



Attitude

Week 1 – Planning

Week 2 – Mindset

Week 3 – Education

Week 4 – Systems

Week 5 – Execution

Week 6 – Documentation



Course Map

Day 1 – Faith, Entheos & Meditation

Day 2 – Poise, Focus and Happiness

Day 3 – How We Think

Day 4 – Reasons Make the Difference

Day 5 – Attitude



Course Map

Here's what we're going to cover

Earl's USS Arizona Story

Most Important Word In The English Language

Personal Excellence

My Traffic Story

What this can do for you

You can get inspired by a real-life story from WWII

Learn the most important word

Get enthusiastic about striving for Personal Excellence

Get a new take on traffic

Earl's USS Arizona Story

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My traffic story

Earl's USS Arizona story

He describes the single most devastating day of his life in his book, “Essence of Success”

Earl was aboard the USS Arizona,

Which was one of the most heavily hit of all the installations during the attack on Pearl Harbor

Most of ship was devastated with bombs and
hundreds of American Naval enlisted died on that
ship that day

The reason Earl happened to survive that day was
his position on the ship

He happened to be on the top of the main
mast, called the aftermast,

The battleship has two masts, one forward
and one aft,

His battle station was at the top of the after mast,

Which was at the control station for the
secondary battery for the five-inch guns

It was just about the only station on the ship not stuck repeatedly by bombs.

It was the Arizona whose forward magazines went
up in one great cataclysmic explosion,

Which was the loudest sound in WWII until the
detonation of the atomic bomb

When that explosion occurred,

If you're on the ship, you're close to it

If you're on the ship, you're close to it

Earl describes it shaking the aftermast like a
willow wand

And being tossed about, rendered
unconscious temporarily

As it turned out, there was only 100
survivors from the Arizona

After this event, Earl went on to become a
World-Class Author and Speaker

The terrifying experience on the Arizona only
served to increase his love for life and his drive
to grow and meet challenges head on

He was able to use his adversity to power him forward, and you can do this too

Most Important Word in the English language

The most important word is,

Attitude

Here's the question to ask,

Am I the Optimist or the Pessimist?

Are you the type of person that sees the glass
half empty or half full?

Often, the way two people describe things, you wouldn't even think it was the same glass

The Optimist sees the Vision,

What life could be,

The Pessimist is helplessly negative,

Thinking everything is out of their control

The Pessimist only sees the limitations,

The Pessimist will create reasons to NOT
do something

They won't ever go the extra mile.

And then there's people who say they are
not an Optimist nor a Pessimist,

They call themselves...

A Realist

And my good friend and mentor Jim Cathcart
has done a lot of research about this

What he found was,

A Realist is a Pessimist who won't admit it

They find obstacles and reasons why not

They will say things like, “The current obstacles are insurmountable so we might as well give up”

The story of the V8 engine is a great example
of this...

Henry Ford was the Mastermind behind
this idea,

He directed his team of Engineers to cast
the engine block in one pour

It had never been done before

And it was widely thought to be impossible
by current scientific measures,

But Ford did not accept that

He knew it could be done

He wasn't going to be told by his University
graduate team that it couldn't be done

After months of hearing, “It can’t be done”,
the Engineers threw up their hands

And stopped working.

Ford said,

“This is the Project. Work on this or LEAVE.

Now go away!”

(or something like that)

Ford said,

“And don’t come back without it.”

Eighteen months later,

The V8 engine was born

Self-image is one thing in your FULL control

Most important word in the English language

Personal Excellence

Traffic story

Each walk of life has its own Elite

“Excellence is an art won by training and habituation”

-Aristotle

Think in terms of Excellence

Demand Excellence in what you buy,

And produce it in what you do.

The only thing that counts is the quality and integrity of the finished product

The respect for Excellence never changes

In final analysis, the quality is what will be the lasting effect, not how long it took to turn it out

Now, I want to talk about Henry Royce

Henry was said to get so wrapped up in the business of producing a superior automobile,

He would forget to eat for days at a time,

And he would sleep on a bench at the foundry,

A boy had to be hired to follow him with milk and bread so he wouldn't get sick from malnutrition

He once heard a mechanic say,
“That’s good enough”,

And they almost had to tie him down,

Nothing was ever good enough,

And his name and the name of his partner C.S.

Rolls became a symbol of Quality and Excellence

Give your education and business practices this
type of attention,

And perhaps your name can be as synonymous
to Quality as Rolls Royce is to cars

Once you become Excellent,

You likely won't have to worry about income,

There's always a ready market for the best

Traffic story

One day, I was driving to work,

And I happen to be sitting in traffic

It was particularly bad traffic, and I was there
for over an hour,

Bringing my current one-way commute at
the time to over 2 hours,

Having just listen to some of Nightingale's
audiobook,

I decided not to let this traffic get me
down today,

I started to think of all the people who
didn't even have a job to go to,

Some are starving in soup kitchen lines
because they have no income

And I started to feel grateful that I had work

Then, I thought about the people without a car,

I really felt for them,

Imagine not having a car

I realized I was lucky to have the power and
ability to drive where I want in my free time

And I was literally crying, tears of happiness

They were tears of happiness,

As I sat in traffic on the way to work that day

I often go back to this moment in my mind and
realize how good I have it now

Action Item

Listen to this audio clip from
Earl Nightingale's archives

<https://youtu.be/TApxX1Tbo6w>



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Attitude