

A photograph of a misty forest with tall, straight trees and a dirt path winding through ferns. The text is overlaid on a dark, semi-transparent rectangular area in the upper center of the image.

Personal Development



Jim Rohn's First Pillar of Success: Part Three

Week Three

Hello *Jim Rohn One-Year Success Plan* Members,

Welcome to Week Three of the *Jim Rohn One-Year Success Plan*. We hope you are having a great week and are ready for this week's journey.

If you feel you are behind, **THAT'S OKAY**; just begin where we are today. You can catch up on the rest as we go.

I know many of you are experiencing shifts in your thinking and attitudes—a whole-new paradigm. The components of having a long-term plan/strategy, daily and/or weekly reading/listening/action exercises along with a new, fresh vision of the person you desire to be a year from now bring a whole-new perspective and power to create the new you (the true you).

4 ADDITIONAL POINTS:

- 1.** Continue to take some time every day to reflect about the person you desire to be one year from now, and then start thinking and acting that way right now.
- 2.** Realize you are moving in a positive direction (regardless of your current circumstances) and that you will reach your goals.
- 3.** Decide to do the five to six of the most important activities in your life on a daily and/or weekly basis; in other words, don't let your busy schedule keep you from exercising, reading, praying, eating healthy, spending time with loved ones, thinking about your goals, listening to the weekly CDs, etc.
- 4.** Commit to do the plan. Read the e-mails, take notes, do the action exercises, listen to the weekly CD and follow through on your decisions.

And don't forget to share. As you move toward your goals, make sure to share your enthusiasm, confidence and faith with those around you—not only will you make a difference in others, but sharing makes you larger as well.

As you move in the direction of these four things, you will see a transformation in how you perceive yourself and your ability to make improvements in your life.

Thanks, and make it a great Week Three!

Kyle

Personal Development

PERSONAL DEVELOPMENT, PART THREE—INFLUENCE AND ASSOCIATION

Hello, and welcome to Week Three. As you know, we are focused on the First Pillar of Success this month—Personal Development.

In Month One, here are the four main components of personal development:

- 1. The Invitation**—We looked at the possibilities, and I challenged you to accept the invitation to join me on this unique journey of self-development and discovery where you'll set and reach higher goals, go for your dreams, change certain unpleasant things about yourself, and make a significant difference in the lives of others.
- 2. The Plan**—Last week, we talked about the plan. All good things in life are upstream, but the natural flow of life is that downward, negative pull. To combat that downward pull, you need a plan, a map to help you reach your desired destination. We'll talk about the plan and consider the keys to creating and following a successful plan.
- 3. Association and Influence**—We are affected by everything around us, including what we read, what we watch, who we talk with and who we spend time with. They all play a part in how we view our world, our relationships, our opportunities, but mostly ourselves. This week, we'll discuss the importance of our associations and the influence they have.
- 4. Learning and Education**—All 12 Pillars of Success we'll study over the next year will involve personal development, becoming a student and learning. This is the foundation—one of the basics, or fundamentals, to becoming more, to having more and to doing more, and we'll cover this key aspect next week.

Bonus Point—Personal development is about having a celebration; creating your own unique, only-you-deserve-it-because-you-did-it, one-of-a-kind celebration!

In the editions of weeks One and Two, we discussed The Invitation and The Plan. This week, we will discuss Association and Influence.

If you were to evaluate the major influences in your life that have shaped the kind of person you are, this has to be high on the list: the people and thoughts you choose to allow into your life. Mr. Shoaff gave me a very important warning in those early days that I'll share with you. He said, "Never underestimate the power of influence." Indeed, the influence of those around us is so powerful! Many times we don't even realize we're being strongly affected because influences generally develop over an extended period of time.



Peer pressure is an especially powerful force because it is so subtle. If you're around people who spend all they make, chances are excellent that you might spend all you make. If you are around people who don't read, chances are excellent that you probably won't read. People can keep nudging us off course a little at a time until, finally, we find ourselves asking, "How did I get here?" Those subtle influences need to be studied carefully if we really want our lives to turn out the way we've planned.

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With regard to this important point, let me give you three key questions to ask yourself. They may help you better analyze your current associations.

Here is the first question: “Who am I around?” Make a mental note of the people with whom you most often associate. You’ve got to evaluate everyone who is able to influence you in any way.

The second question is: “What are these associations doing to me?” That’s a major question to ask. What have they got me doing? What have they got me listening to? What have they got me reading? Where have they got me going? What do they have me thinking? How have they got me talking? How have they got me feeling? What have they got me saying? You’ve got to make a serious study of how others influence you, both negatively and positively.

Now here is the final question: “Is that okay?” Maybe everyone you associate with has been a positive, energizing influence. Then again, maybe there are some bad apples in the bunch. All I’m suggesting here is that you take a close and objective look. Everything is worth a second look, especially when it comes to the power of influence. Both will take you somewhere, but only one will take you in the direction you need to go.

It’s easy to just dismiss the things that influence our lives. One man says, “I live here, but I don’t think it matters. I’m around these people, but I don’t think it hurts.” I would take another look at that. Remember, everything matters! Sure, some things matter more than others, but everything amounts to something. You’ve got to keep checking to find out whether your associations are tipping the scales toward the positive or toward the negative. Ignorance is never the best policy. Finding out is the best policy.

Perhaps you’ve heard the story of the little bird. He had his wing over his eye and he was crying. The owl said to the bird, “You are crying.” “Yes,” said the little bird, and he pulled his wing away from his eye. “Oh, I see,” said the owl. “You’re crying because the big bird pecked out your eye.” And the little bird said, “No, I’m not crying because the big bird pecked out my eye. I’m crying because I let him.”

It’s easy to let influence shape our lives, to let associations determine our direction, to let pressures overwhelm us, and to let tides take us. The big question is: Are we letting ourselves become what we wish to become?

“Attitude is greatly shaped by influence and association.”

—Jim Rohn

Here are three ways to handle associations or relationships that might be holding you back.

- 1. Disassociate**—This is not an easy decision, nor something you should take lightly, but in some cases, it may be essential (please don’t e-mail me asking to advise you about this in regard to your own personal relationships—only you can decide). You may just have to make the hard choice not to let certain negative influences affect you anymore. It could be a choice that preserves the quality of your life.
- 2. Limited association**—Spend major time with major influences and minor time with minor influences. It is easy to do just the opposite, but don’t fall into that trap. Take a look at your priorities and your values. We have so little time at our disposal. Wouldn’t it make sense to invest it wisely?
- 3. Expanding your associations**—This is the one I suggest you focus on the most. Find other successful people you can spend more time with. Invite them to lunch (pick up the tab) and ask them how they have achieved so much or what makes them successful. Now, this is not just about financial success—it can be someone you want to learn from about having a better marriage, being a better parent, or having better health or a stronger spiritual life.

It is called association on purpose—getting around the right people by expanding your circle of influence.

Here are a few final thoughts on associations and influence:

When you succeed, you will create and attract more success around you. Success breeds success, so when you succeed, even at just a level above where you are right now, you will see that the people you associate with will also start becoming more successful themselves (which will also increase the level of your own associations!). That is one of the exciting byproducts of success.

Initiate relationships with people who are further ahead in their personal and professional development than you are. There are so many successful people around you who can help you in so many ways! And if they are successful, they are busy! So, chances are, they are not going to initiate anything with you, but they will more than likely be willing to meet with you or invest in you if you initiate contact with them. Of course, some won't, but that's okay; just move on until you find someone who will. Meet with them, buy them lunch or coffee. Let your association with them help you. Learn from them. Watch them. Let their experience guide you. But, remember, you will have to pursue them, not the other way around.

Have people around who you can rely on to speak the truth to you. We need people who will tell us the truth. Even if it may be negative, given with a heart of concern, truth will still build us up and move us forward. We don't just want people around us who will tell us only the good or what we want to hear. Growing in our personal and professional lives means looking at the whole picture, dealing with both strengths and weaknesses. We need a good balance of people around us who can help us see all sides of an issue.

Carefully determine what will influence you. I use the word *carefully* because many people do not care about what they allow to influence them or who they associate with. And yet, this is one of the biggest ways our lives are shaped. We need to be full of care—careful—when we are looking at who or what we allow into our lives and thus to shape and mold our lives. Look for people and information that will build you up and give you the next step you need to move forward in your journey.

Remember, your associations should move you forward, not impede your progress.

Until next week, let's do something remarkable!

Jim Rohn

“You are a product of your environment. So choose the environment that will best develop you toward your objective. Analyze your life in terms of its environment. Are the things around you helping you toward success, or are they holding you back?”

—W. Clement Stone

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Hi there, Chris Widener here. I hope you have taken time to go through the material and reflect upon what you have learned and how you can apply it to your life with specific action to improve yourself.

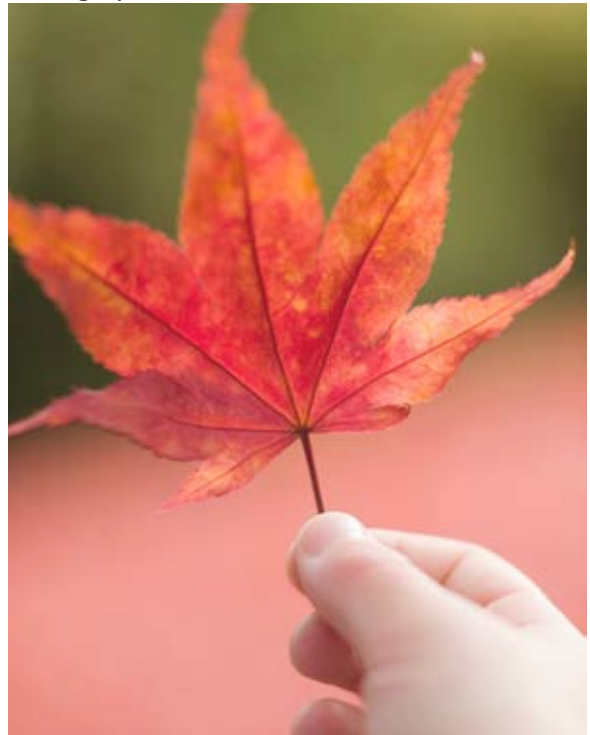
Here is a recap of the material on CD Two from *The Jim Rohn Weekend Event—Excelling in the New Millennium*:

PERSONAL DEVELOPMENT:

- ◆ The timing has to be right and the student has to be ready.
- ◆ Books are what take you higher.
- ◆ Success is something you attract by the person you become.
- ◆ Profits are better than wages.
- ◆ You can make a living or you can make a fortune.

THE LAW OF THE SEASONS AND THE LESSONS OF THE SEASONS:

- ◆ You cannot change or alter the seasons, but you can change yourself.
- ◆ The seasons are the rhythm of life.
- ◆ Learn how to handle the winters. Hang on. Endure. They will pass.
- ◆ Spring is opportunity. Use the spring. Do it now. Take into account the brevity of life.
- ◆ Learn the lesson of summer. Do the work of summer. Nourish and protect your values. Every garden will be invaded. You must draw the line somewhere. There are no wins where there is no contest.
- ◆ Fall is the season of harvest. This is where you reap what you have sown. Enjoy the bounty.
- ◆ Three parts to personal development: physical, spiritual and mental.



ZIG ZIGLAR TAUGHT:

- ◆ You make radical changes in minute steps.
- ◆ Your IQ goes up with your vocabulary.
- ◆ Give up what you want now for what you want later.
- ◆ Attitudes and skills. They are all skills because you can improve them all.

ADDITIONAL THOUGHTS FROM CHRIS WIDENER:

I found a few of the following to be personally helpful, challenging and encouraging in the teaching found on CD Two:

Books are what take you higher. To a great degree, our mental growth is a culmination of the books we read and how they allow us to see other sides of issues, to learn from other people and from their experiences. Books are perhaps the easiest way for me to put myself into position to grow as a person. It gave me a new appreciation for books, but it also gave me a challenge to restock my bookshelf with books I wanted. It also encouraged me to go through those "classics" that have meant so much over the years.

The statements "Profits are better than wages" and "You can make a living or you can make a fortune," again, made me appreciate the philosophies of self-determination, capitalism, sowing and reaping, and the great rewards that come to those who dedicate themselves to them. Again, we are taught that those who succeed and achieve abundance, for themselves and for others, are those who live out the philosophy that fortunes are best made when you own the company.

The lessons of the seasons again reminded me that "there is a time for everything under the sun." It isn't my responsibility to move the seasons along (or to complain about them), but to recognize what the season is and to act accordingly. When it is winter, I should recognize that it will not last and make the most of it. When it is fall, I should harvest as much as I can!

See you next week,

Chris Widener

"The big challenge in life is to become all that you have the possibility of becoming. You cannot believe what it does to the human spirit to maximize your human potential and stretch yourself to the limit."

—Jim Rohn

Questions for Reflection

Q. If your level of success is determined by what kind of person you are, then what kind of person are you?

Q. What can you do to become a better person?

Q. How can you attract a higher level of success?

Q. Are you currently working for wages or for profits? Are you making a living or making your fortune? What can you do to get going in the right direction?

Q. Do you tend to want to change the seasons or yourself? How does this affect your situation?

Q. Think of the darkest winter you have experienced. Looking back, what good things did you learn or what good things came from it?

Q. Think of your best fall. What was it like? What did you reap? What will your next great fall look like?

“Don’t spend most of your time on the voices that don’t count. Tune out the shallow voices so that you will have more time to tune in the valuable ones.”

—Jim Rohn

Action Steps This Week

1. Take a good realistic look at the relationships you have and how they affect you. Make specific movement toward limiting a life-depleting relationship and specific movement toward growing a life-giving relationship. Write comments below:

2. Initiate contact and pursue a relationship with at least one person this week who is more successful than you are. Set up a time to meet with them to get to know them and learn from them. Write that person's name here:

3. Think through what influences you—what kind of music, what speakers, what television shows and what books. Are they good for you? If not, make the commitment to eliminate or limit those associations! Write them here:

4. Allow someone to "speak the truth" to you. Take some time to allow a friend or co-worker to give you good, honest feedback that would be helpful in moving you forward. Write comments here:

A Look Forward

CD THREE OF THE JIM ROHN WEEKEND EVENT— EXCELLING IN THE NEW MILLENNIUM

ZIG ZIGLAR TEACHES:

- ◆ Surviving in a tough economy
- ◆ How to change what and where you are by what goes into your mind
- ◆ How to get more of what money will and will not buy
- ◆ Quality of life
- ◆ Being a giver
- ◆ Gratitude
- ◆ How to improve relationships

And more!

Notes for CD Three from *The Jim Rohn New Millennium* series:
