

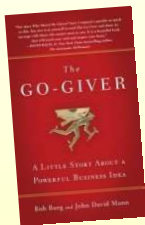
WHO IS MICHELLE WHAITE?



Michelle is a LifeSuccess Consultant living locally in Denham and has joined the In & Around Publishing Team as the Resident Mind Coach with a regular Coaching Column right here every month.

The Five Laws of Stratospheric Success

(Book Review – the Go-Giver by Bob Burg & David Mann)



There is a twist to this month's Coaching Corner...

As an avid reader and devourer of personal development material, I am frequently asked which books I would recommend reading as having made the most impact on me. This is in terms of 4 key areas 1) applicable content, 2) readability, 3) enjoyment and 4) which ones I was still reading at midnight gripped until finished! Well, as you can imagine, I have read from A-Z in the personal development arena – from Anthony Robbins to Zig Ziglar so I had to truly think about this question carefully.

After some thought, I would confidently say there are probably 12 books that have made an impact in different ways on me and so for the coming months I have decided to turn my column into a small personal development 'book review' with a key summary of the salient points that are being made in each book.

Kick-starting this month, an aptly entitled book named the 'Go-Giver' (co-written by Bob Burg & David Mann). Having just finished reading/reviewing this small but amazingly powerful book, I have decided to begin with this one first due to the WOW factor I found amongst the 131 punchy pages from beginning to end! The Go-Giver flowed as it is told in a story format that you can relate to. I couldn't wait to absorb the full content into to my mind!

"Most people just laugh when they hear that the secret to success is giving...Then again, most people are nowhere near as successful as they wish they were". (Go-Giver)

"The Go-Giver tells the story of an ambitious young man named Joe who yearns for success. Joe is a true 'go-getter', though sometimes he feels as if the harder and faster he works, the further away from his goals seem to be. And so one day, desperate to land a key sale at the end of a bad quarter, he seeks advice from the enigmatic Pindar, a legendary consultant referred to by his many devotees simply as 'the Chairman'. Over the next week, Pindar introduces Joe to a series of Go-Givers who share with Joe the Five Laws of Stratospheric Success which teach him how to open himself up to the power of giving! Joe learns that changing his focus from getting to giving – putting others' interests first and continually adding value to their lives – ultimately leads to unexpected returns." (Go-Giver)

The book basically defines 5 key 'Laws to Stratospheric Success' which are:-

The Law of Value – Your true worth is determined by how much MORE you GIVE in VALUE than you take in payment

The Law of Compensation – Your income is determined by how many people you serve and how well you serve them

The Law of Influence – Your influence is determined by how abundantly you place other people's interests FIRST

The Law of Authenticity – The most valuable gift you have to offer is YOURSELF! People buy people FIRST not products!

The Law of Receptivity/Reciprocity – The key to effective giving is to stay open to RECEIVING!

Throughout the book young Joe meets many different people along the way who cleverly go about changing his perceptions especially a big one of 'never to judge a book by its cover' as you never know just WHO you might be speaking to! Meaning treat everyone equally from the cleaner to the CEO! Joe also realised that success was not about what he can go-GET from people but more of what he can get up and go-GIVE people!

I believe that success can be defined in a number of ways. The most common belief about success that I hear regularly is about having the right car, the multiple holiday homes, the yachts and the lifestyle. This is fine to begin with but once this has been 'accumulated' a lot of 'materially wealthy' people find that they achieve material wealth status and say 'is that it? Now what?!' which can be a scary place to be in if suddenly you feel 'is that it?'

Some even say that it's no wealth at all if along the way you have lost all your friends and family to experience the wealth with! Tony Robbins (Master Motivational Speaker) says that the human experience of life is usually magnified when shared with another human being.

Material wealth is a fraction of what real success is all about as material wealth was never meant to make you happy, fulfilled or feel complete which is where many people go wrong and feel cheated when they don't 'feel' complete upon accumulation of 'goods'. Material goods are merely meant to make the journey more 'comfortable' along the way while you GROW into the person you desire to become! True success for me means being able to move sometimes through adversity and challenges and breaking through to success by growing as a person and becoming a master of ones emotions along the way.

After reading this little stick of dynamite book I decided to interview a number of people and asked them to define success for them personally and with each person I received a different answer as I imagined I would do! One friend explained that she had accumulated the cars and the homes but not the loving partner and so she was rattling around in a large house on her own and hated every minute of it! Suffice to say she has now realised the man of her dreams after realising that it was no fun to be lonely regardless of your surroundings! Another described success as having paid off the mortgage, being debt-free and being able to work doing a job that doesn't pay very much but gives huge rewards and psychic income – thereby defining success as having the power of 'choice' on reaching a level of success in life. Success to me is not how many breathes you take but also how many moments in life that take your breathe away!

The Law of Value

My definition is to GO THE EXTRA MILE so that you GIVE more than you take in payment – people like VFM! (value for money!)

The Law of Compensation

My definition is that if you get involved in the MISSION of helping first then your commission / earnings naturally follow!

The Law of Influence

If you can seek to understand first – you can then be understood –ie understanding others with genuine compassion to seek out how you can help them

The Law of Authenticity

You cannot fake it – you must truly care about people and feel genuine empathy to help them reach their outcome – as people can pick up on your 'vibe' much earlier if you are not congruent with your spoken word

The Law of Reciprocity

The true art of giving and receiving. Meaning not to refuse gifts from people as this prevents the 'giver' from giving a gift. A lot of 'giving people' have to learn how to receive fully as they like to give gifts but feel uncomfortable receiving gifts and vice versa – people who are used to receiving gifts or 'taking / go-getting' find it challenging at first to go-GIVE!

My overall view of the book is that it is a gentle reminder to us all that instead of striving to be a GO-GETTER, become a GO-GIVER as you can never truly give a gift away – it can come back to you in many forms and not always from the person you give the gift to! Therefore my GIFT this month is to GIVE AWAY a secret surprise GIFT to anyone that emails me with subject line SUCCESS GIFT PLEASE! THANK YOU!

Remember, just because we were conditioned to be good little go-getters, there is no harm in reversing that thought into becoming a true go-GIVER!!



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