

# Maximum Achievement

## Brian Tracy

### Notes by Dave Kraft

Many people are working at jobs they don't like, staying in relationships they don't enjoy and functioning far below their potential for achievement and happiness (12) Everything worthwhile takes time (16) You can't hit a target you can't see. You can't accomplish wonderful things with your life if you have no idea of what they are. You have to decide exactly what "success" means to you, You have to decide what your life would look like if you made it into a masterpiece (21) All great achievement begins with your deciding what it is you really want and then dedicating yourself wholeheartedly to attaining it.

Your first job is to create a blueprint, a clear picture of where you are going and what it will look like when you get there (22) A key quality of the fully functional person is that he or she has the ability to enter into and maintain long-term friendships and intimate relationships with other people (27) Happiness has been defined as the "progressive realization of a worthy idea" (29) Decide what's right for you before you decide what's possible (33) The main reason for so much underachievement and frustration is simply that people don't know how to get the most out of themselves (37) Your mind and your life are like a room full of musicians, all playing different instruments and different tunes, all trying to get your attention. Your main job, in taking control of your life and your future, is to become the conductor of your own orchestra (40)

How you think about any situation determines how you feel, and your feelings determine your behavior (42) A person with a clear purpose and a plan always has an edge over someone who is vague or unsure. Insanity has been defined as "doing the same things in the same way and expecting different results" (43) Don't be so quick to sell yourself short. Refuse to accept limitations on your potential. You can probably do far more than you've ever done before (47) Perhaps the kindest thing you can do for another person is to say, "I believe in you. I know you can do it." (52) Be sure that your expectations are consistent with what you want to see happen. Always expect the best of yourself (53)

"As within, so without." Your outer world is a reflection of your inner world (55) You eventually become what you think about. If you change your thinking, you change your life (56) The average person uses only 10% or less of his potential in the course of a lifetime. Research at Stanford University concluded that the average person uses only about 2% of his mental abilities (60) Your attitude is one of the best indicators of the person you really are inside (61) You are not what you think you are, but what you *think* you are (63) Negative ideas about yourself and your abilities are usually based on false information and impressions you have taken in and accepted as true (64)

The more you like and respect yourself, the better you perform in everything you do. You can never like or love anyone else more than you like or love yourself. You can't give away what you don't have (70) Every attitude, behavior, value, opinion, belief and fear you have today has been learned (71) Probably much of what we do in life, from childhood onward, is done either to get love or to compensate for the lack of love (74) The fear of failure is the greatest single obstacle to success in adult life (77) Fear of rejection is the 2<sup>nd</sup> major reason for failure and underachievement in adult life (80) Greater success and happiness are only possible for you when you are willing to feel awkward and uncomfortable during the process of creating a new comfort zone at a higher level of effectiveness (87) A major reason people fail to move forward in life is that they become too rigid and inflexible in their ideas, especially in their ideas about themselves and what is possible for them. Your self-esteem (your reputation within yourself) is largely determined by how lovable and valuable you appear in your own thinking (88)

Successful people are very clear about what they want (97) One negative experience, dwelled upon repeatedly, will de-motivate and discourage you in that area (100) Forget the way you were in the past. Discard past labels. It is how you see yourself, how you talk about yourself and how you act now, in the present, that is creating your future. You *will* become what you think about most of the time (107) A major difference between leaders and also-rans is that superior men and women are always stretching themselves, pushing themselves out of their comfort zones. Your biggest challenge is in breaking free of your old habitual ways of thinking and acting (114)

"A man becomes what he thinks about most of the time" Ralph Waldo Emerson (116) Your mental movies, combined with emotionalization, are the previews of your life's coming attractions (130) If you want to get to Mount Olympus, just make sure that *every step* you take is in that direction (131)

Sir Isaac Newton asked how he had managed to make such significant contributions to the world of science replied, "By thinking of nothing else." By rigorously disciplining yourself to think and talk only about what you want, and by refusing to dwell upon the things that you don't want (132) "Like most people, I was moving randomly through life, reacting and responding rather than focusing and concentrating. I was a wandering generality rather than a meaningful specific." Zig (139) Your only limitation is your desire: How badly do you want it. The person with the greatest intensity of purpose will always win over the others (140) Less than 3% of men and women have their goals in writing. Fewer than 1% of them read and review their goals regularly (144) You may have a variety of goals, but you can only have one major central purpose (151)

The ideal life is focused, purposeful, positive and organized so that you are moving toward goals that are important to you every hour of every day (153) Character is the ability to carry through on a resolution after the mood in which the resolution was made is past (156) "A man can bear any what if he has a big enough why" Nietzsche (161) One of the characteristics of superior people is that they can accept feedback and make course corrections. They're more concerned with *what's* right than *who's* right (169) Burn your mental bridges behind you (185) You are always free to choose the kind of world that you wish to live in. And you choose it every day by the thoughts you think (194) "Whenever God wants to send you a gift, he wraps it up in a problem."-NV Peale (198) Your negative emotions are like forces of mental gravity that are holding you in your current reality (210) Responsibility always looks to the future. Blame always looks the past for someone who is guilty (211) Everything that you are today is a result of your habitual ways of thinking (215) Virtually every problem you have with yourself and with other people can be traced back to some incident in which your value and worth were challenged or attacked by some sort of criticism (216) This ability to avoid being overly affected by the criticism of others is a key quality of the self-actualizing person (218)

Perhaps 80% of all the problems and unhappiness that you experience occur because you are unclear about where you're going and what you want to accomplish. Your mind is structured in such a way that you feel good about yourself only when you're working toward achieving something that is important to you (240) **Fully 85% of your success in life is going to be determined by your social skills.** The inability to get along with others is the primary reason for failure, frustration and unhappiness in life and work. According to one study, more than 95% of men and women let go from their jobs over a 10 year period were fired because of *poor social skills*, than lack of competence or technical ability. Most of your problems in life are *people problems* (259) The more you like and respect yourself, the more you like and respect others (260) It takes 13 muscles to smile and 112 muscles to frown (268)