

New Mexico and Albuquerque 2018 Professional Development Training April 5 – 6, 2018

Thank you!



Who am I?

Who Am I?

- Born in Henryville, Indiana in 1890
- Father died when he was 6 years old
- When his mother remarried, his stepfather beat him
- Lied about his age, joined the Army at 15
- Worked as a farm-hand, conductor, fireman, self-taught lawyer, insurance salesman, steamboat operator
- Shot a man in self defense

Who Am I?

- Owned a gas station
- Started a restaurant but went out of business because of a new highway
- At age of 66 he started to sell his product across the country.
- Lived on a social security check of \$105 a month.
- Had to sleep in a car at age 65 while trying to sell my product

Hint – “finger licking good”...



How many of us would have given up?



**“His Fried Chicken Recipe
Was Rejected 1009 Times
Before A Restaurant
Accepted It.”**

- Colonel Sanders, KFC



Worldwide KFC

- In 2017, KFC restaurant chain had a brand value of **\$13.52 billion** U.S. dollars
- 4th largest fast food brand in the world
- 21,487 KFC restaurants worldwide in 125 countries
- In 2013, there were 4,563 outlets in China

Who am I?

Imagine this...

- High school student in Jeffersonville, IN
- In 1983, knocked out a broom closet in the back of his father's tavern (Mick's Tavern)
- Sold his 972 Camaro Z28 for \$2,800 to help out his father
- And he purchased \$1,600 used restaurant equipment
- Sold pizzas to the tavern's customers
- Graduated from Ball State University

Imagine this...

- Enjoyed cooking from an early age
- Had a dream of selling a quality product – pizza
- Wanted to provide customer service



Better Ingredients.
Better Pizza.

Who is it?

- John Schnatter who founded Papa John
- As of Dec 2016, ranked the 3rd-largest-take-out and pizza delivery in the US
- Over 4,700 establishments – 3,500 in US and 1,200 spread amongst 37 other countries and territories
- Public traded company with 25% of its shares owned by John
- On Jan 2002, Papa John's became the 1st national pizza chain to make online ordering available

Why were they successful?

What did they have in common?

Principles they had in common?

1. Willing to commit to their dreams or vision
2. Willing to fight negativity
3. Willing to work hard
4. Most importantly they were willing to persevere

Success is a Choice

Do you believe it?
Life is all about choices
April 5, 2018



WHETHER YOU
THINK YOU CAN,
OR THINK YOU CAN'T,
YOU'RE RIGHT.

(HENRY FORD)

**Going to talk about a few
principles to get us there.**



**My favorite bywords
are perseverance
and persistence**

“The Founder” – example of persistence



McDonald's



- Ray Kroc was a marginally successful traveling salesman
- Tried to sell multi-spindle milkshake machines
- In 1954, Ray met the McDonald's brothers
- Ray quickly had a vision of franchise restaurants across the nation
- Now the Golden arches has become one of the most recognizable trademarks in the world

What is “Persistence”

- Make a tremendous effort to achieve your goals.
- Continue a task in spite of difficulty until goals are finally achieved
- Requires dedication and commitment
- Single-mindedness to achieving it.

What is “Perseverance”?

- Steady determination to overcome one's difficult situations in life
- Can last for a lifetime
- Does not have negative outcomes

***“Through perseverance the
turtle reached the ark.”***

-- Mr. Self Development



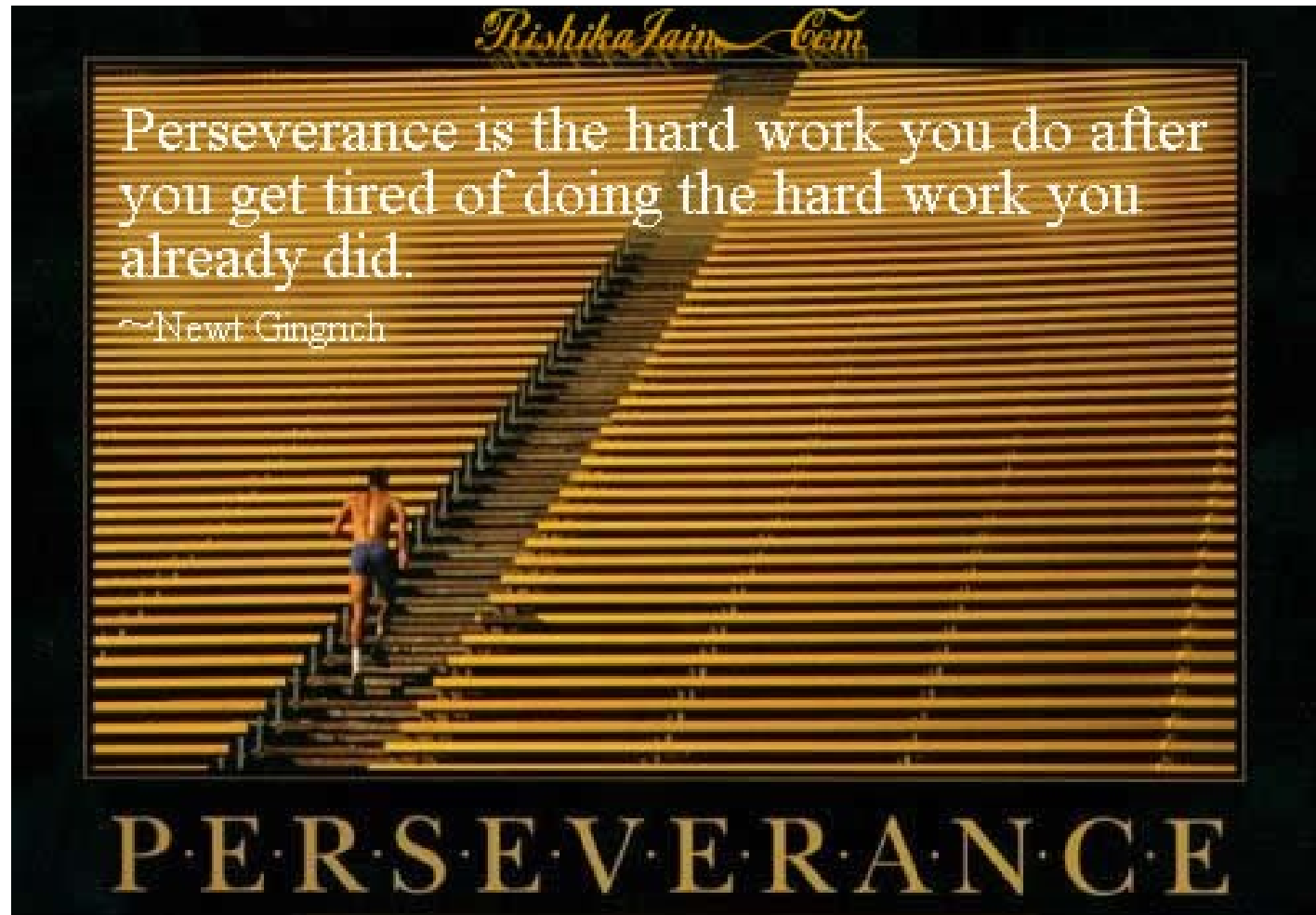
Perseverance – cautious with naysayers



Perseverance

- No one succeeds without it
- Guides you through the dark nights
- Gets you through the difficult days

Stay the course – never stop



Principle -- Hard work and commitment



Power of Perseverance

- *“The greatest oak was once a little nut who held its ground.” – Author Unknown*
- *“If we are facing in the right direction, all we have to do is keep on walking.” – Buddhist Saying*
- *“The race is not given to the swift, nor the battle to the strong, ...but to the one who endureth until the end.” –from Biblical References*
- *“Perseverance is not a long race; it is many short races one after another.” – Walter Elliott*

Finish the race

PEYTON MANNING'S 10 RULES FOR SUCCESS

- 1. THINK OUTSIDE THE BOX
- 2. ENJOY THE JOURNEY
- 3. TELL GREAT STORIES
- 4. APPRECIATE THE LITTLE THINGS
- 5. STAY AT IT
- 6. LOVE THE GAME
- 7. SHOW SPORTSMANSHIP
- 8. HAVE NO REGRETS



Power of Perseverance

- *“Don’t be discouraged. It’s often the last key in the bunch that opens the lock.” – Author Unknown*
- *“With ordinary talent and extraordinary perseverance, all things are attainable.” -- Thomas Foxwell Buxton*
 - Can climb any mountain,
 - Accomplish any task, or
 - Fulfill any dream;
 - With enough time you can do anything
- **You just have to be determined. You have to be committed.**

Success – What does it mean to you

Success Means Different Things

- Is it money
- Is it power
- Is it the respect from others you seek
- Is it self-satisfaction or actualization
- Do you desire to have better relationships with people in their lives



One thing we know for sure -- everyone wants it

- We want to be more productive
- We want to feel like we are reaching our full potential
- We want to feel like we are in control of our own destiny
- We want to be recognized or acknowledged for what we do
- We want to feel like we have value



Starts with a desire

A burning desire is the starting point of all accomplishment. Just like a small fire cannot give much heat, a weak desire cannot produce great results.

A Young man asked Socrates what was the secret to success

- Socrates asked the young man to meet him the next morning
- When they met Socrates asked the young man to walk with him to the river
- When they had entered the water and the water got up to their neck, Socrates took the young man by surprise and diked him into the water
- The boy struggled to get free but Socrates was too strong and kept him there until the boy started turning blue
- At the last possible moment, Socrates pulled the young man's head out of the water and the first thing the young man did was to gasp and take a deep breath of air.

Socrates asked the young man:

“What did you want the most when you were there?”

The boy replied “**Air**”

Socrates said:

key

*When you want success
as badly as wanted the air, then
you will get it.*

**The problem is that many of us
don't know how to get there**



There are many reasons we use to justify why we are failing

- I didn't go to the right school
- The marketplace is too competitive
- My job is too tough
- There are no really good jobs anyway
- I have too many responsibilities
- It's all about contacts anyway, and I don't have any
- The boss doesn't like me
- My wife doesn't understand me
- My co-workers don't understand me
- It's always in part someone else's fault



Why are some people successful and not others?

- Could it be a lack of commitment?
- Could it be fear?
- Is it easier to play the blame game than to accept responsibilities for our decisions
- Could it be that we lack focus? Not setting goals?
- Are we surrounding ourselves with naysayers?
- Do we have a positive attitude?
- Do we give up too easily?

Passion and Perseverance is GRIT



**I submit to you that F-E-A-R
is one reason why?**



What are we are afraid of...

- Trying new things
- Stepping out of our comfort zones
- Afraid to taking any sort of risk
- Following their dreams
- Setting goals
- Being themselves
- Being unique
- Thinking outside of the box



Messick, Mark. Scared?: How To Overcome Fear, Unlock Your Potential, and Achieve True Greatness (Kindle Locations 283-286). Kindle Edition.

Nothing controls our lives more than our self-image

- We live like the person in the mirror
- We are what we think we are
- If you don't think you will be successful, you won't
- You can't be it if you can't see it
- Your life is limited to your vision
- If you want to change your life, you must change your vision of your life



Messick, Mark. Scared?: How To Overcome Fear, Unlock Your Potential, and Achieve True Greatness (Kindle Locations 283-286). Kindle Edition.

Power of Focus – Keep your eyes on the Prize

An interesting motivational talk on this subject by former Dallas Cowboys coach, Jimmy Johnson



Keep focused

- If I laid a 2-by-4 plank across the room, everyone would walk across it and not fall, because of our focus
- But if I put that same 2-by-4 plank 10 stories high between 2 buildings, only a few would make it, because the focus will be on failing.
- Focus is everything.
- The team that is more focused today is the team that will win this game



Beat Buffalo Bills 52 - 17



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

- Lao Tzu, Chinese Philosopher



“You never fail until you stop trying.”

Albert Einstein

What do we need to do?

First, we must establish a direction you are heading in, and there's only one way to do that.

That's by PLANNING



It's up to you.



YOU were born to succeed

Set Goals - Why?

- You can take control of your life
- You focus on the important things
- Help you identify and establish your priorities
- Help you make the right choices based on the long-term view of what is important to you
- You will focus and concentrate your time and energy on the task
- Keep you away from all the distractions
- After you finish one goal you will try to achieve higher goals

Self motivation

- Be patient
- Work hard
- Rome was not built in one day – it's the same as our success
- Need to prepare well and develop action plans
- When you finish a task, you can provide yourself with affirmation – “Done well today.”
- Write down how it feels
- The key is to **visualize your success** – imagine how you will feel when you are successful
- Do it every day!

Choosing the wrong words can cripple you success

- **You say, “I’ll try”.** Translation:
 - Given yourself an out
 - Built in-escape route
 - Presupposes failure
 - Lacks intention and confidence
 - You are sowing doubt in your own mind
- **You say, “I am now.”** Translation
 - Directs you
 - Says that you are committed to yourself that you’ve chosen to honor
 - Says you will find a way to get it done
 - Means you will not stop even in face of difficulties

We need to master the fundamentals

- Attitude
- Action
- Persistence

**We either have to commit or
remain status quo**



BDD

BANTAM DOUBLEDAY DELL AUDIO PUBLISHING

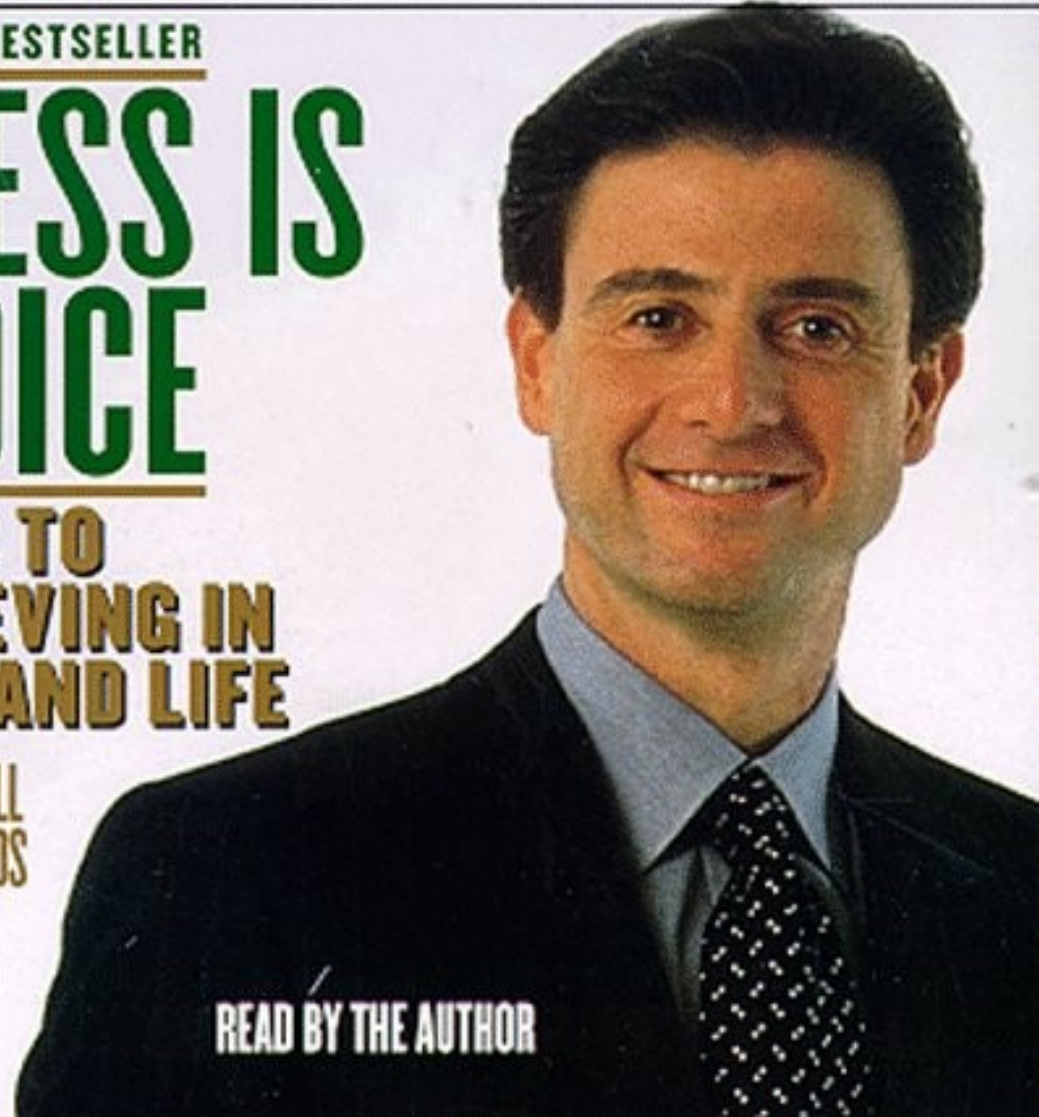
THE #1 NATIONAL BESTSELLER

SUCCESS IS A CHOICE

**TEN STEPS TO
OVERACHIEVING IN
BUSINESS AND LIFE**

RICK WITH BILL
PITINO REYNOLDS

READ BY THE AUTHOR



Build Self-Esteem



“You cannot perform in a manner inconsistent with the way you see yourself.”

Ziq Ziglar

People who feel good about themselves

- Can push themselves
- Can set long term goals
- Have dreams
- Are risk takers
- More importantly, they are achievers

People with Low Self-Esteem

- Often unfocused
- Easily frustrated
- Lack discipline
- Poor organizational skills
- Inability to finish things
- Sense of discontent
- Sensitivity to criticism



How do we raise our self-esteem?

- First, looking closely at the person in the mirror
 - You're not going to fool that person
 - He know more about you than anyone else
 - He knows exactly how hard you work, how organized you are, how good you plan
- Be honest with yourself—don't try to fool the mirror



Mark Jackson

- Played as point guard at St. John's University
- Selected 18th in the first round - NBA draft
- Considered too slow
- Could not shoot very well
- Rick Pitino predicted he would be NBA's Rookie of the Year



“People become really quite remarkable when they start thinking that they can do things. When they believe in themselves they have the first secret of success.”

-- Norman Vincent Peale

Never Give Up

Famous Failures

What will you choose?





