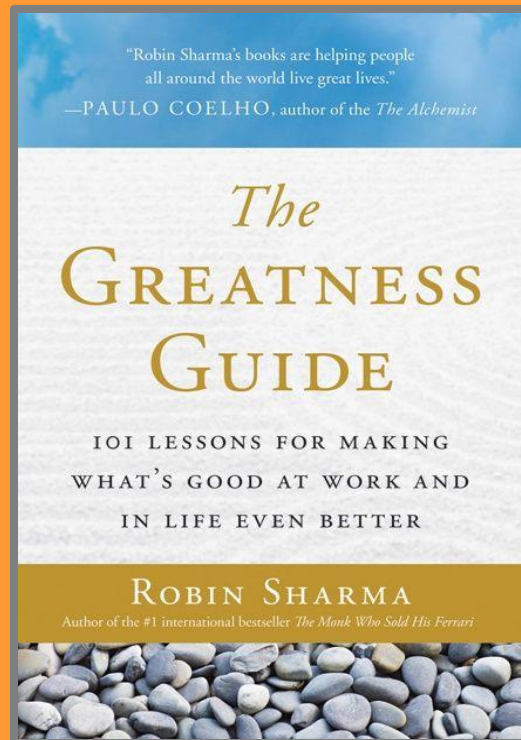


The Greatness Guide

Robin Sharma

This is only a selection of the content in order to give you a short view of the book, its main ideas and some other details that you may find helpful. It neither summarizes nor substitutes the content.

It is always advisable to read any book of choice from the beginning to the end for comprehension, benefit, and unbiased review.



101 lessons For Making What's Good at Work and in Life Even Better

1. I'm No Guru

The author states that he is no different from us. He has his struggles and frustrations. He is very human- a work in progress. "Do anything long enough and you'll get some depth of insight and understanding about it."

2. Harvey Keitel and Windows of Opportunity

"Run towards your fears" and seize opportunities when they present themselves. The author challenges his clients to dream, shine, and dare. A life well-lived is all about reaching for one's highest. A destiny is defined by how one responds to the windows of opportunity.

3. Nothing Fails Like Success

A person and his organization are more vulnerable when they are most successful because they often fall in love with themselves, so they stop innovating and working hard. They spend time protecting their success rather than staying true to the main reason that pushed the to the top.

The more successful one becomes, the humbler and more devoted he should be. The more committed you need to be. The more value you need to provide.

4. Be a Rock Star at Work

Work gives meaning to our lives and influences our self-worth. Being great at what you do is a gift you give yourself. Good things happen to people who do good things. Be a rock star at work. Wow your audience and get them cheering for you.

5. Your Days Define your Life

Your days are your life in miniature. As you live your hours, so you create your years. Small choices lead to giant consequences – food, words, thoughts, and actions. Every one of us is called to greatness and to have it continued, we must practice it. The more we practice it, the stronger it gets.

6. Drink Coffee with Ghandi

“A mind once stretched by a new idea can never return to its original dimension.” “Cut back on your rent or cut back on what you spend on food but never worry about investing money in a good book.”

Books shape our thinking.

7. Get some Skin in the Game

Failure is an essential ingredient for a high achievement. You can't win without leaving your comfort zone. No risk, no reward. The only failure is the failure to try and dream and dare. The real risk lies in riskless living. You can't win a game that you don't even play.

8. Be into Breezes

Enrich your life with what gives you joy. Do not feel guilty. Realizing one's best through fulfilling work, exploring and enjoying the world is what makes hearts happy.

9. Make Time to Think

Sitting silently to think. This is superb for leaders. Few things are as disappointing as investing all time and energy in something. Thinking and reflection ensures that one is on the right path. Be thoughtful and strategic. Clarity creates success. Reflection reduces reactivity.

10. Leadership Begins on the Extra Mile

Those who craft extraordinary careers and legacies are those who spend most of their time giving their best out on the extra mile. This is what ordinary people don't.

11. Mick Jagger and Reference Points

It is important to have positive reference points because this will introduce you to new opportunities. Pick the right people to model. We are all cut from the same cloth. If they can get to greatness, so can you. Do what your strong reference points do and reach greatness too.

12. Business is Relationships

Get out of your office and circulate. Let people see your kindness and trustworthiness. People want to know your passions and the real you. Move. Nothing happens if you don't move. Before someone will lend you a hand, you need to touch their heart.

13. Life Lessons from SpongeBob SquarePants

Be the essential optimist. Your thinking does shape your reality.
Value people. Respect people and build strong relationships.
Be an original. Have the courage to be your true and greatest you.
Life is not meant to be an ordeal. Climb the mountain and enjoy the climb.

14. How to be a Happier Human

Build your greatness not on concept but on action. Schedule and do. When you get back to doing those things that lifted your spirit, you reconnect with that state of happiness. Part of the purpose of life is being happy.

15. Work Hard, Get Lucky

We are given the power of choices to exercise them Good things happen to those who are willing to put the effort and exercise the discipline. Life favors the devoted! Outworking others. "Whatever a man soweth, that shall he also reap." Wear your passion on your sleeve... Hard work opens doors. Rare and special people are those who use their fullness of their talents for the highest.

16. Know your Genius

Focus plus daily improvement plus time equals genius. Understand that formula deeply and your life will never be the same. Discover your talents and then work like crazy to polish them. Celebrate your magnificence.

17. Listen Twice as Much as you Speak

This is a form of honoring others- listening with one's mind but with every fiber of one's being. Forge a deep human connection. Others will quickly respond.

18. Your Customers Buy with their Hearts

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19. Learn to Say No

Every time you say *YES* to something unimportant, you say *NO* to something important. You can't be all things to all people. Know your priorities and goals so that you feel you have played your best game as a human being.

20. Burn your Boats

Great achievement happens when our backs are up against the wall. Challenges serve beautifully to introduce you to your best and most brilliant self.

21. Grow Leaders Fast

The more quickly you can get every single person in your organization to demonstrate leadership behavior, the more quickly will lead the field. Your organization will be on that entrepreneurial and proactive. They take responsibility for achieving results that move the business forward. Businesses need someone who can set a vision and then lead the team to it.

22. Your Four-Minute Mile

You might be viewing things through the eyes of your limitations and fears. Clean the window. Your thinking creates your reality and your beliefs (because your beliefs drive your actions) will shape your future. If you think something is impossible (cannot occur in your life) then there is no way you will take action to make it a reality.

23. Push the Envelope

Remember that every great leader was initially laughed at. Push the envelope. Refuse to accept anything remotely close to mediocrity. Let go the chains that have bound you to the ordinary. Commit to excellence.

24. On Obituaries and the Meaning of Life

I am less willing to listening to negative people. Less willing to miss an opportunity or get closer to my dreams. Family, friendships, contribution, to community, the need to take calculated risks and the kindness through small, simple acts.

So ask profound questions and have greater clarity.

Did I dream richly?

Did I live fully?

Did I learn to let go?

Did I love well?

Did I tread lightly on the earth and leave it better than I found it?

"The best time to plant a tree was 20 years ago. But the second-best time is today."

25. Leaders Isn't a Popularity Contest

Being a leader isn't about being liked but about being right. Great leaders run their own race. They are courage in action. Being kind doesn't mean being weak. Extraordinary leadership is a balance between being tender, yet tough. Make the tough decisions. Let underperformers know when they are underperforming. Just be real.

"Great leaders build monuments from the stones that their critics throw at them. "

26. What Do You Evangelize?

"If you have not discovered something you are willing to die for, then you are not fit to live."

You are meant to shine. Find that cause, that main aim, and move towards it. You won't want to sleep. You'll be willing to move mountains to make it happen. You'll become an evangelist.

27. Under the Kimono: My Best Practices

We are walking the planet for vain. Stay at your best.

- Wake up at 5 am for self-development and reflection
- Five big-time workouts a week
- 90-minute massage very seven days
- World-class diet
- Journaling most days
- Reading every day
- Affirmations or Success Statements
- Weekly Planning session to review your goals
- At least one conversation with an interesting person

28. Culture is King

Work on the company's culture because all performance is driven by the culture. It is what drives behavior and lets people know what your organization values.

Culture is your company's philosophy. Build culture by:

1. Rituals: Rituals shape culture. Google and Apple for example have a ritual of 7 am team huddles.
2. Celebration: "You get what you celebrate." Catch people doing good.
3. Conversation: A leader needs to talk constantly about the vision.
4. Training: Hold seminars and workshops to instill the values you seek. When your people improve, your company will improve.
5. Storytelling: Great companies have cultures when great stories are told. Storytelling cements the best values into the hearts of its people.

People want to feel belonging.

29. Your Schedule Does Not Lie

There can no genuine success if one's daily tasks do not match deepest values. If there is a gap between what you do and who you are, you are out of integrity. Talk is cheap. Less talk and more do.

30. Shine as a Parent

Put your family, along with your health, on top of your priorities.

1. Lead by Example: Model the behavior you want to see. Children watch everything we do.
2. Develop your children: You are a developer of your children. Expose them to great art and great places.
3. Inspire your children: Parents teach children how to view the world. Try not to teach your fears to your children. Inspire them to be great. Be an enabler.

31. Be a Merchant of Wow

Customers must be taken on a journey from start to finish until they go "wow". This is an "experience economy"!

32. Getting What you Want While Loving What you Have

The Mandela Balance: Enjoy the view from where you are. Savor how far you have come. Every person has a "duty to shine". We must not rest on our past wins. Instead, we need to reflect and plan every new day, realize our potential and serves others.

The world was built by people who felt some discontent with the ways things were and knew they could do better.

33. Think Like a CEO

Take personal responsibility for the success of your business. Show up like an entrepreneur. Cut costs. Grow sales. Get good staff done.

34. Act like an Athlete

Daily practice. This is the only way to get to your greatness. "The price of discipline is always less than the pain of regret."

Personal and professional greatness takes time. Like athletes. Sometimes life sends us unexpected challenges, yet we practice a positive state so that we stay at our highest.

35.Be Wildly Enthusiastic

"No one grows old by merely living a number of years. We grow old by deserting our ideals. Enthusiasm is always alive. Curiosity. Openness to life. Seeing the best in people. Laughing and expressing love and compassion. Be madly alive !

36.Success isn't Sexy

Crafting an extraordinary existence takes work. Greatness requires sacrifice. Consistency. Stick to the fundamentals that you know are true to your heart. Things like being positive and responsible.

Don't complicate things. Small daily gains lead to giant results over a lifetime. Greatness is not about revolution but about evolution.

Every dream starts small. Just begin.

37.On Cuddle Parties and the Sad State of the World

The paradox is that in this modern wired world we become more connected electronically and less connected emotionally.

Do what you like. Build bonds of humanity.

38.The Value of Good

It's easy to be angry at someone or to complain. What is not easy is to stand for something higher. Like Mandela.

Leadership is about doing what is right not what is liked.

39.Grace Under Pressure

What makes a person distinguished is how he responds when life sends one of its inevitable curves. They don't crumble or surrender. They reach deeply and try to solve the challenges. No life is perfect. But we have the power of choosing to rise above the challenges.

40.To be More Productive, Relax and Have More Fun

Take time to work and time to chill out and do what makes you happy. Working hard is not always productive.

You need to give a chance for your genius to flow. Creativity comes when one is relaxed. Manage your internet interruptions. Take a technology day off!

41.The Two Magic Words

Thanking and appreciating your employees. Reflect upon people you need to cherish.

42.The Value of Dying Daily

Life is short. Wake you every morning asking, "How would I show up today if this day is my last?"

Challenge yourself. Die daily. Give yourself over to life. Open your heart a bit wider. Chase your dreams. Don't cling to security. Do your best and your funeral will be a celebration.

43.Client-Focused vs. Out to Lunch

Show up in new clubs that want to add value. Business is not about loving the people who do business with you and giving them more value when they any right to expect. Care for your clients.

44. Lead Without Title

Leadership is not about suits, ties, money you make. It is a state of mind. Lead without title. Treat your customers like royalty and you will surely win.

Part of the solution vs part of the problem. Take responsibility and do the right action. This is true leadership.

45. Do your Part

Blaming others is excusing oneself. Telling yourself -that you as an army of one - cannot have an impact is giving away your power. Ordinary people can really do extraordinary things. Choose what to do. You will grow.

46. Do you Play?

Children are our teachers. And we adults are nothing more than deteriorated children.

Get back to the sense of wonder of children. Bring in curiosity. Have the courage to say, "I'm going out to play."

47. Avoid the four F's Syndrome

Learn to make better choices. Self-awareness is the basic need. Four F's that prevent us from making the changes we want to make.

1. Fear: Manage it by doing the thing that frightens you. The fears you don't own will own you.
2. Failure: The only is the failure to try. Take that small step and do it fast.
3. Forgetting: Keep your commitment top of mind. Heighten your awareness. Better choices. Better results.
4. Faith: Cynicism stems from disappointment. Failures drive people hopeless and cynical.

48. Problems Reveal Genius

Problems bring possibilities... chances to grow. To resist them is to decline greatness. When you encounter a problem, handle it like a leader. Know that is there to help you learn something. Don't condemn them. Use them to go closer to success.

49. Love your Irritations

People who press your buttons are your greatest teachers. Be grateful for them. Points that drive you crazy are entry points into your evolution.

50. Speak Like a Superstar

The words you use determine the way you feel. Using winning words that inspire you and others. Select your words wisely.

51. Learning or Decaying

As long as you keep learning something new every day, stretch your horizons.

Read as many books as you can. There's a cure for aging that no one talks about. It's called learning.

52. Simple Tactics for Superb Relationships

We are happiest when we feel connected to others – when we part of the community. Building culture is collaboration, communication, and strong business results. Few examples:

1. Be on time.
2. Leave people better than you found them.

3. Be a world-class listener.
4. Be caring.

53. Rock Stars a poets

Listen to good music. Music elevates lives and enriches our culture. It introduces us to new ideas.

54. The Innovator's Mantra

True innovators have a mantra: "The enemy of the best is the good." If you want to be a leader, just keep motivating. Growth, evolution, and reinvention sustain life.

55. Pleasure vs Happiness

Happiness is the DNA of pleasure. Pleasure comes from something on the outside. Happiness comes from within. Choose to be happy. Be great.

56. The 600 \$ Sandwich

OAD: Obsessive Attention to Detail. Customers notice every detail. So notice them before they do.

Take personal responsibility: Do not blame others.

Pay attention: World-class leaders are attentive.

57. Good Business is Good for business

People want to work for a good company. Best companies have a noble purpose. People want to go to work proud and feel good.

58. Build Structure Structures

We need Success Structures to stay at our best. Build quality control. Success does not just occur. It is worked on every day.

59. The Person who Experiences Most Wins

Collapse the timeline by doing things faster. Raise your awareness to see what is important. Have the experience of an old man while you are still young.

60. Brand like Diddy

To win, you should develop a respected brand. Remember: It could take you 30 years to build a brand but only 30 seconds to have it destroyed.

Constantly reinvent. Relentlessly innovate. Cement loyalty.

"I'm not a businessman. I'm a business, man."

61. Get Big into Blessings

"I cursed the fact I had no shoes until I met a man who had no feet."

Perspective: Travel to more countries and you will learn new perspectives. And celebrate the blessings in your life and you will reconnect with how fortunate you are.

62. Be Wise, Early Rise

Our rise reflects our life. Getting up early to do your inner work, enlarging your thinking, reviewing your goals .. all these can be done in this early holy hour.

1. Don't eat after 7 p.m.
2. Don't lounge in bed.
3. Get into world-class physical condition.
4. Set BHAGs: Big Hairy Audacious Goals: Goals breathe life and energy into your days.

5. Set your alarm clock 30 minutes fast.
6. Give it 30 days.

"There will be plenty of time to sleep when you are dead." - Benjamin Franklin

Other chapters in the Book

63. Who Made Success a Dirty Word?

64. Get Great at Life

65. The Steve Jobs Questions

66. What's Missing from Your Coolness?

67. No Ask, No Get

68. Sell Your desk

69. Get Fit to Lead

70. Extreme Leadership and Kids' Clothing

71. The Seven Forms of Wealth

72. Apply the U2 Standard

73. Learn More to Earn More

74. See Through the Eyes of Understanding

75. The heart of your House

76. Become an Inspirational Human Beings

77. Make People Feel Good

78. Not all Leaders Are the Same

79. Six Reasons to Set Goals

80. Remember the Boomerang Effect

81. Make People Feel Good

82. Commit to First Class

83. Do a Clean Sweep

84. Follow the Million Dollar Baby Rule

85. The Earth is Small

86. Guests are God

87. The beauty of Time

88. On Mountains and Mastering Change

89.What Happened to “Please”?

90.Bon Jovi and the Power of Focus

91.Do a “101 Things to Do Before I Die” List

92.Spend Time with Your Kids

93.Get Goofy at Work

94.Revere Great Design

95.On Evian Water and you as a Big-Time Dreamer

96.Be Like Garth

97.Don’t Give up

98.Get Big on Self-Care

99. Guess who Inspires Me?

100.How to Live Forever

101. Lay Claim to Greatness

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