

**Why Walk When You Can Charge?**



**The *Jungle Book* that Charges**  
**Participant Guide**

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## **JUNGLE SUCCESS**

The beauty of **Rhino Living** lies in the simplicity of the philosophy. A Rhino by definition is not a particularly subtle or clever animal, actually through the process of natural selection the Rhino ought to have been eliminated. But it hasn't been. Why not? The Rhino is a single-minded animal. When it perceives an object, it makes a decision to charge and puts everything it has into that charge. When the charge is over, the object is either flattened or has gone into hiding, where upon the Rhino resumes browsing for future opportunities.

**Rhino Living** and the Laws of the Jungle are very simple. In the jungle of life there are two animals: The Cow and The Rhino. Cows stand in the field all day; they eat the grass, enjoy the sunshine and slowly watch life pass them by. The Rhinos on the other hand see opportunities all around them; they charge at goals and have a blast doing it! They do not let life happen to them; they create the life they live; they enjoy every moment of it and realize they are the cause of their success.

To understand how to truly live the Rhino life you must first understand a few basic natural laws. You also must take an honest look at yourself and determine if you are a Cow or a Rhino and what you want to be. It's okay. We have all lived the Cow life every once in a while, but today is the day when you can make a conscious choice to be a Rhino, to live life to the fullest, to charge at your goals, to be enthusiastic, and to take full responsibility for your actions!

The following pages present a basic guide for you to start or strengthen your Rhino life and begin your charge towards success! "It is better to attempt something great and fail than to attempt nothing and succeed."



## SCORE CARD

Circle the number closest to the statement that describes you the majority of the time (i.e. 3 represents 50-50 between both statements). Review who you are now and what you would like to change so that you can enjoy a better life!

- |                             |   |   |   |   |   |                             |
|-----------------------------|---|---|---|---|---|-----------------------------|
| 1.) Wakes up and charges    | 1 | 2 | 3 | 4 | 5 | Hits snooze                 |
| 2.) No time for TV          | 1 | 2 | 3 | 4 | 5 | Nightly TV                  |
| 3.) Charges massively       | 1 | 2 | 3 | 4 | 5 | Lays in the field           |
| 4.) Gives it ALL you got    | 1 | 2 | 3 | 4 | 5 | Cautious                    |
| 5.) Do it big               | 1 | 2 | 3 | 4 | 5 | Minimalist                  |
| 6.) Busy Rhino buddies      | 1 | 2 | 3 | 4 | 5 | Complaining Cows            |
| 7.) Enjoys taking punches   | 1 | 2 | 3 | 4 | 5 | No use in trying            |
| 8.) No distractions         | 1 | 2 | 3 | 4 | 5 | Always obstacles            |
| 9.) Alert for opportunities | 1 | 2 | 3 | 4 | 5 | Rationalize away            |
| 10.) Believes in success    | 1 | 2 | 3 | 4 | 5 | Believes success is bad     |
| 11.) Happy, enthusiastic    | 1 | 2 | 3 | 4 | 5 | Woe is me                   |
| 12.) Healthy                | 1 | 2 | 3 | 4 | 5 | Sick                        |
| 13.) Wealthy mindset        | 1 | 2 | 3 | 4 | 5 | Poverty mindset             |
| 14.) Gives more than takes  | 1 | 2 | 3 | 4 | 5 | Takes more than gives       |
| 15.) Goes the extra mile    | 1 | 2 | 3 | 4 | 5 | Least effort possible       |
| 16.) Sacrifices for success | 1 | 2 | 3 | 4 | 5 | Wants it now without effort |
| 17.) Accepts responsibility | 1 | 2 | 3 | 4 | 5 | Blames others               |

### Are You a Rhino or a Cow?

**1-28** Rhino...Charging!      **29-56** On the Fence      **57-85** Cow...Grazing



# LAWS OF THE JUNGLE

## Law 1

**Law of Cause & Effect and Compensation** - If you want to achieve your goals you cannot relax in the cool mud all day. You need to break a sweat charging through the Jungle towards your goals. You need to take and create opportunities; you need to grab life by the horns. The jungle is a very organized and efficient place. There are no accidents. Success and failures happen based on the causes you establish. *The Law of Compensation states that you are compensated for everything you do!* Everything good and bad! You are compensated in proportion to the energy you give out, positive and negative.

## Law 2

**Law of Attraction** - *Success attracts success; positive energy attracts more positive energy.* You are a living magnet—attracting people, circumstances and events that harmonize with your dominant thoughts. A smart Rhino is always thinking positive thoughts and always looking to bring positive people into his part of the jungle—like attracts like. Take a close look at the people around you and the situations you are facing in your life, you attracted them. You need to change what you think about to change what you bring about. **POSITIVE ATTITUDE!**

## Law 3

**Law of Persistence** - A Rhino never ever gives up. If a Rhino determines there is a worthwhile goal to charge for he does not stop until he reaches that goal. A Rhino understands there will be setbacks, failures, bumps and bruises along the way—it makes success that much better. *Stay the course* and don't let the Cows pull you off your goals.

## Law 4

**Law of Abundance** - There is abundance in the Universe and the jungle. Everything you need is waiting for you. *There is plenty to go around.* Do not try to stampede over other Rhinos; don't try to take another Rhinos success. Work on a creative level, not a competitive level. Add value and positive energy and the universe will repay you. Everything that you want wants you—it is just waiting for you to make the right decisions and have the right mindset. Give more than you receive, go the extra mile and you will constantly have more than you need.



# JUNGLE BASELINE

Grade yourself on how well you presently live the Laws of the Jungle with others in your life.

<b>CHARGE AHEAD</b>				
	<b>Law of Cause and Effect &amp; Compensation</b>	<b>Law of Attraction</b>	<b>Law of Persistence</b>	<b>Law of Abundance</b>
<b>With Customers</b>				
<b>With Coworkers</b>				
<b>With Supervisors</b>				
<b>With Family</b>				
<b>With Friends</b>				



## **GOAL SETTING**

**Step One—Clear the Mental Clutter**, make sure the soil is fertile and ready. Make sure your goals have real meaning: a) Sincere b) Emotionally meaningful c) Believable by you. Follow your passion!

**Step Two—Get Your Self Image on Board** with your dominant thoughts and goals. Setting a big goal your self image does not believe in will not happen. You must feel it, see it and believe it.

**Step Three—Write Your Goals Down.** Write them in the positive with no negative thoughts or words. Make sure you give a clear goal for your Rhino on the inside to charge towards. Make the short term goals SMART (**S**pecific, **M**easurable, **A**ttainable, **R**ealistic, **T**imely) and make the long-term goals more adaptable.

**Step Four—Read Your Goals Twice Daily** with energy and enthusiasm. Make your subconscious mind believe they have already been achieved. Find quiet time everyday to watch the end of your movie, to actually see your goals being achieved. Act as if you are already a success. Post your goals up where they are easy to see. **ACT NOW!**

**Step Five—Persist and Adapt.** Charge with passion, energy and enthusiasm. Expect setbacks and failures but use them to make yourself more successful. Charge relentlessly at your goals, adapt to the change in conditions, but always find a path to your goals. Failure is good; it does not make you a failure—it makes you more successful.



# SELF IMAGE

<b>My Current Self Image</b>	
<b>Bad Image</b>	<b>Good Image</b>

<b>My Desired Self Image</b>

<b>Rhino Action Required to Succeed</b>		
<b>Start</b>	<b>Stop</b>	<b>Continue</b>



## SMART GOALS

**If a man knows not what harbor he seeks, any wind is the right wind.  
-Seneca**

**S**pecific  
**M**easurable  
**A**ttainable  
**R**ealistic  
**T**imely

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**Specific** - A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal you must answer the six "W" questions:

- \*Who: Who is involved?
- \*What: What do I want to accomplish?
- \*Where: Identify a location.
- \*When: Establish a time frame.
- \*Which: Identify requirements and constraints.
- \*Why: Specific reasons, purpose or benefits of accomplishing the goal.

**Example:** A general goal would be, "Get in shape." But a specific goal would say, "Join a health club and workout 3 days a week."

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**Measurable** - Establish concrete criteria for measuring progress toward the attainment of each goal you set. When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goal.

To determine if your goal is measurable, ask questions such as.....How much? How many? How will I know when it is accomplished?





## SMART GOALS

**Attainable** - When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. You begin seeing previously overlooked opportunities to bring yourself closer to the achievement of your goals.

You can attain most any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps. Goals that may have seemed far away and out of reach eventually move closer and become attainable, not because your goals shrink, but because you grow and expand to match them. When you list your goals you build your self-image. You see yourself as worthy of these goals, and develop the traits and personality that allow you to possess them.

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**Realistic** - To be realistic, a goal must represent an objective toward which you are both *willing* and *able* to work. A goal can be both high and realistic; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress. A high goal is frequently easier to reach than a low one because a low goal exerts low motivational force. Some of the hardest jobs you ever accomplished actually seem easy simply because they were a labor of love.

Your goal is probably realistic if you truly *believe* that it can be accomplished. Additional ways to know if your goal is realistic is to determine if you have accomplished anything similar in the past or ask yourself what conditions would have to exist to accomplish this goal.

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**Timely** - A goal should be grounded within a time frame. With no time frame tied to it there's no sense of urgency. If you want to lose 10 lbs, when do you want to lose it by? "Someday" won't work. But if you anchor it within a timeframe, "by May 1st", then you've set your unconscious mind into motion to begin working on the goal.

**T** can also stand for **Tangible** - A goal is tangible when you can experience it with one of the senses, that is, taste, touch, smell, sight or hearing. When your goal is tangible you have a better chance of making it specific and measurable and thus attainable.



## **GOAL SETTING**

**“There are no limitations to the mind except those we acknowledge. Both poverty and riches are the offspring of thought.” Napoleon Hill**

Define your definite chief aim, financial, family, career, and health goals as if they are already a reality! You become what you think about! Whatever you think about consistently with emotion will become your eventual reality positive or negative! You will not restrict your mind in any way; the negative thoughts in your head today are most likely false and have no basis in fact. On this page list your goals in the POSITIVE!

### **Definite Chief Aim for This Year:**

**Career Goal:**

**Family Goal:**

**Financial Goal:**

**Health Goal:**

**Definite Chief Aim *Five Years from Now!*** Where you will be in five years is exactly where you think you will be!

Review this twice daily with enthusiasm and convince your subconscious mind that these thoughts are already a reality and the universe will begin to create this reality. Remember to make sure your self image is in line with your goals!

**My Imagination Creates My Reality!**



# CHALLENGE SOLVER

**Purpose:** The Rhino Living Challenge Solver is a general tool for systematically analyzing the factors found in complex problems. It frames problems in terms of factors or pressures that support Grazing forces and those pressures that support change in the desired direction (Charging Forces). A factor can be people, resources, attitudes, traditions, regulations, values, needs, desires, etc. As a tool for managing change and challenges, the Rhino Living Challenge Solver helps identify those factors that must be addressed and monitored for success to happen.

## How it Works

### Step 1 Define the Challenge

What is the nature of our current situation that is unacceptable and needs modification? It is useful to separate the specific problem from those things that are working well.

### Step 2 Define the Objective

What is the desired situation that would be worth working toward? Be as specific as possible.

### Step 3 Identify the Charging Forces

What are the factors or pressures that support change in the desired direction? What are the relative strengths of these forces? Place these Charging Forces on the Rhino Living Challenge Solver Diagram. What are the inter-relationships among the Charging Forces?

### Step 4 Identify the Grazing Forces

What are the factors or pressures that resist the proposed change and maintain the status quo? Represent these forces on the diagram as you did those for the Charging Forces. What are the inter-relationships among the Grazing Forces?



# CHALLENGE SOLVER

## Step 5 Develop a Comprehensive Strategy

The diagram created in steps three and four reflect what could be called the Jungle Equilibrium. Although this is a relatively stable state, movement can be achieved altering the factors currently contributing to this equilibrium. Rhino Success can occur as a result of any combination of the following:

- strengthening any of the Charging Forces
- adding new Charging Forces (possibly by transforming a former Grazing Force)
- removing or reducing any of the Grazing Forces

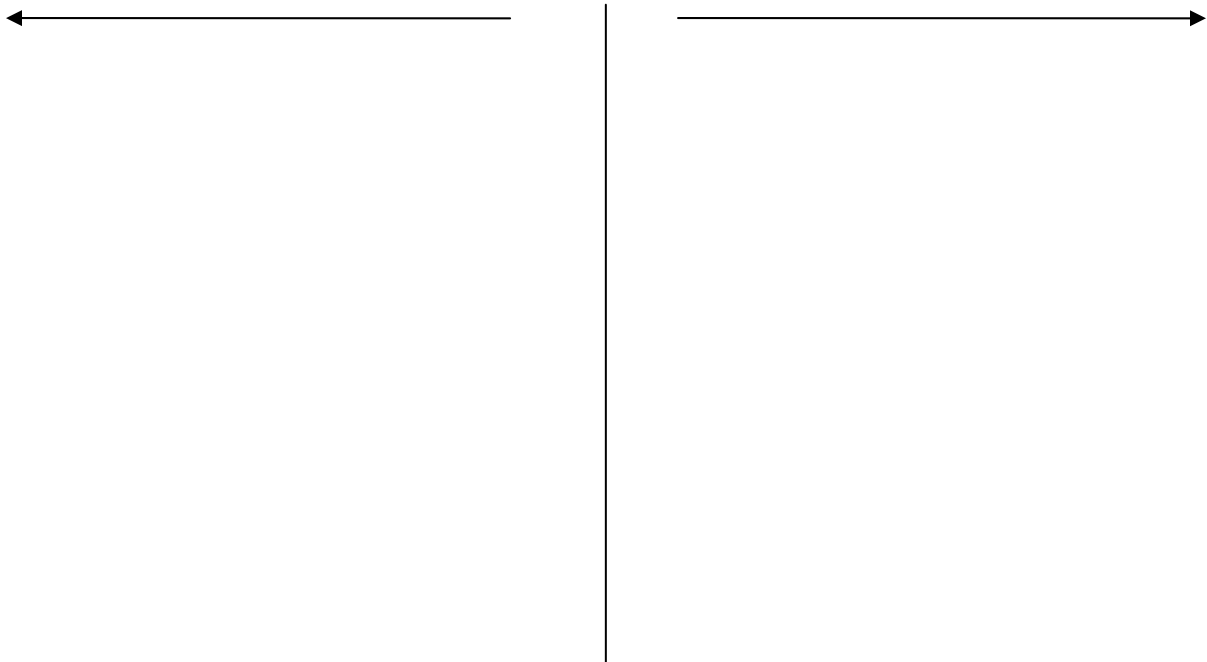
*Step 5 should also include some consideration of some of the possible unintended consequences when forces are altered (e.g. increase resistance, new alliances, fear, etc.).*

## Rhino Living Challenge Solver Diagram

**Charging Forces**

**Status Quo**

**Grazing Forces**





## **CHALLENGE SOLVER**

### Steps to Strengthen **Charging Forces**

- 1.
- 2.
- 3.

### Steps to Weaken **Grazing Forces**

- 1.
- 2.
- 3.

### Possible Unintended Consequences When Altering Forces

- 1.
- 2.
- 3.



## **GIVE•SERVE•LOVE**

List some of the emotions you feel when someone puts into action  
**GIVE•SERVE•LOVE:**

Describe a recent **GIVE•SERVE•LOVE** experience:

What made it special?

What did you do immediately following this experience?

Complete the following statement and share your thoughts with the person you select.

**I appreciate \_\_\_\_\_ because...**



## **MY ACTION PLAN**

I will **START...**

I will **STOP...**

I will **CONTINUE...**



## **ATTITUDE COMMITMENT**

**THE LONGER I LIVE THE MORE I REALIZE THE IMPACT OF ATTITUDE ON LIFE. ATTITUDE TO ME IS MORE IMPORTANT THAN FACTS. IT IS MORE IMPORTANT THAN THE PAST, EDUCATION, MONEY, CIRCUMSTANCES, FAILURES, SUCCESSES, OR WHAT OTHER PEOPLE THINK, SAY OR DO. IT IS MORE IMPORTANT THAN APPEARANCE OR SKILL. IT WILL MAKE OR BREAK A COMPANY, SCHOOL, ASSOCIATION, OR HOME.**

**THE REMARKABLE THING IS I HAVE A CHOICE EVERYDAY REGARDING THE ATTITUDE I WILL EMBRACE FOR THAT DAY. I CANNOT CHANGE MY PAST; I CANNOT CHANGE THE FACT THAT PEOPLE WILL ACT A CERTAIN WAY. I CANNOT CHANGE THE INEVITABLE. THE ONLY THING I CAN DO IS PLAY ON THE ONE STRING I HAVE, AND THAT IS MY ATTITUDE.**

**I AM CONVINCED THAT LIFE IS 10% WHAT HAPPENS TO ME AND 90% HOW I REACT TO IT. AND SO IT IS WITH ME; I AM IN CHARGE OF MY ATTITUDE!**

**SIGNED: \_\_\_\_\_**

**DATE: \_\_\_\_\_**





## **CLOSING REMARKS**

If you weren't already, you are now a young, adventurous and audacious RHINO! Remember these principles to keep the Cows away:

- \*There is no indecision, don't delay. Charge non-stop at your goal. When you get knocked down, get back up and keep charging.
- \*Don't worry. There will be problems—they are a good sign. You are a 6,000lb charging Rhino with 2-inch thick skin! Nothing can stop you!
- \*Always be positive! You will attract positive energy!
- \*Remember, you become what you think about. Whatever you think about constantly will become your reality. Think about your goals, your dreams, and CHARGE at them! Thoughts are not enough you must put energy out there for it to come back to you!
- \*Above all, never give up! Charge until you reach your goal.
- \*Eliminate your bad self-image! You have limitless potential and you can Achieve your dreams! You can make the impossible happen!

If you are still worried, or at times you think you cannot get back up and charge again, remember that this is a benevolent universe and it all revolves around energy. It likes action and energy. Just when it seems things are at their worst, the Universe will provide you with what you need. The more you continue to give and do, the more the universe will open doors that help you achieve your goals.

Life is 10% what happens to you and 90% how you react to it. Every failure holds the seed of a greater benefit; you just need to keep an opportunity mindset.

**CHARGE!**

*Dave*

Dave Magrogan  
Head Rhino



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