



Certainly, one of the most important lessons that I have learned is on what determines whether or not we get the desired results in our lives is the foundation you build yourself on. The past ten years, these are the foundational traits I have accumulated that, when implemented have proven to deliver measurable results.

1. Hold value to everything you do. Your name is attached to all your actions. Even the little stuff.
2. Knowing what to do and not doing it is the same as not knowing what to do.
3. Give away what you most wish to receive.
4. The antidote to stagnation is innovation.
5. The conversations you are most resisting are the conversations you most need to be having.
6. Leadership is no longer about position – but passion. It’s no longer about image but impact.
7. The bigger the dream, the more important to the team (your surroundings).
8. Visionaries see their goals becoming real before they happen
9. All great thinkers are initially ridiculed – and eventually revered
10. The more you worry about being applauded by others and making money, the less you’ll focus on doing the great work that will generate applause. And make you money.
11. To double your net worth, double your self-worth. Because you will never exceed the height of your self-image.
12. The more messes you allow into your life, the more messes will become a normal (and acceptable) part of your life.
13. The secret to massive success is not luck, but daily practice combined with relentless perseverance to always show up.
14. The best leaders lift people up versus tear people down.
15. The most precious resource for business people is not their time. It’s their energy. Manage it.
16. The fears you run from run to you.
17. The most dangerous place in life is in your safety zone.
18. The more you go to your limits, the more your limits will expand.
19. Every moment in front of a client or customer is an incredible opportunity to live your values.
20. Be so good at what you do that no one else in the world can do what you do.
21. You’ll never go wrong in doing what is right.
22. It generally takes about 10 years to become an overnight sensation.
23. Never leave the site of a strong idea without doing something to execute around it.
24. A strong foundation at home sets you up for a strong foundation in your career or business
25. Never miss a moment to encourage someone you care about.
26. Saying “I’ll try” really means “I’m not really committed.”
27. The secret of passion is purpose. The secret to living is giving. The secret to happiness is progression.
28. Do a few things at mastery versus many things at mediocrity.
29. To have the rewards that very few have, do the things that very few people are willing to do.
30. Go where no one’s gone and leave a trail of excellence behind you.
31. Who you are becoming is more important than what you are accumulating.
32. Inspire your circle of friends to become all they can be.
33. To triple the growth of your business or organization, triple the growth of your people.
34. The best leaders are the most dedicated learners. Read great books daily. Investing in your self-development is the best investment you will ever make.
35. Don’t take to heart anyone’s opinion that you wouldn’t trade places with

36. Change is hardest at the beginning, messiest in the middle and best at the end.
37. Measure your success by your inner scorecard versus an outer one.
38. Understand the acute difference between the cost of something and the value of something.
39. Nothing fails like success. Because when you are at the top, it's so easy to stop doing the very things that brought you to the top. Always find a way to get better.
40. The best leaders blend courage with compassion.
41. Failure is the best report card to the recipe to success.
42. The thoughts you think today determine the results you'll see tomorrow.
43. Excellence in one area is the beginning of excellence in every area.
44. The real reward for doing your best work is not the money you make but character you develop as a person to lead others.
45. Passion + production = performance.
46. The value of getting to your goals lives not in reaching the goal but what the talents/strengths/capabilities the journey reveals to you.
47. Stand for something YOU believe in. Or else you'll fall for anything.
48. Say "thank you" when you're grateful and admit "sorry" when you're wrong.
49. Make the work you are doing today better than the work you did yesterday. Even if it's 1% better.
50. Small daily – seemingly insignificant – improvements and innovations lead to staggering achievements over time.
51. Peak performers replace depletion with inspiration on a daily basis.
52. Take care of your relationships and the sales/money will take care of itself.
53. You can't be great if you don't feel great. Make exceptional health/fitness a huge priority.
54. Doing the difficult things that you've never done awakens the talents you never knew you had.
55. As we each express our natural gifts, we all elevate our world.
56. Your daily schedule reflects your deepest values.
57. People do business with people who make them feel special. Remember that.
58. All things being equal, the primary competitive advantage of your business will be to offer more value than anybody else can offer.
59. Treat people well on your way up and they'll treat you well on your way down.
60. Success lies in a masterful consistency around a few fundamentals. It really is simple. Not easy. But simple.
61. The business (and person) who tries to be everything to everyone ends up being nothing to anyone.
62. One of the primary tactics for enduring winning is daily learning.
63. To have everything you want, help as many people as you can possibly find get everything they want.
64. Understand that a problem is only a problem if you choose to view it as a problem (vs. an opportunity).
65. Clarity precedes mastery. Craft clear and precise plans/goals/deliverables. And then block out all else.
66. The quickest way to grow the sales of your business is to grow your people.
67. Make everything valuable that has your name attached to it.
68. The things that are hardest to do are often the things that are the best to do.
69. Your gut and inner voice take a lot of courage to listen to, but are often right in the end.
70. Education is the beginning of transformation. Dedicate yourself to daily learning for at least 30 minutes a day.