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Ambit - Utica PowerTrip with Dr. John Maxwell

I'd like to take a few minutes to share some of the wit and wisdom that visited with a couple thousand Ambit consultants yesterday in Utica in the form of Dr. John Maxwell.

But before I do, I'd like to share with you my personal impression of this company that we've joined. Not only is Ambit the right opportunity at the right time with the right product and the right compensation plan ... it's also a great company founded on great principles and headed by great leaders.

If you haven't spent any time watching Jere Thompson's [video on YouTube](#) or Chris Chambless' [video](#), let me encourage you to find a few minutes to watch them and begin to see the true heart of the company.

That heart was definitely on display in Utica yesterday. The "five guys," as John Maxwell referred to the top five income earners in Ambit, were there to share with us their stories, their vision and their encouragement. And nobody was as fired up about things as Ray Montie.

But the day belonged to John Maxwell. If you don't know who John Maxwell is, I would very much encourage you to get to know him and to invite him and his wisdom into your life. This isn't about Ambit at all. This is about personal development and becoming a better person. John is a leader's leader and his focus is on leading people to better themselves and to serve others.

In essence, that's what this Ambit business is all about. It's about becoming better individuals, helping others along their path, and building great relationships along the way. The residual income is the financial reward we receive for helping others improve their lives and the lives of those they care about.

The dream may be free but the journey isn't.

One of the things that John pointed out yesterday is that there is no such thing as a free lunch. Someone, somewhere always pays for that free lunch. We can see in our society today too many people who *expect* a free lunch; they think that they are entitled to benefits that others pay for.

Too many people turn to the government for freebies only to find that they what they get is a pair of shackles designed to look like a benefit. To much too great an extent, we have become a society dependent on the government paid for by the work of our country's producers. All of this conspires to make us far less free, far less in control of our lives and far less able to see, let alone grasp, the American Dream.

As someone who has seized the Ambit opportunity, you have chosen to stand up as someone determined and committed to making a real difference in your life and the lives of those you care about. It is my hope that these brief notes from the Utica PowerTrip may add value to you and your business.

And, lastly, before I jump into the notes, let me strongly recommend that everyone in this business needs to have a copy of Mr. Maxwell's application of his 21 Irrefutable Laws of Success as applied to network marketing and Ambit Energy:

[The 21 Irrefutable Laws of Success in Ambit Energy](#)

Not only is this 4 CD set valuable for you and and your business, it's also the best recruiting tool we have in Ambit Energy. Imagine combining the credibility of Inc Magazine and the endorsement of one of the top authors and lecturers to your Ambit Energy toolbox

Note: This set of notes will, of course, be a very poor substitute for the actual event. Dr. Maxwell's style and entertaining wit will be totally lost. But some of the wisdom he shared may come through and one of these pearls may be just the thing you need right now.

To your success -- todd

"Hi. My name is John. I'm your friend."

This was a phrase Mr. Maxwell would use repeatedly throughout the day. It was a very welcoming, comforting phrase that would eventually be used to soften the blow of some a difficult lesson or challenge that he would put in front of us.

John started by asking the question:

"What is success?"

He offered to help us write our own definition:

Success is knowing what your purpose is in life.

You can't be truly successful without knowing your purpose in life. There are two truly great days in life: the day you come into it and the day you discover your purpose. Discovering your purpose releases your passion and knowing your passion brings great energy into your life.

Low energy people, we all know someone like that, is a person without passion. John refers to them as "the walking dead." They're dead already they just haven't made it official.

Passionate people have high levels of energy and they often can't separate their work from their play. John refers to himself as a work-a-frolic. He's motivated by his purpose.

He urges us not to confuse life and death. Live life until it's over. Don't ever stop following your passion. You can quit when you're dead.

We don't -- we can't -- motivate people. Motivation is the byproduct of passion and purpose. Don't try to motivate someone. Help them discover their passion and their purpose and they'll motivate themselves.

In this business, don't try to motivate people --- instead, look for motivated people.

Purpose -> Passion -> Energy

You can't be successful at what you aren't good at.

It's possible to be passionate about something you're not good at. The problem is that if you're not good at something you'll never be successful at it so passion alone isn't enough.

John used a story about how much he loves the qualifying rounds of American Idol. Some people are so full of passion and yet so devoid of talent. John says he stops watching when they get to the final rounds because all the people are so good they all deserve contracts. But it's in the early stages where you get to see unbridled passion and enthusiasm coupled with an absolute lack of ability. Those people will never be successful at what they're attempting to do despite their overwhelming passion.

You have to look in the mirror and recognize your weaknesses and just admit that you stink at a few things. "I'm John. I'm your friend. I'm not going to steer you wrong."

Discover your StrengthZone and stay with what you're good at.

From the time we're little kids we're told to work on our weaknesses. If you're strong in math but

weak in languages, we're told not to work on our math skills but to focus on language. His advice? Cut that out! Stop working on your weaknesses because you're weak at them. Work instead on your strengths.

On a scale of 1 to 10, ten being the best, you can only improve in any area of skill or ability by maybe two points. If you're a 6 out of 10 in one area, you might work really hard and become a 7 or an 8. That's outstanding. But if you're a 3 in another area and you work really hard you might become a 4 or a 5 which is average.

We don't become successful in any area where we're just average. We don't go out of our way to go to an average restaurant that serves average food in an average atmosphere with average service. And we certainly don't hurry to go there again! Absolutely nobody gets excited about average. So focus on your strengths and work those areas where you're above average.

If you believe it, you can achieve it. NOT!

Don't buy into the saying that says you can achieve anything you believe. It's not true! "I'm John. I'm your friend."

In the areas of giftedness and ability, it's not about belief. It's about being able to be successful. It's a matter of DNA, not choice.

A pig can't fly no matter how long the runway. It's just never going to get off the ground no matter how much it believes it can fly. If you think you can fly, if you think you can overcome gravity, find a fourth floor window and take off! Your belief alone isn't going to keep you from hitting the ground.

However ... in matters of choice you can move from a 1 to a 10. You can choose how good or how average or how bad you're going to be. In areas of attitude, discipline, effort, committedness, etc. You have a choice. You can improve greatly here if you choose to.

Find your strengths.

Your Purpose in Life is your *Foundation*. All success depends on a great foundation.

Grow to your Maximum Potential

Know your purpose ... then grow and develop your strengths.

What is your plan for personal growth?

Growth is not an automatic process. Doing something doesn't automatically lead to growth.

The secret of your success is determined by your daily agenda ... or what you do every

day.

Don't miss that last line. Read it again. It's so deceptively simple that most people miss the power in that statement.

John is a very successful author. He's written 72 books on just four topics.

"Dr. Maxwell, how have you become such a successful author?"

I write every day.

"Now when you say everyday, what do you mean?"

Every day.

"By every day do you really mean every day?"

I mean every day.

"Does that mean on Sundays and holidays?"

Every day. Sunday, holidays, yep ... every day.

"So you write EVERY day?"

Every day. Every single one.

What you do every day determines your level of success.

What you commit to doing every day determines your level of success. If you commit to watching four hours of television every day you'll become a very successful television watcher. If you commit to focusing on your business one hour (or ten hours) every day ... and I mean EVERY DAY ... you'll become successful at it.

When we do something right, we prepare.

When we do something wrong, we repair.

In one day, John says that he can determine anyone's level of success by observing their attitude, the way they relate with people, the way they prioritize and the way they organize.

Every day, what we do either adds value or it takes value away.

TODAY MATTERS 12 Daily Practices to Guarantee Tomorrow's Success

Most of us look at our days in the wrong way: We exaggerate yesterday. We overestimate tomorrow. We underestimate today. The truth is that the most important day you will ever experience is today. Today is the key to your success. Maxwell offers 12 decisions and disciplines-he calls it his daily dozen-that can be learned and mastered by any person to achieve success.

We commonly overestimate the importance of an event and underestimate the importance of the process.

Decision-making is over-rated.
Decision-managing is under-rated.

Making a decision is the easier of the two. Look at New Year's Resolutions. In general, it takes 14 days to stop acting on what you know you should do. Managing the decision is under-rated.

Ambit is a simple business. Your success in Ambit is determined by your every day discipline. Do the right thing every day.

Do you want to know how John has written 72 books?

One word at a time.

You're only as good as today. What you did yesterday or last week or last year may have laid the foundation for today but you're only as good as today. Your success, your integrity, your leadership depends on what you do today.

Sowing Seeds that Benefit Others

You are a success when you add value to yourself.
You are *significant* when you add value to someone else.

Every day .. sow seeds.

Too many people look for a harvest without ever having sown a seed.
They look for benefit when they've done nothing to earn it.

Plant a seed: Ask yourself, who will I add value to today?

When the sowing is intentional the harvest is automatic.

Don't shortcut anyone. Value people and always give them your best.

The day's bookends:

John starts every day by asking who he will add value to and how.

John ends every day by asking who he added value to and how.

His turning point in business and leadership was when he realized that he loves your success more than he loves his own.

We attract who we are, not what we want. -- The law of magnetism

The greatest gap in the world is between knowing and doing.

Zig Ziglar was a very close friend and mentor to John Maxwell. One of his best all-time quotes is:

Help others get what they want and you get what you want.

Sidebar on money and giving:

There are 2 values to money:

- The first value is that money gives you options that you wouldn't otherwise have.
- The second value in money is the good that you can do with it.

All greatness is in giving.

Learn. Earn. Return.

Do your giving while you're living so you're knowing where it's going.

God will give to you what he knows flows through you.

Be a river, not a reservoir.

Four of the keys to being successful:

1. Relationships
2. Attitude and what you think
3. Equip and Train your people
4. Leadership

Relationships: You have to be good with people. Ambit is a relational business. People buy into **you** long before they buy into Ambit.

How you behave in your relationships is a choice. Smiling helps. Being upbeat helps. Enthusiasm helps.

According to Stanford Research:

87% of success in business is based on relationships.

13% of success is based on product knowledge

Keys to solid relationships:

- follow the golden rule & walk slowly through a crowd; give people your time
- love and value people
- understand 3 principles
 - lens principle: who we are determines how we see others
 - the hammer principle: never use a hammer to swat a fly from someone's forehead
 - don't overreact
 - don't win the argument but lose the respect or love
 - The reaction to a problem makes the problem better or worse.
 - Overreaction is the symptom of an infection.
 - the elevator principle: some people lift you up and some people bring you down. Takers and givers

Give your best time to your best people.

The people who *need* you most will not help you build your business.

20% of your people give you 80% of your results.

Give 80% of your time to the top 20% of your people.

Attitude: There is an attitude gap between successful people and unsuccessful people. Successful people actually think totally differently than unsuccessful people.

What you think and what you think *about* determines your success level.

Any idiot can smile when they're having a good day. But can you smile when you're having a bad day? Successful people have a very different attitude toward adversity.

[Thinking for a Change](#) - 11 ways highly successful people approach life and work

At the heart of John C. Maxwell's brilliant and inspiring book is a simple premise: To do well in life, we must first think well. But can we actually learn new mental habits? Thinking for a Change answers that with a resounding "yes" -- and shows how changing your thinking can indeed change your life. Drawing on the words and deeds of many of the world's greatest leaders and using interactive quizzes, this empowering book helps you assess your thinking style, guides you to new ones, and step by step teaches you the secrets of: Big-Picture Thinking -- seeing the world beyond your own needs and how that leads to great ideas. Focused Thinking -- removing mental clutter and distractions to realize your full potential. Creative Thinking -- stepping out of the "box" and making breakthroughs.

Shared Thinking -- working with others to compound results. - Reflective Thinking -- looking at the past to gain a better understanding of the future ...and much more. Here America's most trusted and admired motivational teacher examines the very foundation of success and self-transformation. Illuminating and life-changing, Thinking for a Change is a unique primer not on what to think, but how to best use one of your most precious possessions: your mind.

Coach John Wooden: In life you make *choices*, and your *choices* make you

Take responsibility for your own happiness.

Don't hold your family or your business hostage to your attitude.

No matter where you go, there you are. You can't escape yourself. But you can think right, change your attitude and raise your happiness.

Equipping & Training: As a kid, John Maxwell was paid not to do chores but to read books. His dad says that chores were what was required for membership in the family and he wasn't going to pay his children to be a part of the family. But he chose the books, paid his children to read them, then discussed them around the diner table.

Today, John reads two books every year:

Dale Carnegie's *How to Win Friends and Influence People* [amazon](#)
 Jame's Allen's *As a Man Thinketh* [text](#) . [PDF](#) . [gutenberg](#) . [audio](#)

Equipping and training your people is hard work but you're looking for followers. More specifically, you're looking for followers who will become leaders. The key is that you must love people before you can develop them. Don't equip someone you don't like.

Leadership: Leaders see before others do and they see more. Leaders get it more quickly.

Seeing before and seeing more is a big advantage. Some leaders use this advantage for personal gain. There is a fine line between motivation and manipulation. The only way to lead is to move people for mutual gain and mutual advantage.

Followers always ask:

Do you care for me?
 Can you help me?
 Can I trust you?

Leaders help their people find their personal StrengthZone. Coach Wooden of UCLA basketball fame was well known for helping his players find their own personal 'sweet spot' on the floor. "Your job,"

he would tell them, "is to shoot from here. My job as a coach is to design plays so that you get the ball right here."

Leaders teach their people the Pareto Principle:

Prioritize properly and focus 80% of your time on the top 20% of your priorities.

Leaders manage priorities, not time.

Learn the 3 R's of Ambit:

What's required of me?

What gives me the greatest return?

What is my reward?

Align the 3 R's and they will lead you to success.

Lead. Communicate. Create.

There are only 3 times when people change:

When they hurt enough that they have to,

When they learn enough that they want to,

When they receive enough that they're able to.

Do you have an intentional plan to develop your people?

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