

## More Principles for Life Masteries

# REAPING WHAT YOU SOW

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**Mark Boersma**

### **The More We Do For Others, The More We Personally Gain** **Principle #10 for Life Masteries**

There is a story in a famous book that goes something like this...

The owner of multiple companies gave three managers three separate businesses to run. The manager left the country for awhile and upon returning, he set up a meeting with each of the three managers to review their progress. The following are the results of the meetings:

The first manager was given a ten million dollar company to run; he worked very hard, took some wise risks, implemented strong values throughout the company, and was loyal to the owner. The manager turned the company into a twenty million dollar company with great profitability. Obviously the owner was very happy and rewarded the wise manager handsomely.

The second owner was given a five million dollar company to run; he worked extremely hard taking appropriate risks and he turned that company into a ten million dollar company. The owner rewarded this manager with a great bonus and additional responsibility.

The third owner was given a one million dollar company to run; he was fearful of losing money for the owner so he took no risks and applied moderate effort to maintain the company. The owner was extremely upset and told the foolish manager that he would have been better off selling the company and putting the money in a bank to at least earn interest.

What do you think happened to the third company as well as the manager? The owner in this story did something that would not be politically correct by today's standards because he took the third company and gave it to the first manager to run. In today's environment, the third manager probably would have been excused by the attitude that it wasn't a big enough company, it wasn't fair, or maybe the manager wasn't given the necessary resources. More than likely today's manager would be given more resources and/or a less aggressive agenda.

We are all given gifts. The way our gifts grow in value and effectiveness is to share them with others. If we do not use these gifts at home, in the work place, with clients and coworkers, or in the community, we can lose them to others. What gifts do you possess?

Are your talents being effectively utilized within your company? Are you sharing your gifts with others less fortunate in the community? If you are not, others will lose; but yours will be the biggest loss. Share your gifts today. Share them often! For those who sow generously will reap a generous harvest.

### **FOCUS: Get Better Results With Less Effort** **Principle #11 for Life Masteries**

We all need to think outside of the box. It may be easier to make more money by working fewer hours! So many times our mindset gets stuck in thinking within a box mode. If you ask a great number of people if they would like to make more money, many will say no because they equate earning more income with working more hours.

Most of us have heard of the 80/20 law: 80% of one's results will come from 20% of one's effort. When this law is combined with the natural law of focus, it produces very powerful results. Combining this with Law #1 (Great vs. Good), we will focus on the great and attain better results with less effort.

Identify the three to five most important actions in your life— business, sales, client or whatever you are working on improving and invest more time in those great actions and less in the marginal actions. By focusing more completely on what you *should* be accomplishing, you will produce more results with less effort.

Another way to do this is to seek out and help other individuals who don't share your natural strengths and don't struggle with your weaknesses. By helping one another, you both will accomplish much more with less overall effort. If you own a business or are in sales, this principle will help you to work more effectively with others while fully utilizing the natural strengths to help everyone achieve their full potential.

For the best results, you need a strong understanding of personalities and how to build winning teams based on those personalities. Call me today for direction on where to go on the Web to find additional information.

### **NEVER QUIT:** **There Are No Mistakes, Just Learning Opportunities** **Principle #12 for Life Masteries**

There are only two ways to fail in life:

1. Fail to try.
2. Fail to learn from one's efforts.

This principle, when tied into principle #1 and #2, becomes even more powerful. (#1 Walls of Opportunity; #2 No Problems, Only Opportunities) So many people look at situations as "problems" when they should be viewed as great opportunities. Many individuals have experienced being fired or laid off from their job and turn around, start their own businesses and experience great success.

When Chrysler's business wasn't going well and Lee Iacocca felt like quitting, his wife told him that he could quit and Mr. Ford (his old boss) would be able to glory in his quitting. Obviously that was a big motivator to Lee Iacocca and it totally changed his way of thinking, because he came back stronger than ever.

Many situations in life are like running a

race. You can never cross the finish line if you don't finish the race. That's 100% completion; not 99.9%. Some of life's greatest successes have come right after we feel like we have failed.

Never be afraid of trying something new. What is the worst that could happen? You may not get the results you hoped for and you probably will learn more if you have the proper attitude. Always learn from what you are doing. If you try to go over "the wall of opportunity" and it doesn't work, does it make sense to keep trying it over and over again? If we always do what we have always done, we will always get what we have always gotten.

If something isn't working, look at what does work, make the necessary adjustments and then try it again. Be encouraged that the harder the task, the better the reward. We all

know success stories of people who almost quit, but then chose to keep after it and they reap great results for being tenacious. Do you ever hear about the individual who was 99.99% of the way there and then quits right before he/she was about to see success? Whatever you do, don't quit.

Sometimes just talking with someone about your challenges can "turn on the light." Always try...always learn from your efforts! ❖

*Mark Boersma, President of Synergy Solutions, Inc., is known nationally for his sales and marketing expertise in the mortgage industry. Synergy has developed a multitude of tools and systems, including turn-key marketing systems which are designed to help you earn more money while decreasing your work hours. Call (888) 789-7878 or visit Synergy's website at [www.synergysolutions.net](http://www.synergysolutions.net) for further information.*

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