

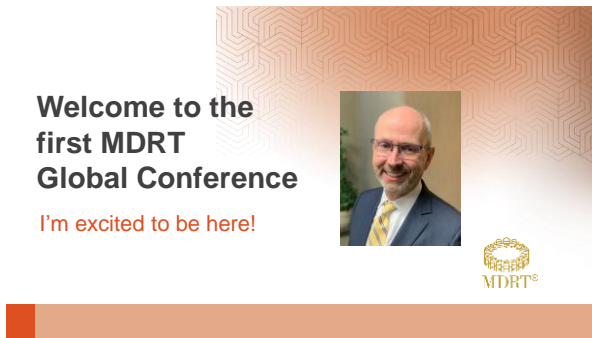


2019 MDRT Global Conference e-Handout Material

Title:	Eight Leadership Lessons to Grow to Top of the Table
Speaker:	Paul S. McCready, CFP, RFC
Presentation Date:	Monday: September 2, 2019
Presentation Time:	3:00p.m. - 4:00p.m.
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Clarify your vibrant vision of your future.

How do we do that?

Start by writing down your goals in all areas of your life.

My vibrant vision has goals in many areas.

- Spiritual growth
- Physical health and exercise
- Family
- Business achievement
- Educational
- Financial
- Lifestyle and aesthetics

Think about it.

If you already know how to accomplish your goals, those goals are too small.

Remember

- Write down the really big goals.
- Laminate them.
- Read them.
- Repeat them.

Leadership Lesson 2

Significant growth goals must be planted with seeds of good habits.



Why do habits matter?

“Because successful people do consistently what other people only do occasionally, or maybe not at all.”

- Pastor Craig Groeschel

In all areas of your life

**It's about small things moving
in the direction of big things.**

Habits matter.

**"Our habits will make or break us.
We become what we repeatedly do.**

- Sean Covey

In all areas of your life

**Target what ever it is you want
to change but haven't yet.**

Leadership Lesson 3

**Discover your WHO
to guide your DO.**

When I was new in business

**I was told that to be successful
I had to do things that I hated.**



Ugh!

I felt like a failure because


- I hated cold-calling strangers.
- I hated coming in early.
- I hated dealing with paperwork.

We felt like failures because...


- We connected our failure to function in a particular way to our identity.
- We felt our inability to reach a particular goal was our real identity.



Failure!



**We needed to
shift our thinking.**





**Everyone feels like
a failure at times.**





Discover WHO you are.

Set up:

- **Goals**
 - **Plans**
 - **Consistent supportive habits**
- 

Remember

**Successful people
do consistently
what other people
only do occasionally.**

Think about it

- **Winners and losers generally
have the same goals.**
- **We all want the same things,
but some of us end up with
very different results.**

Why is this?

**Goals don't determine success.
Systems determine success.**

- James Clear, *Atomic Habits*

Leadership Lesson 4



**You don't rise to the level of your goals,
you fall to the level of your systems.**

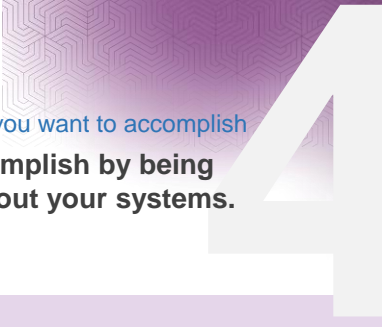
Goals alone do not get us
to the end we desire.

**Rather, the systems we have
in place determine our success.**

Why is this?

**You don't rise to the level of your goals.
You fall to the level of your systems.**

- James Clear, *Atomic Habits*



Everything that you want to accomplish
you can accomplish by being
deliberate about your systems.



Why do we fail so often?



Number One

We focus on the **WHAT** of the goal,
without understanding the **HOW**
of a **SYSTEM** to reach that goal.



Number Two

When we don't see progress fast enough, we give up the new system or habit.



Number Three

We take on a distorted identity, which sabotages our success.



Think about it.

An unhealthy identity creates unwise habits, and unwise habits reinforce an unhealthy identity.

Think about it.

**If we don't see ourselves
as disciplined, capable and productive,
then we will live in a way that is not
disciplined, capable and productive.**

Think about it.

**The way we live –
our habits and systems –
reinforce our identity.**

Leadership Lesson 5



**Find the power of changing DO
and have goals focusing on WHO
you want to become**

It's not **WHAT** you want to do
that brings the most success.

It's HOW you do it.

Start with your identity.

Ask yourself.

Who do I want to become?

Write down

- **What are you really good at?**
- **What would you like to really improve on?**

Now you have your WHO goals.

So, how do you become who you want to be?

Leadership Lesson 6



Always be looking for your next mentor, coach, or study group.

“I’m looking for a good person of integrity who makes a million dollars more than I do, so I can learn from him.”

- Paul McCready

Find your mentor.

**Look outside of your company.
MDRT is a great resource!**

Be bold!

Find (or start) a Study Group.

Our study group rules

1. Tell the truth.
2. Don't brag to each other.
3. Share willingly, knowing that other members are free to copy ideas.
4. Don't try to sell to the other members.
5. Openly share the "Good, Bad and the Ugly."
6. Come with a presentation (and a time limit.)
7. Have lots of time to just walk and talk.
8. Some members will come and go – this is normal.

Who do you want to learn from?

- Invite big producers so you can learn more.
- Invite people with similar values.
- Invite people with whom you would never compete.

Leadership Lesson 7

**Leap ahead through
investing in people**



Investing in people

**Creates leverage and allows you
to duplicate yourself.**

Write down

- One thing for which you were paid well.
- How much money did you make?
- How much time did it take you?

Do the math

- Determine how much per hour you earned.
- Find your hourly earnings for doing only that one thing.


Ask yourself

- Are there other things you do for work that pay you less?
- Can you hire someone else to do that work for you?



If yes,

Hire others to do those things.



Do what you do best.

Delegate the rest.



Write down

- What is your best?
- How can you free yourself up to do more of your best?

Leadership Lesson 8

**Work much less
and earn much more!**



Many people say

I'm too busy to take time off.

Hire people to do

What you don't like doing.

Per the Strategic Coach, Dan Sullivan,
Categorize your days:

- **Free days.**
- **Focus days.**
- **Buffer days.**

Free days are focused.

- **Friends**
- **Family**
- **Rejuvenation**
- **Fun**

Work smarter, not just harder.
Hire people smarter than you.

Free yourself up.
Do you what you do best.

Remember

**Successful people
do consistently
what other people
only do occasionally.**



**Thank you for
your time today!**

Questions?