

Recognizing Your Potential  
and  
(Maximizing your efforts)

DESIGN & COMMUNICATION

By  
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## RECOGNIZING YOUR POTENTIAL

I want to thank you for taking this course and allowing me this time to share some important information with you. I know your time is valuable and I don't want to waste a minute of it. Over the last several years people have continually asked me where I learned the things I teach and how have I applied them to my life and work.

Well let me start by telling you this. I believe there are three things that will determine where you go in life. 1) Are the people you meet 2) are the books you read and 3) are the choices you make. I've been fortunate to meet and work under the leadership of great men and women in my life. In the early 70's I had the pleasure of working under the leadership of Chappy James, the first African American 4 star general in the U.S.A.F. In the late 80's I had the honor of working under the leadership of General H.T. Johnson and indirectly for General Norman Swartscoff. I believe these to be some of the greatest minds of our time.

As far as books well, let me share a few with you. And believe me this is only the tip of the iceberg to the life-changing information on the shelves today. But I read, listen and attend conferences and seminars from a variety of authors, teachers, speakers, and ministers. But each has documented life-changing principles, tools and methods that are working not only for them but for thousands around the world today. Men and women like:

Dr. Peter Hersich – “Success by Design”  
Zig Ziglar – “Over the top and many other great books”  
Jack Lannom – “Untapped Potential” turning ordinary people into extra ordinary  
Tony Robbins – “Unleashing the Power Within”  
John Maxwell – “The Winning Attitude plus many more”  
Earl Nightingale – “Leading the Field”  
Dennis Waitley – “The Psychology of Winning plus many more”  
Gary Chapman – “The five love languages”  
Kin Blanchard – “Whale Done”  
Frankie Powell – “Divine Order”  
Laura Powell – “Daddy's Love”  
Bill & Pam Farrell – “Men are like waffles, Women are like Spaghetti”  
Miles Munroe – “Maximizing your Potential” plus many others

Last but certainly not least, the one that has made the biggest impact on my life, the all-time best seller, written by some 40 authors over a period of 1500 years – The Bible.

I know what most people think is O-no, he's going to talk about religion. Well, let me put you at ease, I dislike religion very much. It's the one thing that has caused so many people to turn away from the principles that will do the most for their life, simply because they didn't want religious duty and religious law to control their life.

As a matter of fact, if you study the life of Christ you'll find that it was the religious folk that he battled the most because he was teaching life giving principles. His principles would set people free from debt, disease, depression, religious duty and an early death. His principles are still working today regardless of country, culture, gender, race, age or education. So I ask you, please don't be fooled by those that say Christ is dead, His Word doesn't mean anything and we shouldn't be wasting our time by reading the Bible. You decide for yourself what works and live by the principles that are working for thousands around the world today.

So that's a few of the people and books that have made a profound impact on my life and made me who I am today. I highly recommend you get some of these books and tapes these men and women offer and let them do the same for you. That is if you want more out of life.

Now let me get started with the first session.

# RECOGNIZING YOUR POTENTIAL

## SESSION I

### *Design & Communication*

This session focuses on Design and Communication. I want to share a few of the principles that I've learned that are most important to everyone wanting to live the life they desire and achieve the goals they set. I believe it'll help you become not just a better person but a more productive and a more creative person also.

Someone once said that *“God gave us two ends, one to think with and one to sit on, and our success in life will be determined by which one we use the most”* Well, that may sound quite funny but it took me a few years to realize what it really meant – we have choices in life!

Then I read where a Spanish philosopher named Gasset, reminded us that as human beings we are the only creatures on the planet that are born with the ability to choose. All the other creatures are born with and guided by what we call “instinct” – *of which they are unaware, and which they don't have the capacity to question* – it's like bears hibernating in the winter, geese flying south for the winter or salmon swimming upstream. They don't know why they do it they just do it. But as a human creature, we're given the power to create our own life, and our own destiny. And we do exactly that. Every day, we put in place actions and ideas that will shape and form our future, don't we?

For some, these ideas and actions lead to great achievements and rewards. They end life, as Zig Ziglar says, “With most of the things money will buy and all the things money won't buy.” For others it tends to lead to a kind of hum drum life, a lot of ups and downs, peaks and valleys. They have their successes but they are few and far between. And they are some whose actions and ideas cause them to spend their lives in the bottom layers of society. They are broke busted, disgusted, angry, and frustrated dying an early death all because of choices.

John Maxwell say's, “We are a sum total of all the decisions we've made in our past.”

The first thing I want you to realize is Success or failure in your life as a human being is not a matter of luck or circumstance, fate, or the breaks, or who you know – or any of the other myths and clichés by which some tend to use for an excuse. It is a matter of following a commonsense set of guidelines and rules anyone can follow. When you do you can create the change you want to see in yourself, create more of the moments in your life that matter. You can experience all that life has to offer. **But it is a CHOICE!**

The First step is realizing that you were born to win, you were created to succeed. You were never designed for failure. Even though failure may come and it may come many times in our life it is not meant for you to live with. Failure is not final. Failure is an event not a life. Even your body is designed to win against disease, puncture or brake. It fights any foreign bacteria, it heals itself from within (which is a great example for us to understand because success starts on the inside) the body regenerates and creates the chemicals necessary to sustain life.

Certain BRAIN chemicals can be controlled by us: Serotonin for instance, doesn't get pumping until about mid-morning. However, you have the ability to jump start it early according to medical science by doing one of two things; 1) doing something nice for someone else 2) listening to something inspiring, uplifting or motivational.

I know all this is quite comical but what I'm trying to point out is there is something you and I can do to make our life better, achieve our goals and do what is important and it's up to us.

We've got to start realizing that "*We're fearfully and wonderfully made.*" We must start using the things that our creator has blessed us with if we want to get all that life has in store.

You see, I believe we all "*can*" be that energetic individual we desire to be, we can all get up every morning with total passion for living, we can be that excited, joyful and creative person, we can have that healthy fit body we desire. We can be the influence on our kids, family and friends they need. *We can!*

The problem is our belief systems keep us from engaging the parts of us that says it's a *must* and not a *should*. Nothing in life gets accomplished until it becomes a must. And we've all got *should's*, right. I should eat less, I should exercise more, I should make another call on that customer, I should have

offered that client another product. I mean, it's like one guy said, "we just *should* all over ourselves and never accomplish anything."

I know that's kind of humorous but so many of us have gone through an experience (conference, seminar etc) where we learned something that we thought was valuable and we knew it would work, BUT we never used the information. WHY is that?

Let me tell you why! Because all of our life we've been taught that "Information is what gives us Power." And that is far from the truth. Information is not power, the only thing information will do is fill you book case and night stand. Information is only potential power. Only one thing gives you real power - ACTION. You must do something with it.

It's like the book of James says, "*faith without works is dead*" The same is true with information. Without action it's worthless. Information doesn't change your life; only by using it will it change anything. Today we are drowning in information and starving for wisdom.

Most people say we're in the information age. As Tony Robbins said, "we're really in the entertainment age." One research group stated we watch TV 7 hours a day. Even with all the technology today (cd's, dvd, internet etc.) What are we doing? Letting someone else tell us how to feel and think.

To become successful and significant I believe there are many things we can and must believe and do but one of the most important is "Raising OUR Standards. I know it sounds simple, but it is true. If you want more today than yesterday, you must raise your standards to get there. Einstein said, "*if you want something you've never had, you must do things you've never done.*" Doesn't matter where you're at now, to get where you want to be, do the things you desire and have all that life can offer you must raise your standards.

One of the most important tools to influencing the quality of life is the people you surround yourself with. Who you associate with will be who you become. If your peers have a lower standard than you, you'll be more prone to lower your standards for them. It's the old adage, "*if you lay down with dogs you'll get up with...fleas.*"

Most of us are a direct reflection of our peer group. Which means what our peers think and feel affect us, and our life will reflect that.

Let me ask you a question, what will happen if you raise your expectations and standards higher than your peers? They'll tend to try and keep you down at their level. Doesn't mean they want to hold you back, they just fear losing you. You may grow and leave them and they don't want that to happen. You and I must determine and hold to a higher standard. We must force our peers and friends to raise their standards with us. If they have a desire, then they'll come up, if not, they'll fade away.

Has someone ever ask you how your day was and you begin to tell them how great it was and when you ask them they replied, "my day was awful" and they continued to explain how bad their day was. One of two things will happen if this keeps occurring. 1) They'll get tired of hearing about your great days and your great life and stop coming around. That's ok, you cannot let others dictate where you want to be. 2) You'll start to neglect your great days to make them feel better and before you know it, you're not having great days anymore.

You must determine what you are after and commit to hold to that standard. Lets look at it another way. Let's take Performance and Rewards because we can understand this very easy. Let ask you some questions.

If I have poor performance, what kind of rewards can I expect? NONE

If I have good performance, what kind of reward can I expect? POOR

If I have excellent performance, what rewards can I expect? GOOD

Now, there is one step higher than this. Do you remember Michael Jordon? He played for the Chicago Bulls. After the 2<sup>nd</sup> National Championship they interviewed Michael after the game and asked him, "What makes you so good?" He replied, "I mimic a player by the name of Julius Irving, known better as Dr. J to most of us. Dr. J had a philosophy, especially on the court. He said, "everyday I go out I demand more of myself than anyone else could possible ask." Michael said, "that's what I do," what kind of performance do you call that? OUTSTANDING!

After hearing that I thought, "wouldn't it be great if you and I had the same philosophy in life. If we got up every morning and said, "Today I'm going to be a better spouse than my wife/husband could every dream of, I'm going to be a better parent than my kids could every hope for, I'm going to be a

better employee than my company could every afford to hire. What kind of rewards could we expect for that performance? EXCELLENT!

I worked with a young man several years ago named Billy. He was one of those characters with whom nothing ever went right. Almost every day without fail he would be late for work. He seemed to be depressed and unhappy with everything in his life. I tried for months to get him to see that one of his problems was his outlook and the low standards he had. One day my supervisor, who I valued as a good friend, relayed to me some startling observations. He said, “Donny, you’re allowing Billy’s negative outlook on life to affect your outlook, and your goals, don’t lower yourself to his standards.”

I was stunned. At first I didn’t believe it, but then it hit me that I must stick to my standards and stop allowing him to affect me in a negative way. At that moment I made a decision to change and the very next day I called Billy into my office and I very calmly and positively explain what we were experiencing and what must change. I gave him no room to maneuver and get away with continuing to set low standards for himself.

It didn’t turn around at that moment but day after day I refused to allow him to even continue his negative conversations or express his bad feelings. I could do this because I was his supervisor. After several months he stopped trying to talk negatively about anything. He even began to have creative comments about work and the things we were trying to accomplish. His ideas were great and everyone started to re-enforce his creative thinking with their positive comments about him and his abilities. In short, Bill began to see himself differently and he began to set higher standards for himself.

Many years later after our careers had went separate ways I received a phone call from him. He was in the area and wanted to have lunch with me. At that lunch I saw and very different man that the one that worked for me so many years earlier. He was confident, bold, and creative, he had a vision, a purpose and passion. He had been promoted several times and was looking forward to everyday. What a difference setting the proper standards can make!!!

I want you to stop and think about your standards. Think about how you can change the way you respond to situations and circumstances that arise in your life. You may want to stop this CD and write down some of your actions and ways you might change to be more positive. Then we’ll continue!

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OK, now you've defined some of your actions and identified ways you might respond more positively let me ask you another question!

What determines your Quality of life? Some people think it's the weather, some say relationships, many say money, and I've even had people say Politicians! In actuality, it's none of these. But too many people let these external environments control their feeling and emotions. Let me ask another question!

Are their people with money but still are unhappy? If you're a pain and you get money you'll just have more to be a pain with. Only one thing determines how you feel. The way you communicate with yourself in each moment.

They are people who have been through terrible physical, sexual, or financial traumas and their lives turned out great. Why? Because it's never the things of your life that determine the quality, it's the meaning you give to those things that determine quality of your life.

Several years ago there was a study conducted of 300 world class leaders. To name a few, Franklin D. Roosevelt, Sir Winston Churchill, Clara Barton, Helen Keller, Mahatma Gandhi, Mother Teresa, Dr. Albert Schweitzer, and Martin Luther King Jr. just to name a few. The findings were interesting.

25% had serious physical disabilities

50% were abused as children or were raised in poverty.

You see, the quality of your life has nothing to do with your real life. It has everything to do with what you communicate to yourself. Because what you communicate with certainty you believe. When you believe it, you feel it. Whatever you feel, that's your life.

Nothing in life has any meaning except the meaning I give it.

We've all seen people that go through a situation and say to themselves "*God hates me and my life is over.*" Yet someone else can go through the same experience and have a different outlook because they say, "*God is challenging*

*me to reach down deep and find out who I really am and do something greater.”*

What’s the difference? Communication to one’s self.

There is nothing more important in life than communication to one’s self. Few ever master it but all of us are capable. The reason we don’t is it’s not our primary focus. We’re too busy doing other stuff or obtaining other things. Thinking the other stuff and things will make us feel good. But when the other stuff doesn’t work some reach for a drug or a drink to get the feeling we want while others visit a doctor who really care’s and provides what? A drug! And even that doesn’t work because we’re still unhappy. Because we haven’t changed the way we communicate to ourselves, maybe a little but not 100%. Therefore we still don’t have the change we’re after.

We can’t control all events even though we’d like to. You see, I couldn’t control my father dying but, I can control what it means to me and when you control the meaning of something you control the KEY and SECRET to life itself. At least the quality of life you want.

Sometime back I was told a story about a man named Jerry Coffee: – He was shot down during the Vietnam War. Two of his friends were also shot down at the same time. They were lock up in a prisoner of war camp for 7 years. They were each put in a room 2’ x 6’ with only a small pan of water and a hole in the floor. Beat almost daily, isolated, feed only bread and water most days. When Jerry Coffee was released he said, “That was the most powerful experience of his life and he wouldn’t trade it for anything.”

He became a master of his own communication. Jerry explained when he was first locked up he said “*I’m going to be here for a while and if I say my life is over, it is.*” If I say “*Why did you do this to me God, I’ll be here in pain for ever.*” So he changed his communication.

How do you and I do that? By asking a better quality of question. You see, thinking is the process of asking and answering questions. If we want a better answer we must ask a better question.

Most of us unconsciously ask questions on a regular basis. Questions like, “Why do I always mess this up? The real answer may be you don’t. But your answer will be, because you’re a mess-up.

Ask and you shall *receive*.

Ask a lousy question and get a lousy answer. You may ask yourself, “Why can’t I lose weight? Your brain says “you’re a pig.” But if you ask a better question, “How can I lose weight and have fun doing it”? Your brain says, try swimming, golf, tennis etc.

Jerry Coffee picked a day out of his past life and relived that entire day. There was nothing to stimulate him in prison. Each day he stimulated himself, physically he did 100’s of pushups and sit-ups. He said he came out of there stronger mentally, physically, spiritually, and emotionally than any other time in his life. He said he came out closer to God because there was no one else to talk to.

His two friends didn’t fare as well. One committed suicide there and the other was in an institution here in the U.S. at that time. What was the difference? The way he communicated with himself.

It may not seem very life changing but it’s your whole life. So take control of it. How do we do that?

1. Start asking better quality questions.
2. Start to develop how you speak and think. Your thoughts and your words must be positive.

When you start asking questions that empower you is when you stop being overwhelmed with negative emotion. That’s what Jerry Coffee did and that’s why he not only survived but also gained tremendously from the experience.

Even the things you don’t like you can find an empowering meaning for and that’s when life works.

I found out that if you want to change you future you must change you thinking, your thinking will change you action and your action will change you destiny. I have found that by asking two very important questions with every situation, circumstance or event every day will help me do this.

1. What is great about this? (You must force yourself to answer this question. We naturally want to find the problems but we can identify the good and when we do it will cause our positive things process to begin.)

2. What can I do to make it better? (Again, force yourself to answer the question. When you do it will ignite your creative thinking process which will re-enforce your positive thinking process. These questions will help you begin to change your thinking from negative to positive and you'll begin to experience great things happening in your life.

I know this sounds simple to some and maybe silly to others but it will work. If you do it long enough you'll automatically begin to see things from a different perspective. A positive perspective which has great benefits.

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Communication is not just words. Research shows that when two people meet and communicate what actually influences the other to change the way they feel and to actually do something different isn't only words. .

The latest research was done by USC. In Human Communication they found:

**Words represent only 7%** of what actually influences someone to change how they feel or act toward something. Most marketers, sales people study and try to find the right words to get someone to respond to their product or idea.

**Voice Qualities represent 38%** of what actually influences someone. What are voice qualities? Tonicity, Timber, Volume,

However the thing that most influences a person to change is **PHYSIOLOGY**. This is how we use our body. **Physiology represents 55%** of your influence. Example: Facial Expressions, muscular tension, & Gestures.

Ever had someone say something to you and you said to yourself "it'll never happen. Why? Because your brain is trained to look for incongruence's. Incongruence's are when your words, voice and body doesn't match. Like when someone rolls their eyes and they say SURE but their voice says different.

Where this is most valuable is to you. When you tell yourself something and your brain says, "Yea, right, that'll never happen." You must say it with everything, words, voice, and body language. When they all agree you have power to do it.

REMEMBER THIS: Your input will determine your outlook. Outlook will determine output. And you Output will determine your future.

If we are to be effective in communicating we need to understand how our brain works. Why we do the things we do. And most of us know why we do what we do at least at a basic level.

I believe we all know that it's not what happens in life that matters, it's what we do with it that makes a difference, right! What we communicate and what action we take is what's important.

Let me share what I've learned from some very powerful people. We do things for 1 of 2 reasons: To avoid pain or a desire to gain pleasure. We're not dogs; we should know what is painful and pleasurable. Right? But, we humans have a unique ability; we don't actually avoid real pain or seek real pleasure. We're moved according to what we think will equal pain or what we think equals pleasure.

Question! Can a person really make up something in their mind that will equal pain or pleasure and actually reach it? Example: Hunger Striker. Why? Because they put a much higher moral value to their purpose and action.

**EXAMPLE: Nelson Mandela**, in prison for 27 years. When he was released he came out and said, "*let's rule the country together, you people who put me away for 27 years.*" How could he do this? Nelson Mandela said he knew one of two things would happen. Either he would die in prison and that would spark a revolution in his country and his life's purpose would be met or he would be released one day and end up ruling the country. And he was preparing to be a great leader." He communicated with himself very well.

Mastering Communication is EVERYTHING. We have that power. We have the ability to decide what equals pain and what equals pleasure. But instead we do act like dogs. We let other people tell us how to feel and act. We watch TV for an average of 7 hours a day in America. Even with the internet, CD's and DVD's. We're being taught what to feel and how to act.

You can't expect others to believe you're skilled, talented, beautiful, sexy and successful until you believe it and you're not going to believe until you start telling yourself. Again I want you to stop and think about how you communicate to yourself. Do you say negative things to yourself? If so, write

down how you can change them to be positive. Meditate on the positive for a few minutes and see how much better you feel then we'll continue.

\*\* This ends session I on Design and Communication. Below are the evaluation questions for your review before filling out the evaluation on our web site.

*Again, thank you for taking this course and may God richly bless you, your family, and business.*

If you are taking more than this section you may select another course and continue.

# Recognizing Your Potential 2008 / 2009

By

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## ***Recognizing Your Potential***

# **EVALUATION**

Go to [www.ingrammanagement.com](http://www.ingrammanagement.com) and select the Course Evaluation Page and you will see all the course evaluations listed. Enter the answers to the course or courses you have taken and when finished with the answers for each section submit that section. If you have any questions please don't hesitate to call our office at 205-559-2038 or email us at [josh@ingrammanagement.com](mailto:josh@ingrammanagement.com).

## **Session 1 Design & Communication EVALUATION**

1. We humans have an ability that other creatures do not have and that is the ability to:
  - a. Choose
  - b. Steal
  - c. Love
  
2. "I am the sum total of all the \_\_\_\_\_ I've made in the past"
  - a. Choices
  - b. Mistakes
  - c. Inventions
  
3. One of the most important things I must do to achieve my goals is "Raising" My:
  - a. Salary
  - b. Education
  - c. Standards
  
4. One of the most important tools to influencing the quality of life is:
  - a. Money
  - b. Weather
  - c. The people you surround yourself with
  
5. Only one thing determines how you feel. The way you communicate with yourself in each moment.
  - a. True
  - b. False
  
6. By changing you're thinking you change your \_\_\_\_\_. By changing your action you change your destiny.
  - a. Action

- b. Future
- c. Destiny

7. We do things for one of two reasons, what are they?

- a. Gain pleasure or avoid pain
- b. Lose weight and look better
- c. Find love or make friends