri Dominus,” or “being in control of the brain.” I recognized that I had been living a “Regentem Cerebrum,” a life governed by the brain rather than actively governing it. This breakthrough marked the start of my transformation.

Shortly after, a friend handed me a polytechnic admission form, leading me to pursue higher education. This new path ignited a bold dream: to live in America. Despite never having flown on an airplane, I channeled my focus into manifesting this vision. Three years later, I was a college student in the United States, living what once seemed like an unattainable dream.

Since then, I have embarked on a multifaceted journey, serving as an infantryman in the U.S. Army with combat experience in Afghanistan, a pastor, working in the IT industry,

and now a successful entrepreneur. Drawing from these diverse experiences, I have crafted a transformative Personal-development program designed to empower others, specifically to get on top of your horse (your brain). My mission is to provide individuals with the insights and tools they need to transform their lives, helping them embark on their self-transformation journey

Getting on the Metaphorical Horse

So, how do we get on this metaphorical horse? Many believe that positive thinking and motivation are enough to bring about change. This view assumes you're simply misusing your brain and need to channel it better. However, the truth may be more profound: it's not that you're using your brain incorrectly, but rather, you're not using it at all. Even worse, your brain is being controlled by forces you're likely unaware of. When were you ever taught how to effectively use your brain? If your experience mirrors mine, the answer is never. We know we have a brain, but we fail to recognize it as the most powerful tool for shaping our lives—including achieving business success. To truly thrive, it's essential to reclaim control over your brain and learn how to leverage it effectively. All the skills and strategies for success are pointless if you don't have control over your mind. The real foundation of success is mastering your brain and intentionally guiding it toward your goals. Many believe external factors such as God, fate, or luck determine success. While these may influence your path, without a properly trained and optimized brain, none of these will guarantee success. Countless people believe in God but still experience misery and failure. The brain is the only tool truly responsible for success in life and business. Without it, you wouldn't be reading these words or contemplating their meaning.

If you allow your brain to run on autopilot, driven by external influences, your chances of success are slim, regardless of how hard you try. It's not a matter of using your brain incor-

rectly—you have not been using it at all. Instead, it has been using you, controlled by your environment. To understand how to reclaim control, we must first explore how the brain is formed and how it operates. Once you grasp this, you'll understand how to take charge of your mind and, by extension, your life.

Brain Formation

Around weeks 3 to 4 of pregnancy, the neural tube forms, which will eventually become the brain and spinal cord. Initially, this structure is simple but quickly develops into more complex forms. By week 5, the neural tube divides into sections that will become the forebrain, midbrain, and hindbrain. By week 8, these brain regions continue to differentiate, and the cerebral cortex—the area responsible for higher cognitive functions—begins to take shape. By the end of the first trimester, the basic brain structure is established, and neurons (nerve cells) start forming and migrating to their designated areas.

During the second trimester, the brain undergoes rapid growth and specialization, with the cerebral cortex folding to form the grooves and ridges characteristic of an adult brain. From about 24 weeks onward, synapses—connections between neurons—form rapidly, a process that continues into early childhood. By birth, approximately 86 billion neurons are present in the brain, nearly the same as in an adult brain, along with around 100 billion synapses. This large number of synapses allows for rapid learning and adaptability in early life. Postnatally, the brain undergoes synaptic pruning, eliminating unused synapses to create more efficient brain function and specialization.

From the moment the brain begins to develop in the womb, it is shaped by its surrounding environment, which becomes its primary influence. This environment includes not only family members, teachers, and cultural norms but also societal beliefs. By the age of two, a child's brain starts reflect-

ing these external boundaries, with “No” often becoming a favorite word—symbolizing early responses to environmental limits. As the brain continues to develop through adolescence, these accumulated experiences solidify, often becoming accepted as unchangeable truths. By the age of 25, the brain is deeply conditioned by its environment, leading many individuals to equate their habitual patterns of thought and behavior with their identity. However, this is not the full picture of who they are. What often seems like personal truth is simply the result of neural wiring shaped by the environment, producing thoughts that influence choices, behaviors, and emotions. These emotions, in turn, reinforce the same thoughts, creating a seemingly endless loop. For many, this conditioning becomes a significant barrier to success, with environmental limitations preventing them from breaking free. In fact, about 98% of people fail to achieve their potential due to the boundaries imposed by the environment that shaped their brain’s development. This often makes success feel unattainable for the average person. Whether consciously acknowledged or not, the thoughts and beliefs one holds are largely shaped by this developmental environment. These beliefs, reinforced by personal experiences, often seem to confirm the reality that “this is how life is.” Yet, this perception is more an illusion created by conditioned beliefs than an accurate reflection of reality. In essence, your reality is largely a construct of how your brain has been conditioned to perceive the world, rather than an absolute truth.

How can you become the master of your brain and your business?

1. Understand Neuroplasticity.

Your brain functionality is not fixed; it’s adaptable. This concept, called neuroplasticity, means the software codes of your brain can be rewritten. You can have a different brain fast if you are willing to rewire it. The structure remains, but the function becomes different. The hardware is the same, but you are reprogramming the codes.

2 Intentionally Harnessing the Power of Imagination with Thanksgiving Through Repetition.

Imagination, one of the mind's six higher faculties, becomes incredibly powerful when combined with thanksgiving. At 19, I began practicing this daily. Every morning and night, I would close my eyes and vividly picture scenarios where I was the main actor. For example, I imagined myself in a classroom in America, interacting confidently with classmates and professors. Once the mental scene felt complete, I would express gratitude and thanksgiving to the divine within me, believing in the power to manifest these visions. Over the years, I crafted numerous scenarios aligned with my goals—surviving combat in Afghanistan, running successful businesses, and leading high-level meetings. In my “business success” visualization, I saw myself having conversations in boardrooms with industry leaders, and I felt the emotions of confidence, excitement, and accomplishment. Imagine—a young boy from a remote African village picturing himself in discussions with someone as influential as Brian Tracy. This is the power of intentional imagination with thanksgiving. By repeatedly visualizing such scenarios, I wasn't merely daydreaming; I was training my brain to experience and manifest the success I envisioned.

3. Replace negative explicit memories in your brain.

This is crucial for reshaping your present and future. Our brain contains three memory types:

Short-term - Implicit - Explicit

Short-term memory, housed in the prefrontal cortex and parts of the parietal lobe, serves as the brain's executive center, helping to process and manage tasks in the present moment. Implicit memories, involving automatic actions like riding a bike or typing, are stored in the basal ganglia and cerebellum, which play crucial roles in learning and fine-tuning motor skills. On the other hand, explicit memories are consciously recalled, such as facts or personal experiences,

and are closely tied to emotions. These memories are stored in the hippocampus and amygdala, brain regions responsible for processing emotions. Unfortunately, negative experiences like failure or hardship often become deeply ingrained, creating emotional responses that hinder creativity and progress. To overcome these limiting memories, it's essential to use imagination paired with gratitude throughout the day. By consistently visualizing your desires with positive emotions and thanksgiving, you can begin to rewrite the emotional impact of past experiences, replacing negative memories with ones that inspire growth. This practice has been a cornerstone of my success, allowing me to focus on positive outcomes and pave the way for continued personal and professional transformation.

4. Silence:

To enhance mental clarity and achieve peak performance, start by embracing silence and disconnecting from all media distractions, including TV, social media, and video games. Silence provides the essential space for introspection and allows you to hear your own thoughts, cultivating personal insight and growth. Without frequent noise from others, the mind can process ideas and set clear goals, leading to focused action. Taking control of your path involves choosing to disconnect, even from well-meaning influences. Others, even with good intentions, may attempt to define your direction, but taking responsibility for shaping your own life's key. For instance, when I was 18, my uncle suggested I become a barber, an idea my father supported. Yet, I knew I wanted something different. Stepping away from external definitions, I avoided a path others had set, creating my own story—one I can share with you today.

5. Connect with Feel-Good Vibes.

Believe it or not, it's not the business or any external pursuit you truly desire—it's the emotional payoff tied to success, accomplishment, and meaningful contribution. These emotional payoffs give purpose and value to your efforts, as they represent the fulfillment, freedom, and satisfaction that make life worthwhile. The goal of any pursuit, whether in business, relationships, or career, is to experience these emotional payoffs. It's not the wealth itself you seek, but the emotional rewards it brings. To create lasting positive change, it is essential to immerse yourself in elevated emotions consistently. Make a conscious effort to dwell in this state for a few minutes each day, allowing the feeling to gradually infuse your entire day. With practice, this emotional uplift will transform into a habit, becoming a natural part of your daily rhythm and fueling your growth, energy, and productivity. By making this emotional alignment habitual, you set the foundation for long-term success and well-being. Life is your greatest enterprise, and your purpose is to generate true wealth in every dimension—wealth that comes in the form of uplifting emotions. Your greatest profits are the love, joy, peace, patience, kindness, and goodness you experience within yourself and share with others. These are the lasting riches that transform your journey and the lives of those around you.

How I Can Help You

Unleash your full capabilities with an evidence-based personal development and coaching program, crafted to empower you to master your mind and create the life you envision and deserve. Leveraging my journey and diverse experiences, I provide the essential tools for significant growth and lasting transformation. Visit samayeni.com today to embark on your journey of transformation.

Bell Kim



Bell Kim is an accomplished visionary entrepreneur, mindset life mentor, and public speaker who founded UNIBELLA Family Day Care and UNIBELLA Community Care, creating safe and secure, inclusive environments for early childhood education and disability support. A mother of three, Bell's journey from South Korea to Australia was marked by challenges, including language barriers, cultural shifts, and financial hardships. Through resilience, she transformed these obstacles into opportunities for

growth, shaping her belief in the "Life Trilogy"—What I Want, What I Have to, and What I'm Called to. Her mission is to support and inspire others to unlock their potential by embracing these life stages, living harmoniously, and contributing to the greater good in their communities. You can reach out to Bell to find out more at trilogy@bellkim.au.



SCAN ME

**Life Trilogy:
Explore – Educate – Empower**

Bell Kim

***The greatest gift to others is unconditional
love and acceptance.***

“Maximum Achievement” by Brian Tracy

Have you ever felt lost, or wondered what your true purpose is? Or maybe you’ve found yourself torn between what you want to do and what you have to do?

I have found that people go through identified stages in their lives.

My journey has been shaped by a deep belief in the stages of life, which I call the ‘life trilogy’:

1. What I want to
2. What I have to
3. What I’m called to

This trilogy encapsulates the essence of personal/business growth and transformation and reflects my core values of:

- Love
- Care
- Warmth
- Respect
- Compassion
- Inclusion

Through my experience as a young mother of 3 and running UNIBELLA Family Day Care (Early Childhood Education and Care Service Coordination Unit) and UNIBELLA Community Care (Disability Service Registered Provider) in Australia, I have witnessed the transformative power of understanding and navigating these life stages.

As a visionary entrepreneur, transformational speaker, and trusted life mentor, I have dedicated my life to supporting and inspiring individuals to reach their full potential by discovering their core values.

I share my insights and provide audiences with a roadmap to self-discovery, resilience, and fulfillment. By exploring the trilogy of life, I will guide you through the stages of discovering your identity, integrating into society in harmony with one another, and ultimately realizing your calling (purpose) to contribute to the greater good.

Curiosity About Life

My life's journey began with a curiosity about people's life experiences. Growing up, I was fascinated by the stories of the people I met — their work experiences, dreams, struggles, and overcoming — and I always asked them about their lives and heard many stories, regardless of age.

Also, my field of work was influenced by my mother's dedication and commitment to her community as a childcare provider and disability advocate. This allowed me to discover early childhood education and care and disability support from an early age. My resilience and strength in the face of challenges comes from my father's consistency in his commitment to many areas of his life.

The average child goes through the “I, my, me, mine” stage until they develop the “we, us, our” stage in the 3–5-year age group (Nixon, D & Aldwinkle, M 1997, Exploring: Child Development from Three to Six Years, Katoomba, Social Sciences Press) depending on individual development.

Through these development stages, children learn how to live in harmony with others. Through trial and error, they develop new skills and create their worldview.

Great Growth and Independence

As a young child, I didn't understand the agony of people's lives. I didn't have any profound interest in considering their problems or issues. My focus was on myself and my desires. Of course, I was under the guardianship of my parents, so there was no full responsibility on me at that stage. Being the only child in the family, I had the complete attention of

my parents. I was able to continue my education in South Korea, until my parents asked me, "Would you like to study in Australia?" Because of the hardship of the education system in my country, I came to Australia to study. During my first time in Australia, I experienced a language barrier, cultural shocks, and a new adjustment of my worldview. I have experienced great growth and independence in my life over time.

When I completed my tertiary education, I met someone I believe is a good person to spend the rest of my life with. We decided to get married after university graduation, and we had 3 beautiful children year after year. I still believed that my life ahead of me would flourish without difficulty. My dreams seemed to fade away as my life had been circling in the same position for 6 years, plus I had to take care of 3 juniors. Moreover, imagine that your contribution is only enough to enable your family to live from day to day.

Exhausted and Lost

Have you ever had a moment when you felt so anxious that you couldn't sleep at night? That was me. The first thing I did in the morning was to check my bank account to see whether it had any money. Countless challenges in life came to me and I realized that I wouldn't be able to seek my desire or world, and I was physically exhausted and mentally lost. There was no way out but to survive one day at a time.

I had to redirect and re-educate myself with the new concepts of life responsibilities with no exits. With these new concepts of accepting challenges, I came back to the world with different perspectives. Seeking and accepting every employment opportunity was critical, and failure and denial always followed; however, there was no luxury to quit or turn back, but I had to learn patience and new skills to move forward; because it was to put food on the table for my children and my family. Having gone through this crucial stage of what I have to do / what I need to do, I have found more opportunities by attending different jobs and courses in various fields such as

hospitality, education, community support, counseling, play therapy, interpreting and translating, music, disability, and many professional developments step by step at low cost.

Learned and Lived Experiences

One day, by chance, I started my own business with my learned and lived experience. So, in 2013, my journey began with the establishment of UNIBELLA PTY LTD and founded UNIBELLA Family Day Care to meet the needs of my family and our community.

Throughout this journey, I met amazing people who introduced me to various opportunities and connections. These experiences allowed me to work as an employee in different companies and businesses. In return for their kindness and support, I later employed some of these individuals at UNIBELLA. For the past 8 years, we've been working together to build a community that values the beauty of collaboration and mutual growth.

Other new challenges unexpectedly arose through the licensing process and existing employment arrangements. It took me a long time to realize I was spending more money than I was earning. In the process, we had to brainstorm new income ideas to sustain our family life. After a few years living in survival mode, we formally started our business journey. The first three and a half years were tough, and we were grateful to survive on our other source of income. I had small savings after breaking even. Our service was proudly growing as we had 24 educators and about 130 children under our care. I was finally ready to scale my business. Then COVID-19 hit. I was up against the wall again. But the window was open, as always. During my survival mode, I saw the gap in education and care support between mainstream and additional needs. Then I decided to invest the savings to support people with disabilities.

Five years later, I am living to support and inspire each individual to thrive in a community that values the beauty of

being together and cultivating a supportive community that enhances the beauty of living in harmony with each other.

The Quest for Purpose

A pivotal moment in my life was when I realized many people, regardless of their backgrounds, share a common struggle: the search for meaning. This realization came at a particularly challenging time when I was facing uncertainties and setbacks. This motivated me to develop a more profound understanding of the three stages of life and how they interact to shape our journey.

Through my work, I identified a critical need for guidance in navigating life's transitions. I observed many were stuck in the 'what I have to' stage, feeling disconnected from their true desires, purpose, and potential with a complacent attitude. This disconnection often develops into feelings of frustration and lack of fulfillment. Shifting mindsets (acknowledging, accepting, navigating, expressing, and moving through the feeling) takes a lot of courage and support from others when necessary. I saw an opportunity to help others bridge this gap by providing the tools and support to move from mere existence to purposeful living.

Principle 1: Self-Discovery (“What I want to”)

Self-discovery is the foundation of the Life Trilogy. It involves understanding your true identity as a human being, your motivations, and your desires. At this stage ask yourself, “What do I really want out of life?”

Tips:

1. Reflect regularly: Self-reflection plays a crucial role in your self-discovery. Journaling your thoughts can help clarify your desires and motivations.
2. Seek feedback: Talk to trusted people or mentors who can provide honest feedback about your strengths and weaknesses.

3. Explore interests: Try new activities that interest or bother you. This exploration may lead to the discovery of hidden passions. You may pass this stage finding nothing. However, you will always return to this stage when you start to discover your purpose.

Principle 2: Integration (“What I have to”)

Integration is about connecting with others and developing the skills and perspectives needed to thrive in society. It involves taking responsibility and learning from different experiences.

Tips:

1. Build relationships/network: Cultivate meaningful relationships with those who inspire and challenge you.
2. Develop skills: Learn new skills that align with your interests and goals.
3. Keep an open mind: Have a different perspective and try new things.

You may need to go through this stage first to learn new skills and take on your responsibilities.

This mirrored my journey during the early days of building UNIBELLA. I had to learn how to integrate my desires with my responsibilities to my family and community. The “what I have to” stage is not about abandoning your dreams, but learning how to balance them with the realities of life. It’s about developing the patience, resilience, and perseverance to move forward.

Principle 3: Purposeful living (“What I’m called to”)

The final stage, Purposeful Living, is about fulfilling your calling and contributing to your neighbors. Since there is no physical distance between lifestyles, your neighbors are not

limited to those next door. It is about using your talents and experience to positively impact others.

Tips.

1. Look for opportunities: Be prepared, opportunities are out there. Think about how your skills and passions can benefit others.
2. Set visions: If the vision is clear, you can find a way to get there. It is a good motivator. When you have a desirable vision, you will face the challenges confidently.

Applicable to Business, too

I believe my trilogy applies to any area of our lives.

All 3 life stages can be applied to business. I have learned through my life and business journey that my business is a direct reflection of my inner self. If you want your business to be healthy, take your self-care seriously. Through my life journey, I have realized that my physical, emotional, and spiritual care is most important. You may have seen/heard the oxygen mask demonstration on an airplane. If you have a person you want to help in an emergency, you have to put on your oxygen mask before you can help others.

Before you start your journey as an entrepreneur or business owner, you will have a dream of getting rich fast. The excitement comes and you feel nothing will stop you from achieving your goals. This is your Stage 1.

What actually happens after you start your business?

My second stage, 'What I have to do', is all about responsibilities and obligations to your loved ones and other people who are related to you. Here you learn patience, sacrifice, and resilience through commitment. You learn to treat your failures as learning experiences and use them to improve your

approach. In this stage, you will be shaped and equipped accordingly.

Typically, success comes in the second stage of life as you become aware and start to accept challenges through many experiences. However, success can happen without fulfilling your purpose because your fulfillment cannot be equated with your success. Many successful people will discover their value in this stage as their skills and abilities increase, and they begin to look at supporting others as living in harmony with others will bring them success.

In business today, supporting the community and others in need is crucial, and it looks different from service to service. Supporting the community can be more enriching if the vocation is the basis of its motivating cause.

Visioning for a greater good

Mastering the Life Trilogy can transform lives and careers. When people align their actions with their true desires and purpose, they experience a deeper sense of fulfillment and satisfaction. For example, many of my clients have moved from feeling lost and unfulfilled to living purposeful and impactful lives by applying the principles of self-discovery, integration, and purposeful living.

Here is a case study:

“I never felt loved unconditionally by anyone” by Julia.

When I first met Julia, she was at the start of her journey of self-discovery. She had spent years feeling unworthy of love and unsure of her purpose. Julia was lost in the noise of societal expectations and her inner doubts, much like I was when I began my journey. I remember a time in my life when I was consumed by my desires and unaware of my true potential. This phase can be filled with excitement but also clouded by confusion. The desire for external validation or material success often eclipses the deeper, more meaningful pursuit of inner fulfillment.

I spent 2 weeks on a 1:1 intensive retreat program with Julia and learned about her life journey. There were different challenges and victories along the way. It was interesting that we all came from different backgrounds but had things to share through our experiences.

Guiding her by sharing different ways of adapting and perspectives on her existing experiences, experiencing different environments and time management, and challenging her with new action lists were the most effective outcomes of the retreat program.

She also commented after the program:

1. “I deserve to be cared for and loved. I felt overwhelmed at first, but I accepted it because I felt the love from the bottom of Bell’s heart.
2. I have learned self-reflection.
3. I focus on my responsibilities as I have received so much energy from Bell through her devoted footsteps in her family, work, and community.”

Key takeaways:

The Life Trilogy:

- What I want to
- What I have to
- What I’m Called to

provides a powerful framework for personal and professional growth and development — physically, emotionally, and spiritually.

By understanding and navigating these stages correctly, you can unlock your full potential and live a life of purpose and impact. You must accept that each person’s journey is unique and requires continuous reflection and adaptation at each

step. Consistency and commitment will support your journey and set you on the right path.

As you continue to learn and grow, I invite you to connect with me at trilogy@bellkim.au and join our community of other like-minded individuals committed to living harmoniously and positively impacting the world in which they live.

Together, we can achieve the beauty of being together.

Heike Britt Aunap



Heike Britt Aunap, ICF-certified Master Business Coach and LUXX Profile Expert, has built an impressive career in coaching and consulting. She began her professional journey by founding a successful travel and event agency specializing in Italy, followed by the creation of a coaching and consulting firm focused on career development for female leaders. Her expertise lies in leadership coaching, personal development, and the integration of creativity into leadership roles.

Heike Britt is also author and slow living advocate with a background in art history and professional singing. She is known for empowering women in leadership to bring confidence and authenticity to their roles.

Through her own experience as an entrepreneur and leader, as well as her diverse career path, she has developed a deep understanding of the challenges and opportunities female leaders face, and inspired women around the world to embrace their leadership roles with confidence and inner strength.



SCAN ME

Master Your Inner Brilliance

**Why Self-Awareness, the Courage
to Be Unique, and Creativity
Are the Key Skills of
New Female Leadership**

Heike Britt Aunap

“Constantly renewing oneself is the challenge of life.”

Leonardo da Vinci

In the spring of 2020, my world came crashing down. The pandemic hit us all hard, but for me, it didn't just disrupt my daily routine—it nearly obliterated the business I'd poured my heart and soul into for years. Everything I'd worked so hard to build seemed to evaporate overnight. I was left staring at the wreckage, completely lost for the first time in my life.

But as they say, when one door closes, another opens. I found myself at a crossroads: throw in the towel or seize this crisis as an opportunity to create something new from the ashes. That's when I tapped into my family's entrepreneurial spirit—the women before me who never backed down from a challenge. My mom and grandma were both business owners, and my dad ran one of Berlin's biggest real estate development firms. Growing up in that environment, I gained a unique perspective on both sides of the coin: the weight of responsibility that comes with being a CEO and the power it needs to strike out on your own.

This realization, coupled with my unconventional path from singer and art historian to successful entrepreneur, gave me the push I needed to reinvent myself. I mustered up the courage to craft my approach, blending my eclectic mix of passions and expertise into something I could share with others. Now, as an ICF-certified Master Business Coach and LXXX Profile Expert, I help female leaders to uncover and develop their unique talents reaching new heights and accelerating their leadership impact.

THE CANVAS OF YOUR POTENTIAL

Art and creativity were woven into the fabric of my childhood. It was this passion that led me down a path of professional singing and art history studies. But the entrepreneurial blood running through my family's veins couldn't

be ignored, and before long, I found myself drawn to the world of business. What's always set me apart, though, is my ability to see the interplay between beauty and leadership in the grand scheme of things.

Over the years, as I've worked with women in leadership roles, I've crafted a unique approach that blends business coaching with artistic sensibility. It's this fusion of art and commerce that gives my work its special edge. Think about it – just like every masterpiece is one-of-a-kind, each of us has our own distinct inner beauty and strength. My job? To help you uncover that hidden masterpiece within. We do this through targeted reflection, tapping into creative processes, and mustering up the courage to stay true to who you really are.

Here's what I know for sure: every single one of us already has everything we need to succeed. We're like diamonds – multifaceted and incredibly powerful. Each diamond sparkles in its own way, precious and nearly impossible to alter. Sound familiar? That's because it's just like us.

Often, it's the smallest shifts in how we see ourselves and tackle challenges that make all the difference. I'm here to encourage women to explore all their brilliant facets, to recognize that unique inner radiance, and to fully grasp their power. Because that's the secret to reach your true potential as a leader who's not only authentic but also deeply in tune with others.

THE COLORS OF YOUR LEADERSHIP

As women in leadership, we're up against a whole host of challenges. More often than not, we're our own worst critics, constantly battling that nagging feeling that we're just not good enough.

Let's talk about Imposter Syndrome, that persistent doubt about your own abilities. Recent studies show it's not just you – nearly half of all leaders are grappling with this (and

the actual numbers are probably way higher). After all, who wants to admit they're plagued by self-doubt in a world that seems to only care about results? Especially in the corporate jungle, there's this fear that if you dare to show any vulnerability or admit to your fears, you'll be seen as weak or incompetent.

But what if we could hit the pause button on this negative thought spiral? What if we started seeing ourselves as one-of-a-kind masterpieces, with depths of beauty and potential just waiting to be uncovered?

I'm convinced that the unique spark within each of us – that inner beauty that makes us who we are – isn't just feel-good fluff. It's the secret to real, lasting balance and success.

When you learn to embrace who you are, quirks and all, when you find the courage to stand tall in your truth, and when you start seeing those stumbling blocks as stepping stones – that's when the magic happens. That's your ticket to conquering those challenges, overcoming self-doubt, and finally becoming the leader you were born to be.

I know who I am

“I know who I am.” It's a simple phrase, but don't be fooled—it often comes after a long journey of self-discovery. Getting to know yourself, truly and deeply, is key to uncovering those hidden gems of your inner beauty and letting them shine in your everyday life.

In my years of exploring personal growth, I've found that art journaling stands out as an incredibly powerful tool for self-awareness. Think of it as a creative diary where you can explore your inner world and get a better grasp of your thoughts and feelings.

And you don't need to be an artist to do it. It's not about creating a masterpiece—it's about letting your thoughts flow freely on the page and expressing your emotions in whatever way feels right to you.

Exercise: Find 10-15 minutes each day for your art journal. This is your canvas to paint, sketch, or collage images that capture your current headspace and emotions.

Let your mind wander freely – don't sweat the final product. Maybe you'll splash a page with colors that mirror your mood, or doodle little sketches that bring your dreams and goals to life.

Pay attention to the colors, shapes, and symbols you gravitate towards, and how you arrange them in your journal. You might be surprised by the insights you gain about what really makes you tick. This creative reflection is your chance to get more in tune with yourself and your aspirations.

And there's another exciting aspect of this practice: the simple act of putting pen (or brush) to paper. It's a technique that's been a game-changer for some of history's greatest thinkers and artists. Take Leonardo da Vinci, for instance. He's said to never have left home without a trusty notebook, jotting down every observation and thought that crossed his mind. This habit made it easy for him to connect the dots between different ideas later on. There's something powerful about seeing your thoughts in black and white – it makes them feel more real, more achievable. Research shows that collecting, writing down, and sketching out ideas in a notebook doesn't just boost your self-awareness, it also stimulates your creativity and innovation skills.

Embracing who I am

The journey to authentic leadership starts with a simple yet powerful step: recognizing your strengths and weaknesses. Once you've got a handle on these, it's all about learning to embrace them and use them strategically. This is the essence of true authenticity.

Creating a list of your abilities and challenges can be a game-changer. It helps you approach these aspects of yourself more mindfully and shape your behavior accordingly.

Exercise: Take a moment to jot down your top 5 strengths and 3 weaknesses and display this list somewhere you'll see it often. It could be on your bathroom mirror, your fridge, or at your desk. Next, think about how you can leverage your strengths in your day-to-day life.

As for your weaknesses, don't shy away from them. Instead, develop strategies to either minimize their impact or, better yet, transform them into strengths. Remember, both your triumphs and your challenges play a crucial role in shaping you into the unique leader you are.

CRACKS CAUSED BY SELF-DOUBT

Today's leaders navigate a landscape defined by a high level of uncertainty – often referred to as VUCA (Volatility, Uncertainty, Complexity, Ambiguity). In this environment, decision-making demands more than just technical know-how. Traditional management approaches frequently fall short, failing to fully grasp the intricacies of complex situations.

In these uncertain times, self-reflection has become more crucial than ever. Leaders face constant pressure to make snap decisions, often with incomplete information. This is where self-awareness proves invaluable: it provides clarity even when external factors remain uncertain. Your inner strength becomes your anchor in turbulent waters.

Self-doubt and impostor syndrome can severely undermine your effectiveness as a leader. When you lack confidence, that uncertainty ripples out to others. The result? Decision paralysis, stagnation, and endless, fruitless discussions.

I've been there myself. In the years leading up to the pandemic, I vividly recall battling constant neck tension, headaches, and sleepless nights. But beyond these physical

symptoms, my outward perception took a hit: uncertainty is often mistaken for incompetence, which can ultimately call your entire leadership into question. That's why a strong inner core is essential – a personality that remains steady and

decisive, even in times of crisis. Only then can you prevent those inner cracks from forming and truly accelerate your leadership impact.

Self-Leadership: A Critical Skill for Modern Leaders

For today's leaders, self-awareness is paramount. It's about asking the tough questions: Why am I doing what I'm doing? Does my current path align with my true desires?

People are drawn to authentic leaders because they sense a groundedness and a clear set of values. When you cultivate self-awareness and authenticity, you're not only providing direction for yourself but also instilling confidence in your team.

In our rapidly evolving world, I believe that self-awareness and the ability to make decisions in uncertain conditions will become essential leadership skills. Self-leadership means recognizing and managing your inner drives and impulses.

One powerful tool for developing this skill is embracing silence. Quiet moments allow us to step back, make clearer decisions, and tune into our inner voice. Many of my clients who incorporate regular periods of retreat and stillness into their routines report improved decision-making and a greater sense of balance. They've shifted from being purely reactive to proactive, able to project calm and clarity even in the most hectic situations.

STRENGTH BEGINS WITHIN

My experience during the pandemic taught me a valuable lesson: it's not just about weathering setbacks, but about using them as springboards to emerge stronger. But how can we achieve this?

We often hear about the importance of resilience. However, true resilience isn't passive endurance. It's not about increasing our capacity for suffering, but rather developing the

active ability to bounce back from setbacks and chart a new course.

This is one of the most crucial skills you can develop to tackle professional challenges and navigate life's difficult phases.

The key lies within ourselves and our capacity for self-leadership. When you can provide yourself with the necessary structure and support, you'll be better equipped to guide your team or family through tough times. This means allowing yourself moments of rest, tapping into your inner strengths, and maintaining a forward-looking perspective.

Exercise: To immediately tap into your inner strength and beauty, try integrating this simple ritual into your daily routine: The "Art of Mirroring."

Whenever you overcome a challenge – big or small – take a moment to reflect. Ask yourself: What carried me through this situation? Visualize exactly what helped you, then jot down a quick note or sketch in your notebook.

Over time, this practice hones your self-reflection and self-awareness skills. Day by day, step by step, you'll build and reinforce your self-confidence.

BALANCE IN EVERY STROKE OF THE BRUSH

Many of my clients possess exceptional skills, yet often lack the confidence to fully utilize them. That's why a key focus of my work is nurturing self-assurance and personal impact. In our coaching sessions, we develop leadership styles that are both authentic and empathetic. These approaches aren't just effective – they boost employee satisfaction without creating work-life imbalances. And here's a bonus: they're enjoyable too. Because yes, leadership should be fulfilling.

Creativity plays a crucial role in this process. It's not just for artists anymore. In today's business landscape, creativity is one of the most valuable assets a leader can possess. It's the

key to finding innovative solutions, generating fresh ideas, and charting unconventional courses.

Creativity flourishes when we challenge ourselves to think “outside the box” and introduce novel perspectives. For instance, try shaking up your next team brainstorming session with prompts like “What if we had an unlimited budget?” or “How would we tackle this problem if we were 100 years in the future?” Creative leadership is about fostering innovation and embracing new ways of thinking.

Incorporating art into this process can be a powerful catalyst. Art is more than just aesthetic pleasure; it’s a mirror reflecting our thoughts and aspirations. Simply engaging with artwork can unlock doors to self-discovery and help shape your unique path to success.

Why? Because engaging with and contemplating art naturally triggers a process of self-reflection. When we interact with a painting or sculpture, we’re prompted to consider questions of meaning, context, and emotional resonance. This reflective process often spills over into our personal lives, encouraging us to examine our own values, dreams, and experiences. Simultaneously, it fosters personal growth by challenging us to confront various aspects of ourselves and think beyond our usual boundaries.

But there’s more to it. Art can also be a powerful tool for engaging with and understanding our own emotions. Paintings, sculptures, and music can evoke a wide range of feelings: joy, excitement, melancholy, and thoughtfulness, to name just a few. By interacting with artworks, we hone our ability to recognize and articulate our own emotions.

This emotional intelligence is crucial for understanding our true desires, needs, and goals – the foundation of inner peace and clarity. It’s not just about identifying feelings, but about contextualizing them within our broader life objectives.

Integrating artistic approaches into leadership practices can yield remarkable results. Incorporating art as a medium into everyday leadership is actually more straightforward than you might think.

One technique I frequently employ in my coaching sessions is working with art analogies. I'll spread out postcards and photos of diverse artworks on a table and invite participants to choose a piece that intuitively represents a current challenge in their team. We then discuss which elements of the artwork correspond to their situation and brainstorm potential solutions that emerge from this analysis.

Which aspects of the artwork mirror the situation at hand? What novel approaches to problem-solving might this perspective inspire? This method stimulates unconventional thinking and can uncover surprisingly innovative ideas and solutions.

BECOME THE MASTERPIECE OF YOUR TRAITS

Our uniqueness, inner beauty, and strength are the cornerstones of authentic and successful leadership. With the right techniques and guidance from a coach, you can unlock this sparkling innate potential.

After a prolonged period of virtual interactions, there's a palpable craving for genuine human connection. There's an undeniable magic that occurs when we meet in person – an energy that simply can't be replicated through a screen.

That's precisely why I favor face-to-face coaching. At my retreats in Italy, women experience firsthand the transformative power of personal coaching. These retreats provide a nurturing environment for you to uncover your inner beauty and strength. Drawing inspiration from art and our

surroundings, we delve into deep reflections and self-discovery, often leading to life-altering revelations.

I invite you to embark on this journey of self-discovery. Let's bring your inner strength to the forefront and chart your unique path to success.

As Leonardo da Vinci once said, "The height of genius is to see the extraordinary in the ordinary." I challenge you to discover the extraordinary within yourself. Together, let's push the boundaries of what you so far thought was possible.

<https://heikebrittaunap.com/>

Ekaterina Lyubushkina



Ekaterina Lyubushkina is the founder and owner of one of the largest service centers operating in three countries. Also, she is the owner of a large cosmetology clinic, equipped with the most modern devices and preparations. She invests in the development of new discoveries and technologies in device cosmetology. Ekaterina develops and manufactures cosmetological equipment under her own brand. She is the founder and owner of the dietary supplements brand BAD. Each of her companies is a

leader in its niche. In her Instagram @katerina_lyubushkina, she talks about how she manages large business projects.

With her experience, you will go with her from choosing a business idea to its scaling, and to creating your place in the history of the world. She explains complex techniques in simple words so that everyone can apply them in developing their business, with brevity and clarity of presentation, many methods, techniques, and rules with great practical significance. Her reliability is confirmed by practice.



SCAN ME

**Success isn't just About
Luck - It's About Having
an Effective Strategy**

Ekaterina Lyubushkina

Hello, my name is Ekaterina Lyubushkina. I sincerely hope this chapter will be beneficial for many business people. Whether you are at the beginning of your journey, unable to see your big goals and mission, feeling tired, or no longer believing in your business idea, you must read this chapter to the end.

I own five successful businesses in the field of cosmetology. At 38, I manage a large staff - these are my people who have achieved great results with me and continue to stride forward shoulder to shoulder. We have grand plans. At this stage of our development, drawing from our experience, we assist others who also wish to grow, develop their businesses, and overcome various difficulties.

Here, I want to briefly outline my path and share golden tips that helped me achieve excellent results in developing my companies.

My Story

I was born into a large family with nine children, and I am the eldest.

I grew up in an old house. We lived modestly. My parents demanded rapid growth and development from me, teaching me to take responsibility not only for myself and my education but also for my younger brothers and sisters. They worked a lot, and I always helped them - looking after the children, cooking, and cleaning.

I thought that after graduation, I would start a family and have children, following the example of my large family. But my dreams got the better of me. After finishing school, I moved to a big city to develop and study because there were more prospects and opportunities, and life was more active and interesting.

Relatives constantly discouraged me from career growth, which was offered to me quite quickly at work. They believed that it was a big responsibility and there were many risks that

a young woman should not take on. They wanted to protect me from possible mistakes, believing that the safer and more comfortable life was, the better it was lived.

I did not agree because I had experienced enough difficulties and sorrow in life. And I regret nothing. All this made me quite strong, smart, and experienced.

When it comes to developing yourself and your business to change the world for the better, I will advise you. Because it is precisely such goals in business that you should strive for.

I Decided on My Path

I have always been interested in new technologies. And I wanted my work to benefit people. Therefore, I chose the direction that was gaining momentum in its development and wanted to become one of the best specialists in my chosen field. To be involved in something new and actively developing. And most importantly, to something that brings benefits, beauty, joy, and youth.

I decided that I needed to study cosmetological devices, which at that time were considered somewhat miraculous, and no one understood how they worked. I eagerly studied all the technical specifications and wanted to always be aware of all the innovations and technologies. Later, I became one of the best specialists in understanding cosmetological devices.

But not everything went according to plan, and I faced the first difficulties that I could not cope with. I learned many negative facts about the quality of the equipment sold by this company. And I saw many complaints from clients about injuries during procedures.

Unfortunately, the company's management did not pay attention to these complaints and did nothing to solve this problem. They were satisfied that they could use substandard equipment, which was cheap, and made a large profit. Management did not listen to me.

This was a turning point, as I was not going to negotiate with my conscience. I made the only correct decision, I quit this company.

I highly recommend you follow this direction:

“Create a quality product that benefits society.”

So, I wanted to change the existing system in the cosmetology business, and I decided to start doing what I had never done before. Open a new business, register a company, and become an entrepreneur. This was a new experience for me; I opened a service center for repairing cosmetological equipment and a school for cosmetologists.

I wanted people to start distinguishing between quality and safe equipment and substandard and dangerous equipment. I saw my path clearly but I didn't know it was so interesting and unpredictable.

Creating Revolutionary Changes

To create some revolutionary changes, you have to go through different periods. Often, there are very strong emotional tensions because you face a large number of tasks and difficulties, especially when there is no support from people close to you, and those around you say that you will not succeed.

I started solving the priority tasks and underwent training in marketing. Then I launched advertising campaigns, started hiring employees, and we got our first clients. At first, everything seemed very difficult, but if you continue to think further and delve into problems, as a rule, you come to the simplest solutions.

At this stage, you need to invest a lot of time and effort and never give up, as most new entrepreneurs will quit here.

Before I opened the business, I had a dream to create my own high-quality cosmetological equipment. I even made sketches and drawings, which I still keep as confirmation that dreams come true.

This dream at the beginning seemed unattainable, as large investments were needed, and it would have been difficult for me to implement it alone. But my employees helped me to implement it. I already had a large assortment of equipment, which was in great demand among our clients. It took time to get to this point, but the equipment was high-quality and safe.

I think one of my big advantages was that I learned quite early about the mistakes made by other companies, whose activities I analyzed, and many of which eventually ceased to exist because they neglected their clients' trust. I tried to exclude the possibility of similar mistakes with my companies. You need to know what your competitors are doing.

There is a good quote from Henry Ford: When it seems that the world is set against you, remember that an airplane takes off against the wind.

Today, I know the strengths and weaknesses of each manufacturer of cosmetological devices around the world. I know what is inside each device. Therefore, I can confidently tell you what to buy and what not.

My company manufactures cosmetological devices - my dream has come true and I own a cosmetology clinic equipped with the most modern equipment and staffed with excellent specialists. I invest in the development of discoveries and technologies in the field of device cosmetology.

And here I am writing a chapter in a book with Brian Tracy, which I can hardly believe.

How to Play the Successful Business Game

I want to be an example for those of you who want to improve yourself and make the world better. Your lifestyle and bank account are the result of your daily actions. I know firsthand how to start the right business and successfully run it. When starting your business journey, you need to be ready for risks,

complex and unpredictable situations, and mistakes, and to quickly draw conclusions and exclude mistakes in the future.

Never give up. The business process is scary and unpredictable in the beginning. It resembles a computer game - where you create your own goal and pave the way to achieving it. You need to be patient and venture into a new unexplored world, full of interesting puzzles and tasks that need solving. The main question you will most often ask yourself on your journey is: "What should I do?"

Your Business "Computer Game"

You are the main character of your game and you have no plan at the start. So, you must draw possible paths for the development of events and movements, you choose the speed and level that you want to reach. It is inevitable that you will encounter obstacles of various kinds that will slow you down. Here, the weak perish, and the most important thing for survival is to focus on creating something important.

You will meet interesting characters, some of whom you will go along with, and some who it is best to part ways with. Never wear rose-tinted glasses.

But you always know that the path itself is the most interesting thing in this game. Sometimes it sets you back, but you must understand that no one climbs to the top without obstacles. There will be difficulties, thanks to which your world-view will expand and you will always learn something new. You need to believe in your ideas and be ready to implement them.

You must keep moving, occasionally slowing down for a little rest - but never stop. In business, the weak either become strong or perish.

You will become more interesting and stronger. Business becomes a lifestyle. You gain experience, acquire various "skills" and learn to see things as they could be.

And then it's not so scary anymore because you have become a strong hero, where nothing will be an obstacle to achieving your goal. You can control all processes, from washing floors to the strategy of the business. Nothing more can scare you, slow you down, or hinder you. You have realized your super ability, and the main thing was to wait for the right moment.

Your growth, horizons, and your power allow you to see far into the distance, and at this level, you can move at a higher speed, as you have learned how to quickly and effectively bypass obstacles and realize your dreams. You can predict the future, and benefit from it.

My 7 Golden Tips for Business Success

To move faster and gain knowledge for success, here are a few of my golden tips that will help those who are just starting as well as those who have been in business for a long time:

1. You need to choose the right strategy. In my case, the strategy was that I knew something that no one else knew. And here it is important to choose the path of an honest and quality product. Because a good product sells itself, as people buy it repeatedly and recommend it to others. Many businesses have stopped growing and developing only because clients were disappointed in them and no longer purchased repeatedly. Such companies need to find new clients each time, which requires large advertising expenses, negative reviews, and small profits. Therefore, it is better to choose the right path at the start.

2. You must have a big goal. How do you see your product in ten to twenty years, or perhaps longer? How necessary is it for people? What benefits does it bring? Are you proud of your product? How relevant will it be after many years? It is important that you and your employees have a shared vision so that everyone understands and everyone moves in the direction of the common goal. Initially, you will gain experience, then the big money will come. First of all, you and your employees should have a goal, that is not only about ac-

cumulating wealth but also about striving for happiness and well-being. To succeed in business, it is necessary to make others see things as you see them. You cannot start a business without a reason and a goal.

3. Next, you need a working business model. You need to understand the tools of marketing and advertising, and what is responsible for the flow of inbound inquiries. Where and how will you find potential clients? How will you organize your sales department, who will handle clients, negotiate with them, and then generate income.

You will need to organize the transfer of the product to the client, the provision of the service, and deliver what the client paid for.

4. Test whether there is demand so that you only invest money in products that will sell.

5. If everything is “OK,” gradually recruit and expand your team.

6. At the beginning of your journey, while you are creating a business model and building processes, you need to dedicate a certain period of your life to the cause. You need to learn a lot and work hard, which will allow you to become successful. And later, when your income becomes stable, you need to persistently plan to develop your brands, which is the next phase of business development.

7. The need for your constant presence in the business has come to an end, you no longer need to be its most vital resource. This is the natural stage to exit the operational processes. At this stage, you need:

Leadership skills

Learn to work through your employees

It will be difficult, but you must learn to trust and delegate processes. Communicate with your employees. Setting tasks and asking about them means instilling discipline in people.

Hire a manager who will further develop the team and be accountable to you for the end result. A self-working team is essential.

There are not many points, and it is good when there is a clear plan of action. But do not start a business without a vision and goals which must be aimed at benefiting society.

Don't be a Slave to Your Business

Business allows you to be free. But to not become its slave, it is necessary to build a system, build understandable and autonomous processes, and automate your company so that all employees work on the desired result without your participation.

Understand that all new skills come with new knowledge, and experience, through pain and blood. Entrepreneurs are not born; they develop because all this knowledge needs to be learned and it is necessary to apply and test in practice to make the right management decisions.

Successful business people are leaders with a special mindset, ambitious and goal-oriented, and capable of adapting to any conditions. Raise your head and you will find that there are many people above you who are much faster and smarter, and much richer. Keep looking there as you climb up.

Set ambitious goals, and think about what new things your business can bring to society because all major global companies in one way or another have the goal of changing the world.

I will end the chapter with a quote from Theodore Roosevelt: "It is better to dare to do mighty deeds, to achieve glorious triumphs, even though checkered by failure, than to rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows neither victory nor defeat."

What You Need to do Next

If you are interested in becoming involved in the exciting and profitable world of health and beauty then I can consult with you to give you the best chance of success in the market. You can reach out to me at

<https://www.instagram.com/miss.kiss.clinic/>

Congratulations!

You have now come to the end of this powerful book

Cracking the Business Mastery Code.

Many of the chapters in this book have told real stories of triumph over adversity. Ordinary people told their stories of how they started with nothing (in some cases less than nothing) and created flourishing businesses through passion, perseverance, and working smart.

It doesn't matter who you are or where you are from – you can do this too!

Everyone has the chance to succeed in their life but only a few do this.

Be one of the few by taking action and achieving your dreams.

Don't just read this book – use it to inspire you to create the life you have always dreamed of!

All of the authors in the book did this and you can as well.

Utilize the proven techniques that the authors have provided to transform your life and your business.

By applying what you have learned, you can crack the business mastery code too.

Thank you for reading this book.

If you would like to tell your story in the next Brian Tracy book then please reach out to Medhat and make it happen.

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We wish you every success for the future.

Brian Tracy

Medhat Zaki

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BRIAN TRACY

Brian Tracy, a renowned motivational public speaker and self-development author, having authored over 90 books that have been translated into 56 languages. His notable titles include “Earn What You’re Really Worth,” “Eat That Frog,” “No Excuses!,” “The Psychology of Selling,” “The Psychology of Achievement,” and “Master Your Time, Master Your Life.” With the admirable goal of sharing his wealth of knowledge, Tracy is now teaming up with his friend Medhat Zaki and a group of highly skilled business experts to create a book series aimed at helping countless business people take their enterprises to new heights.



KAPIL PATEL

Kapil Patel, founder of Inspiring Happiness At Work, is a transformational speaker, trainer, and entrepreneur. Known as a „Happiness Spreader,“ he helps employees discover purpose, passion, and pure joy in their work. He empowers individuals to take charge of their happiness, growth, and engagement, fostering thriving and productive cultures for organizations. Kapil is a proud father of one child and the husband of a wonderful wife.



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