

Recognizing Your Potential
and
(Maximizing your efforts)

ATTITUDE

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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.

RECOGNIZING YOUR POTENTIAL SESSION II

ATTITUDE

People who succeed in life and business today have a pattern of how to do it. They follow the fundamental laws of success, which are simple. I want to share them with you before we launch into the one thing that will assure each step is followed successfully which is our – ATTITUDE.

Successful people take steps that will assure them of achieving the results they are after:

1. Have a goal or a definite OUTCOME they want. In other words, they know what you want. The clearer you can become of what you want the more power you have to achieve it.
2. Have a PURPOSE. They know why they want it. Until you know why you want something you'll never have the drive to accomplish whatever it takes to get it.
3. Do something about it. They take massive action. Which is just devising a strategy and start moving toward the goal? What causes people not to take action? Fear! What is fear? Fear of failure? Loss of love? Dr. Karl Menninger said, "Fears are educated into us and can, if we wish, be educated out of us." When you step out in the face of fear you begin to increase your courage and start the process of realizing that fears can not hold you back if you determine and commit to your action.

4. They measure their results. They KNOW what they're getting. You must realize when you are not moving toward what you want and change your approach. You may be running east looking for a sunset but you're never going to see it. So stop and change what you're doing.

They say the definition of insanity is doing the same thing everyday but expecting different results. You must measure what you're getting and know when to change your approach. The question is how many times do you change your approach?

It's like asking a mother how long will she give her baby to start walking before she gives the idea up and stop trying. She will immediately say, "Are you crazy?" My baby is going to walk!

This is the same formula you and I should use with everything we want to see happen. I know this seems very simple. But anyone who is successful has followed these steps.

THERE IS ALWAYS A WAY. IF YOU WANT IT BAD ENOUGH AND ARE WILLING TO DO WHATEVER IT TAKES.

Let me give you the major factor that goes hand in hand with following these four laws of success. I believe it is probably the most important factor in living a successful life and achieving goals regardless of what they might be. That is maintaining a POSITIVE MENTAL ATTITUDE!

After spending 21 years in the U.S. Air Force working with pilots and around aircraft I believe the example John Maxwell gives in his book, *The Winning Attitude*," is a perfect example of the most important thing that directs our lives and builds rapport with others. He said:

"An airplane has many instruments that tell a pilot how the plane is operating as well as the location, altitude. The instrument relied on greatly is called an "ATTITUDE indicator" the device indicates the position of the airplane in relation to the horizon. If the plane has a nose high attitude, the plane is climbing upward. If the nose is below the horizon it is a low attitude meaning the craft is falling or descending. Even aircraft are driven by using "ATTITUDE"

He says attitude living is like attitude flying, it indicates our performance and direction. We all want good results from life, in our home, in our work, and in all our contacts with other people. The most important single factor that guarantees good results, day in and day out, month after month, year after year is a healthy Attitude! “Attitude “IS” Everything”

In the same book John Maxwell gives several definitions for attitude:

- the “advance man” of our true selves.
- It is our best friend or our worst enemy.
- It is an outward look based on past experiences.
- It is a thing that draws people to us or repels them.
- It is the Librarian of our past.
- the Speaker of our present.
- the Prophet of our future.

What is Attitude? It is a mental focus on the outside world.

The greatest resource on earth for you to achieve your goal is other people. Right? Therefore we need to realize that our actions, feelings & moods determine the actions, feelings & moods of the people we encounter each day. Our attitude tells the world what we expect in return.

If we have a cheerful, expectant attitude we’re saying to everyone we come in contact with that we expect the best in our dealings with our world. We tend to live out our expectations. And others give us what we expect. You see, our attitude is something we can control. We can establish our attitude each morning we wake

- Actually, we do just that, whether we realize it or not. And the whole world will reflect back to us the attitude we present to them.
- It’s our attitude toward life that determines life’s attitude toward us.

Cause & effect. Everything we say or do will cause a corresponding effect. That’s why you and I determine the quality of our own life. We get back what we give out. “Sounds like a Biblical Principle to me”

If you want to evaluate the quality of your attitude in the past: Think about how people have reacted to you. Did they greet you with a smile, have a positive manner, and give you friendly greetings when you appeared. That

should tell the story! If everyone you come into contact with has stinking thinking then you probably need to do a check up from the neck up.

Most people never think about their attitude. For most it's just a matter of beginning each day in neutral. They wait to react to whatever occurrence they encounter. If the occurrence is good they react well, if it's bad they reflect that too. We can't wait to react to situations or circumstances we must begin to control our own attitude.

A person with a poor attitude toward learning, for example, isn't going to learn very much. You can probably think of examples in your own life. Or if we take the attitude we can't do something, we generally will not do it. It goes back to the old saying, "if you think you can or you think you can't, your right."

William James of Harvard University, the father of psychology in America, said, "Human beings can alter their lives by altering their attitudes of mind."

There are millions of people today who live narrow, darkened, frustrated lives – who live defensively – simply because they take a defensive, doubtful attitude toward themselves and, as a result, toward life in general. A person with a poor attitude is a magnet for unpleasant experiences. And when those experiences come they tend to reinforce the poor attitude, which brings more problems, and more problems, and so on. It becomes a self-generating prophecy. And believe it or not, it's attitude. We get what we expect.

It's hard sometimes to convince people that the world they experience is a reflection of their attitude. They tend to take the attitude that if only people would be nice to them, they would be nice in return. It's like sitting in front of an empty cold stove waiting on the heat, but the heat isn't coming until we put fuel in. I believe God said it best "do unto others as you would have them do unto you." It's up to us to act first, it has to start somewhere. Let it start here with us today.

Our attitude is a reflection of who we are inside. Think about the people who go through life, from one success to another, and when they do fail at something they just shrug it off and head right out again. It doesn't matter what people do, wherever you find people doing an outstanding job and getting great results, you'll find people with a positive attitude. These people take the attitude that they can accomplish whatever they set out to accomplish. They take the attitude that achievement is the natural order of things (and it is). They

take the attitude that there's no reason why they can't be as successful and competent, as anyone else. They have a healthy attitude toward themselves and as a result, toward life and the things they want to accomplish.

Here is a large part of the problem with some today. They have a poor attitude toward themselves. They must change the picture they have of themselves before attempting to change their attitude toward life.

And it starts with what we allow to be feed into our minds. We're told most of our life how things want work, what our limitations are, and for some, just how stupid they are mentally. This builds a picture in the mind of who you are, what you can accomplish and what you should not even attempt.

Dr. Joyce Brothers say's "You cannot consistently perform in a manner that is inconsistent with the way you see yourself." You are "fearfully and wonderfully made" be proud of it and use what your creator has given you for this life.

A recent study sited the #1 reason for a poor self image as *the "lack of unconditional love."* The #2 reason sited was *"the things programmed into our mind by others"*

It takes practice and time to re-program our thinking before we began to see ourselves as brilliant, successful, talented, skilled and beautiful. We must start putting the right images into our mind. We must begin sowing the right seed in our heart. And then we will begin to take a different view of ourselves. When we change our thinking, we change our action and when we change our action we change our future.

To change the image we have of ourselves we start by changing some things around us.

1. Don't be a garbage disposal for others who what to spread negative, depressing, immoral thoughts. Surround yourself with upbeat, motivated, and enthusiastic people. Now that may be hard especially if you are married to someone who is the opposite of what you are trying to achieve. But I believe you can change them as you change yourself, it just takes determination, commitment, and persistence. Use outside sources to feed yourself and bring it home. They will either change or think you're going mad and leave.

2. Talk to intelligent people. **YOURSELF!** The best person you can talk to everyday is yourself. Be positive, motivated and enthusiastic. Tell yourself how great you are, if you don't believe it others sure want think it. In my classes I tell people, "don't expect others to believe that you are skilled, talented, beautiful, sexy and successful until you believe it and you're not going to believe it until you start telling yourself on consistent bases.

Once you change the input to your mind you begin to see yourself with a more positive attitude therefore your outlook on life begins to change for the better. You start to become the person you think you are, and have more of the things you desire, accomplish the things you set out to accomplish.

Remember: Our environment, the world in which we live and work, is a mirror of our attitudes and expectations. If we feel that our environment needs some improvement, we can make that change come about by improving our attitude. Our attitude toward life doesn't affect the world and the people in it nearly as much as it affects us.

It would be impossible to even estimate the number of jobs that have been lost, promotions missed, sales missed, or marriages ruined by poor attitudes. We can not even count the millions of jobs that are held but hated; the marriages that are tolerated but unhappy, the parents and children who fail to understand and love one another – all because of a poor attitude. They don't understand that what they're getting is a reflection of themselves. Nothing can change until we do.

So how do we develop a good positive attitude? The same way we develop other abilities: through practice! Most of us need to put a sign on the bathroom mirror that simply reads "ATTITUDE." That way, we'll see it first thing and be reminded to check it and put it in gear to receive the most of the day ahead. It may help us to smile more, speak to people more and reach out to people.

Everything we want to do or get done, we must do with and through people. Every dollar we will ever earn must come from people. The person we love, and with whom we want to spend the rest of our life, is a human being with whom we must interact. Our children are individuals, each different from

anyone ever born in history. And what affects them most is our attitude – the loving kindness they see and feel whenever we are around them.

Someone once said, “Life is dull only to dull people.” It’s true! It’s also true that life is interesting only to interesting people, and life is successful only to successful people. We must be the epitome of success. We must radiate success before it will come to us. We must first become mentally, from an attitude standpoint, the people we wish to become.

Many years ago, a newspaper reporter asked a famous Los Angeles Businessman, “When did you become successful?” He replied, “I was successful when I was dead broke. I knew what I wanted to do, and I knew I’d do it. It was only a matter of time.” He had a successful attitude long before the success he sought had become a reality.

Let me give you a simple guide given to the world by Earl Nightingale:

Mr. Nightingale said he lived his life by this philosophy.

Treat every person with whom you come in contact as the most important person on earth. You do that for three reasons.

1. As far as every person is concerned, he is the most important person on earth.
2. That is the way human beings ought to treat each other.
3. By treating everyone this way, we begin to form an important habit.

There’s nothing in the world that every man, woman and child wants and needs more than self-esteem – the feeling that they’re important, that they’re recognized and loved, that they’re needed and respected. They will give their attention, their love, their respect and their business to the person who fills this need.

You must treat the members of your family as the very important people they are, the most important in the world. Each morning, carry out into the world the kind of attitude you’d have if you were the most successful person on earth. Notice how quickly it develops into a habit. Almost immediately, you’ll notice a change. Irritations that used to frustrate you will begin to disappear. And when some less-informed person gives you a bad time, don’t let their poor attitude infect yours.

Destructive emotions, such as anger, hatred and jealousy, don't hurt others; they hurt you. They can make your life miserable. They can even make you sick. You must forgive everyone who ever hurt you and I mean really forgive them – and then forgive yourself. That's all in the past. Stewing over the past can only make you sick, negative and less productive. Forgive and forget should be your motto. Get rid of it. You've risen above that sort of thing.

Whoever coined the cliché “Life's too short” certainly knew what he was talking about. It really is too short --much too short – to spend any of our valuable time mimicking the attitudes of others – unless their good attitudes.

Positive attitudes do much more than turn on the lights in our world; it seems to magically connect us to all sorts of unexpected opportunities that were somehow absent before the change. Maybe that's what people mean when they say we're lucky. But it's really nothing more than our new outlook that comes with a great attitude.

When you begin to develop a better attitude, you are placing yourself among the top 5% of the people today – among the most successful people on earth. You've placed yourself on the road to what you seek.

Let me close this session by giving you a few points to remember from Mr. Nightingale.

1. It's your attitude at the beginning of a difficult task that will bring about its successful outcome.
2. Your attitude toward others determines their attitudes toward you. The success we achieve in life will depend largely on how well we relate to others.
3. To become the person you want, you must think, act, talk, and conduct yourself in all your affairs as would the person you wish to become.
4. A great attitude is not the result of success; success is the result of a great attitude.
5. Treat everyone with love, appreciation, and respect. That includes our loved ones as well.
6. Since your mind can hold only one thought at a time, make each thought you hold constructive and positive. Look for the best in people and ideas.
7. Don't waste time talking about your problems with people who can't solve them. It won't help you and it can't help others.

8. Radiate the attitude of well-being and confidence, the attitude of the person who knows where he's going.
9. Treat everyone you come in contact with as if they are the most important person on earth.

Start this habit and you'll benefit from it for the rest of your life.

Stop now and write down areas in which you can be more positive. Start with personal areas, like home, family, hobbies. Then move to work, peers and leadership. Put this list in a place that you can continually be reminded to work on these areas.

This ends session III on Attitude. Below are the evaluation questions for your review before going back to our website and taking the evaluation.

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

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EVALUATION

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Session 2 Attitude EVALUATION

1. Which one of the following kept changing his approach until he got the results he wanted?
 - a. John Smith
 - b. Thomas Edison
 - c. George Jones

2. How many times do you change your approach before seeing results?
 - a. Never
 - b. 15
 - c. As many as it takes

3. What is the one thing that is most important in living a successful life and achieving goals?
 - a. Positive mental Attitude
 - b. Making money
 - c. Living Healthy

4. In John Maxwell's book, "The Winning Attitude," what definition(s) of attitude did he give?
 - a. It is our best friend or our worst enemy.
 - b. It is an outward look based on past experiences.
 - c. It is a thing that draws people to us or repels them.
 - d. All the above

5. Everything we say or do will cause a corresponding effect

- a. True
- b. False

6. Dr. Joyce Brothers say's "you cannot consistently perform in a manner that is inconsistent with the way you see yourself."

- a. True
- b. False

Earl Nightingale gave us some important things about Attitude that will help us be successful. Pick the missing word for each one.

7. It's your attitude at the _____ of a task that will bring about it success.

- a. End
- b. Middle
- c. Beginning

8. Treat everyone with _____, appreciation and respect especially your love ones.

- a. Hate
- b. Anger
- c. Love

9. You can only hold one _____ at a time, make it count.

- a. Dollar
- b. Thought
- c. Wrench

10. Treat everyone you come in contact with as if they are the most _____ person on earth.

- a. Irritating
- b. Lovable
- c. Important