

# The Power of 7

**TRUE MASTERY IN LIFE**—the ongoing pursuit of excellence and achievement in any endeavor—requires an ongoing commitment to constant growth and improvement in all the areas of life that matter most. Use the “Power of Seven” as a roadmap to help take your life, and your business, to the next level.

## The 7 Character Traits of Leaders

1 Passion! 2 Belief! 3 Strategy! 4 Clarity of Values! 5 Energy! 6 Bonding Power! 7 Mastery of Communication!

### The 7 Beliefs of Success

Belief is the foundation of excellence. Our beliefs drive the fundamental choices we make about how to perceive our lives and therefore, how to live them. The 7 Beliefs of Success will empower you in any situation as you build a life of true mastery.

#### 1 Everything happens for a reason and a purpose, and it serves you.

We all experience adversity at some point in our lives. It takes a lot of discipline to be able to retrace our steps, learn painful lessons, mend fences and take a good look at new possibilities. But that's the only way to get a positive outcome from what seems like a negative result.

#### 2 There is no such thing as failure, only results.

Extraordinary leaders, those who have mastered their lives, understand that if you try something and don't get the result you want, it's simply feedback. If you reflect on what you've learned in your lowest moments, chances are they are some of the most valuable lessons you've learned in your life.

#### 3 Whatever happens, take responsibility.

Great leaders come from the belief that they are responsible for what they create in their world. They believe that no matter what happens, whether it's good or bad, they created it.

#### 4 It's not necessary to understand everything to be able to use everything.

Business leaders typically have a lot of working knowledge about a lot of things, but often have little mastery of every detail of their enterprise. The key is to know what's essential without getting bogged down in the details.

#### 5 People are your greatest resource.

Great leaders have tremendous respect and appreciation for people. They have a sense of team, of common purpose and unity.

#### 6 Work is play.

Leaders see work as a chance to challenge themselves and enrich their lives. Bring to your work the same level of curiosity and vitality that you bring to your play.

#### 7 There is no great success without commitment.

The difference in pure ability between people seldom tells you anything. It's the quality of commitment that separates good from great.

#### Who is this man?

- Failed in business at age 21
- Was defeated in a legislative race at age 22
- Failed again in business at age 24
- Overcame the death of his sweetheart at age 26
- Had a nervous breakdown at age 27
- Lost a congressional race at age 34
- Lost a congressional race at age 36
- Lost a senatorial race at age 45
- Failed in an effort to become vice-president at age 47
- Lost a senatorial race at age 49
- Was elected president of the United States at age 52

The answer? Abraham Lincoln.



### The 7 Forces of Business Mastery

While these are challenging times, they are also times of opportunity. In fact, the best companies have always excelled in the most difficult eras. More than half of the Fortune 500 were birthed in an “economic winter”—a recession or a depression. If you can learn, as they did, not only to become more efficient, but also to optimize sales in a down environment, you'll be able to succeed in any economy. The 7 Forces of Business Mastery are about creating a system that improves your business by empowering you with the skills and tactics you need to gain an invincible advantage—in any environment.

#### 1 An Effective Business Map.

The only true competitive advantage in today's changing market is to think beyond a traditional business plan—you also need a business map that can take you from where you are to where you want to be in the shortest amount of time.

#### 2 Constant & Strategic Innovation.

As a leader in your industry, you have to innovate. Consumers are no longer impressed with any one new feature or service for very long—they expect a constant evolution of improvement or they will go elsewhere.

#### 3 World-Class Marketing.

Have you ever seen a business that has inferior quality products or services, and yet they dominate the market? It's because the business knows who its customers are, what they want and need, and how to tell the business' story in a way that compels prospective customers to buy.

#### 4 Sales Mastery Systems.

Marketing makes people want to do business with you, but sales is what you get paid for. You must create multiple channels to capture, convert and close sales.

#### 5 Financial & Legal Analysis.

Do you know where your company is spending its money? It's easy to lose sight of the key measurements that can predict our progress or demise. Being able to measure where your business is, where it's going, and being able to see the blind spots that could get you into trouble are factors that are paramount for any business.

#### 6 Optimization.

Sometimes, the biggest growth opportunities don't come from new initiatives, but rather from taking the core processes the business is already doing and executing them more effectively. A small incremental improvement made in a few key areas can result in geometric growth to the business as a whole.

#### 7 Raving Fan Customers.

The more value you add to your customer, the more you'll dominate the marketplace.

#### Did you know?

Companies like Disney, Apple, Exxon, Microsoft and FedEx were launched when the rest of the business world was licking its wounds.



## “ In the words of ANTHONY ROBBINS ”

- *Determination is the wake-up call to the human will.*
- *Success and failure are not overnight experiences; it's all the small decisions along the way that cause people to fail or succeed.*
- *At any moment, the decision you make can change the course of your life forever.*
- *All personal breakthroughs begin with a change in beliefs.*
- *Nothing in life has any meaning except the meaning you give it.*
- *There's always a way to turn things around... if you're committed.*
- *It is in your moments of decision that your destiny is shaped. Choose well.*

### The Pyramid of Mastery 7 Areas of Constant Growth for an Extraordinary Life

