

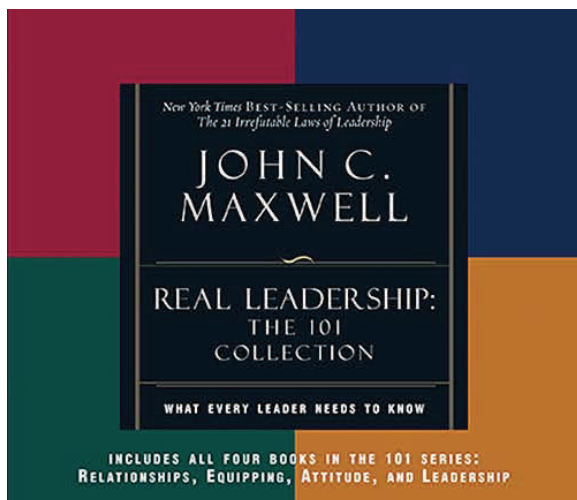
# How to Be a REAL Success

**R– Relationships**

**E– Equipping**

**A– Attitude**

**L– Leadership**



## About The John Maxwell Team

John Maxwell's team of coaches, trainers and speakers have been trained and certified by John to help you be intentional in your life both privately and professionally—by working with purpose and having a solid plan. Being intentional is about relying on a pre-determined strategy.

Our coaches, speakers and trainers are equipped with the best materials and have developed the proper skill sets to work with you one-on-one, in group settings, and through workshops and seminars to visualize, create and execute a customized leadership strategy to best fit your needs.

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An Independent Certified Coach,  
Teacher, Trainer and Speaker with  
The John Maxwell Team

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## PROFESSIONAL DEVELOPMENT AND LEADERSHIP TRAINING



## DEVELOP THE ABILITY TO WORK WITH PEOPLE

People are inspired by and desire to be like great leaders yet become overwhelmed by the perceived knowledge needed to learn the skill of leadership.

# “Success is Simply a Matter of Luck. Ask Any Failure!” ~ EARLE WILSON

**Success is:** knowing your purpose in life; growing to your maximum potential; sowing the seeds that benefit others. It is a rather simple recipe yet requires awareness, study, practice and mentoring to achieve.

## The Four Elements to Success

**Relationships**—Love and accept yourself. The only relationship in your life that is continual and therefore most important, is with yourself. The first person you learn to get along with is you.

**Equipping**—Great leaders grow their vision from “ME” to “WE.” People fail to equip others due to the energy required, the underestimation of others’ abilities, the enjoyment of completing tasks ourselves, the need to strengthen the ego by being needed, the habit of doing everything, the need to be in control and the inability to notice leadership potential in those around us.



**Attitude**—Our attitude is a choice. It determines our approach to life. It can turn our problems into blessings. Taking inventory of our attitude allows us to grow and foster an environment to empower and equip those around us while also nurturing our inner leadership skills.

**Leadership**—The Law of the Lid states that leadership ability determines a person’s level of effectiveness. The Law of the Process states that leaders develop daily and not in a day. Leadership takes time and energy to develop. We overestimate the event and we underestimate the process. The secret to becoming a successful leader is discovered in your daily agenda.



**To Become a REAL Success**—it is imperative to **RELATE** to others better as you understand relational rules. Adding value to people helps them to reach their full potential.

Recognizing and building on the leadership potential in those around you and applying teamwork laws will help you take others to a higher level by **EQUIPPING** them with the proper skill sets.

Improving your **ATTITUDE** through daily practices, understanding the affect your attitude has on you and those around you, and adopting an attitude that makes challenges easier to overcome is key to your success.

By emulating what successful leaders do to remain at the top, **LEADING** others successfully to where you have gone and beyond, and influencing others from the heart and not just the head is the remaining piece of the puzzle for REAL success.