

The Five Laws

A friend of mine gave me a book last year titled, “The Go-Giver,” as he said it reminded him of how I approached life and business. It was very kind of him to give me a compliment and a gift all at the same time. When Julie and I moved from Milwaukee, WI to Naples, FL it clearly got lost in the shuffle. As I was reorganizing my library I came across it and decided to read it the night before I am writing this message. I will share with you the core message, as I believe it will resonate with each of you in a unique and personal way.

The book was designed by sharing a well-crafted, easy to follow story about a young man who is seeking the “Secret to Success.” The “secret” is about giving. I am sure many of you are scratching your head wondering why would the simple act of giving be such a “secret.” Well, I guess you will have to read the book to understand it fully. The good news is it is only 126 pages and a small book, so you can finish it in one sitting. I digress.

In this message I want to share with you the author’s “Five Laws of Stratospheric Success.”

The Law of Value

“Your true worth is determined by how much more you give in value than you take in payment.”

On the surface this may seem like a statement focused on money...your paycheck. Of course it is one aspect, but there is more to it. The most significant value is given through emotional labor...how much are you giving to fill up the souls of others?

Without knowing the true significance of this approach, I was taught by my Mother and Grandfather to adopt this as a way of life. I witnessed both of these powerful influences put this value into motion everyday of their lives. Until I fully understood

this principle I would give to a fault, forgetting to take care of myself along the way. Once I understood how important it was to also receive, in harmony with giving, I had the most significant breakthroughs in life.

Focusing on what you can give to your circle of people you interact with everyday will lead to value coming back to you if done in an authentic way. The book gives a powerful example of this Law to create a vision of what is possible.

I am blessed to live the life I do today.

The Law of Compensation

“Your true worth is determined by how many people you serve and how well you serve them.”

There are many different ways to serve. For the sake of this message we can focus on your patients. Every time a new team comes to our core training event I make a point that every person makes a choice to either be a person of positive influence or negative influence...and it is a conscious choice. Your patients deserve your best from the moment you step foot in the office to the moment you walk out the door at the end of your day.

What I struggle with, more than most, is when I have to get involved to “convince” a team member this is what the expectation is and should be. Why on earth I have to convince people to give 100% is beyond my wildest imagination. Not too long ago I had an in depth conversation with one of our practice owners who is struggling with her team. We have tried several different approaches already and are planning one more attempt with the final being the termination of those who refuse to give their best. It is insubordination and I would go as far to say these individuals are stealing by not giving all they have. This is an integrity issue and one not to ignore. You deserve to have a Super Star team. There is no room for average.

If you approach life willing to serve first, you will be rewarded beyond measure. I promise you this!

The Law of Influence

“Your influence is determined by how abundantly you place other people’s interests first.”

The Law of Influence is the most controversial of all. People who are self-centered and only concerned with their own agendas are the hardest people to get to adopt a winning culture. These are the people who are typically causing the drama, spreading gossip and intentionally getting people in compromised situations. These are the people I have zero tolerance for and fight to have our doctors replace.

As you prepare your mind in the morning to be in the right mindset to take on the events of the day, remind yourself of this one guiding principle...help people accomplish what they set out to achieve and you will, once again, be rewarded beyond measure. Creating a track record as an individual who helps people achieve results that are meaningful will keep you held in high regard. People held in high regard are compensated appropriately and generously, both financially and emotionally.

The most significant challenge here is stretching your own definition of what is means to put other people’s interests first.

The Law of Authenticity

“The most valuable gift you have to offer is yourself.”

This law is very simple. Be YOU. The real YOU. The most authentic version of yourself is what people want to experience. If you are at all trying to be someone you think others want you to be, you are hurting your ability to have the most impact you can have on those you interact with on a day to day basis. People can tell

when you are not being sincere and will react accordingly. People want to believe in you...trust you...feel comfortable and confident in you. Show your true self with all of the quirks and craziness that comes along with it.

When people meet me in person and have their first interaction with me beyond the telephone they are pleasantly surprised I am the same guy who was kind and respectful, maybe even a little funny. Yes, people are typically skeptical of whether it is my true authentic self. I hear it all the time. I take the surprise as a compliment. It is ongoing proof that I am living and acting in an authentic manner.

It takes self-reflection and real honesty to make the shift to being the real you if you happen to not be living the authentic life.

The Law of Receptivity

“The key to effective giving is to stay open to receiving.”

This has been the hardest Law for me to master...still difficult today. I am not always comfortable receiving compliments, kind gestures or gifts. I am still not 100% certain why but am always working on this part of my life. I want to be respectful and honor the kindness of others by accepting graciously. What holds me back from this is still a mystery and can only hope one day I become good at it.

The reason the author saved this law for last is because it is important to anchor our belief systems to know we deserve to receive rewards in life. After all, if you are willing to give, provide tremendous value, serve others, be your true authentic self and keep people's best interest at the forefront, you DESERVE to be showered with good things.

This is such a simple way to approach life, yet, so difficult to adopt consistently and intentionally. Take a quiet moment to focus on yourself and honestly answer whether or not you agree with this philosophy, and if you do, where can you

improve on your approach. I reflect on these principles on a regular basis to be certain I am living the authentic life I can feel good about. I hope you do the same.

Today, choose to be extraordinary!

-Kevin