

## CHAPTER 1

# Unlocking Your Superpowers

**S**o you've picked up this book because something about it grabbed you. Was it the catchy title? The promise of getting more out of life with less effort? A desire to take your business into the stratosphere of success? The possibility of overcoming challenges in your personal life that seem to be affecting everything you do?

Are you uncertain about whether your actions are congruent with the results you are getting in life? Do you have goals, know what you want, and have a plan to get there . . . or have you been struggling with how to make it all happen, better, faster, and with more success?

My goal here is to help get you on track and in tune with your own set of SUPERPOWERS. So everything you want out of life will come true for you . . . and so you can achieve success in what you want to achieve in every avenue of your life.

### THE BIG QUESTION: HOW DO YOU UNLOCK YOUR SUPERPOWERS?

Do you remember asking yourself that question when you were a kid? Did you have a cape and a costume? Did you play the part of Superman, Wonder Woman, Batman, Spiderman, or one of the other heroes who swooped in, thwarted the bad guys, and solved all the world's problems? As kids, we believe in magic, and we have

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faith that these special skills are real and not just for fairy tales. We believe that we really do have superpowers and, in our childlike minds, have confidence that we can conquer the world.

What happened along the way? Who squashed our beliefs in our own superpowers? Whoever it was (and watch out, it just might have been someone who shows up in the mirror every morning), they forgot how important hero narratives are to human success and achievement. We need to be able to reinvent ourselves as superheroes. It's part of how we're wired as human beings, and we've been doing it for thousands of years. I don't care if your role model was Batman, the Black Panther, or Beowulf. I'm here to tell you that you were on the right track . . . and you need to get back on that track. Regardless of how old you are, where you are in your career, how long you've been in business, or anything else, it's not too late for you to join the ranks of the superhero you loved most, take your power back, and truly conquer your world.

Are you ready to take the first step?

## GET STARTED

Take a moment. Find a quiet place. Then close your eyes and see yourself as a superhero. What is your name? What are you wearing? What color is your cape? Do you have a mask? Is there an emblem on your chest? Do you have a magic weapon of some kind, like a sword that starts glowing when the bad guys are approaching from far off? What type of superpowers do you possess? Can you anticipate things before they happen? Have you got X-ray vision? Can you read people's minds? Can you scale tall buildings? Do you have enough strength in one hand to crush a ravenous monster? Can you soar through the air to get a bird's-eye view of your own world?

Whatever these amazing superpowers are that you possess in your mind, we're going to take a look at how you can begin to expand, unlock, develop, and use them in your daily life to get the results you want in your personal life and your business . . . with less effort and a better quality of result in everything you do.



## UNLOCKING YOUR SUPERPOWERS

It may sound silly at first to think of yourself as a superhero, but it is the first and most important step in unlocking your power. You must start to see, think, and act differently than you have in the past. The only thing that is constant in life is change. And change is a choice. Choose to get happy about change. If you're not changing, adapting, and growing, it will be a challenge to do new things in different ways to get better results.

Let your superhero self out to play . . . as you begin your journey to greater success!

### TAKE A SNAPSHOT OF YOURSELF

Where are you in your life right now? How would you rate yourself on your personal and professional success right now?

Over the years, I've had the privilege of working with many millionaires and even a few billionaires. You would think that people who earn a lot of money would feel successful. I'm sure that many do, but I'm amazed at how many people who fall into that category are still not happy and feel unsuccessful. They are driven to achieve more, to acquire more, to have more, and to do more. They have not yet harnessed their own superpowers.

This morning I got up and started reading a book written by one of my clients, Jean Palmer Heck. The book is *Tough Talks for Tough Times*, a must-read for anybody in management or leadership. There was an illustration and concept she shared about a campaign that Toyota implemented a few years back called "GAME ON." It stands for Gain Advantage, Monetize Everything, Overlook Nothing. That's one of my favorite acronyms, because it showed an entire organization how to harness its untapped superpowers.

In her book, Jean told how Toyota Motor Company launched that initiative throughout the company with the twin goals of reducing fixed costs and increasing top-line revenues. It was a great strategy that saved Toyota more than \$235 million! I'm referencing it because it's a great strategy that can be applied to our own lives. I have a few adaptations on the GAME ON concept; here they are.



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### Gain Advantage

What are you doing to leverage your talents and expertise? Reading this book and applying the concepts is a great step toward taking advantage in your life.

### Monetize Everything

How are you managing your money, creating wealth, and using your time?

### Overlook Nothing

Are you willing to dig deep and take a good look at *all* of the areas your life? Think about your health and fitness, security and wealth, prosperity consciousness, spirituality, family, social life and relationships, mental development, daily habits and routines, life purpose, and contribution as they relate to your personal and professional life. Just like any trip or journey that you're going to take, you need to know first where you are now, next know where you want to go, and then figure out how you're going to get there. This may sound simple, but that doesn't mean that it's easy.

### GAME ON!

It's time to get your GAME ON. It's time to look more closely at what has led you to this moment.

Life has a way of giving us challenges and unforeseen obstacles that create roadblocks on our path to fulfillment and success. How you deal with those obstacles and challenges creates learning experiences that develop your character and personality. Every obstacle you have ever faced, and every response you ever made to those obstacles, directed your path and shaped the superhero you are about to become.

To make that journey, though, you need to know your own starting point. That means taking an assessment of where you are

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now. We will start this process with you performing a personal assessment and capturing your thoughts and ideas.

As an action step, I'd like you to open up a word-processing document or get a spiral notebook to serve as your personal "Superpower Guidebook." Sure, you could call it a journal or life plan, but I think *Superpower Guidebook* just has a better ring to it. The first step in the superpower process is to get a benchmark of where you are in many areas of your life.

Set aside time on your schedule to write down your perception of where you are in your life right now. This can be an amazing experience if you're honest with yourself and fully immerse yourself into the process. Yes, of course, there's our perspective of ourselves, and there are other people's perspectives of us. For now, I just want you to get your own perspective down on paper or on your word-processing document. I find that when I do this, I go through myriad feelings and states of mind. I feel the entire gamut of emotions, and it's an exhilarating experience.

This Superhero Guidebook is not meant to be part of a scientific process, nor is it a replacement for proper professional help if that is what you need. It is simply a way for you to capture your beliefs as a benchmark in your personal growth process.

Using your Superpower Guidebook or Word document, write answers to the following questions:

### **Health and Fitness**

1. How much do you weigh?
2. How much do you think you should weigh?
3. During a typical week, how many days do you engage in vigorous physical activity for at least 20 minutes?
4. During a typical week, how many days do you engage in mild physical activity for at least 30 minutes at a time?
5. What is your favorite cardio activity?
6. What is your favorite strength-training activity?
7. Do you know your resting heart rate? If so, what is it?

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8. On a typical day, how many hours do you watch television, play video games, or use a computer?
9. On a typical day, how many alcoholic drinks, including beer and wine, do you drink?
10. On a typical day, how many soft drinks do you consume?
11. On a scale of 1 to 10, how often do you feel stressed, with 1 being not very much and 10 being daily?
12. Are you taking any medications?
13. Do you take vitamins?
14. On a typical night, how many hours do you sleep?
15. On a scale of 1 to 10, how would you rate your health and fitness, with 1 being poor and 10 being excellent?

**Mental Health**

1. Do you take the time to meditate, pray, or simply reflect during private time?
2. What are your favorite genres of music?
3. How would you rate your self-talk, that little voice in your head? Is it mostly positive or negative patterns?
4. How much time, if any, during the past month did you feel depressed?
5. During a typical week, do you take time to de-stress?
6. What is your favorite way to relax and de-stress?
7. How much time during the past four weeks have you felt calm and peaceful?
8. On a scale of 1 to 10, how would you rate your energy level, with 1 being low and 10 being lots of energy?
9. Do you consider yourself a good listener?
10. Would others rate you as a good listener?

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### **Career**

1. Do you work for someone else, or are you self-employed?
2. What is your position title?
3. How do you describe what you do to your friends and family?
4. Do you manage other people?
5. Are you an executive, manager, or staff person?
6. How many different companies have you worked for?
7. Is your career mentally stimulating or boring?
8. Do you like what you do?
9. What are the top three skill sets required for success in your position?
10. How would you rate yourself on the performance of those skill sets (1 to 10, with 1 being poor and 10 being excellent)?
11. Are you getting paid what you're worth?
12. What are you doing to keep your skill sets current each year?

### **Wealth and Financial Security**

1. Do you use a program like Quicken® to track and manage your finances?
2. How much money do you earn each year?
3. How much money do you save each year?
4. How much money do you invest each year?
5. How much debt do you have?
6. Amount of short-term debt (credit cards, loans, etc.)?
7. Amount of long-term debt (mortgage, business loans, etc.)?
8. Your total assets?
9. Your total liabilities?
10. Do you have a retirement plan, a 401(k) or IRA?

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11. Do you have health and life insurance?
12. Do you live on a budget, or do you make your financial decisions without any budget?

**Relationships**

1. Who are your top five friends? Why?
2. Who is your best friend? Why?
3. Are you in an intimate relationship?
4. Rate those relationships on scale of 1 to 10, with 1 being poor and 10 being outstanding.
5. Are you single, married, or divorced? (circle one)
6. Are you a parent?
7. How social do you consider yourself to be (on a scale of 1 to 10)?

**Spirituality**

1. Do you consider yourself spiritual or religious?
2. Do you believe in a higher power?
3. Do you follow any spiritual path or practice (e.g., meditation, yoga, chanting)?
4. What have been your most important experiences, if any, concerning your relationship with God or your higher power?
5. What things do you believe in that give meaning to your life?
6. What would you say is your purpose in life?

For additional insights into your personality and way of thinking, you may want to explore the professional assessments from DISC<sup>®</sup>, McQuaig Surveys<sup>®</sup>, Emotional Intelligence<sup>™</sup> (EI), or the whole-brain model from Herrmann International. These tools can help you identify your strengths and weaknesses while outlining a road map for improvement.



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Knowing others is intelligence; knowing yourself is true wisdom.  
Mastering others is strength; mastering yourself is true power.

— *Anonymous*

Confront the dark parts of yourself, and work to banish them with illumination and forgiveness. Your willingness to wrestle with your demons will cause your angels to sing. Use the pain as fuel, as a reminder of your strength.

— *August Wilson*

The final mystery is oneself.

— *Oscar Wilde*

Trust yourself. You know more than you think you do.

— *Benjamin Spock*

A man should first direct himself in the way he should go. Only then should he instruct others.

— *Buddha*

One must know oneself. If this does not serve to discover truth, it at least serves as a rule of life, and there is nothing better.

— *Blaise Pascal*

Self-reverence, self-knowledge, self-control—these three alone lead to power.

— *Alfred, Lord Tennyson*

We know what we are, but know not what we may be.

— *William Shakespeare*

Ninety percent of the world's woe comes from people not knowing themselves, their abilities, their frailties, and even their real virtues. Most of us go almost all the way through life as complete strangers to ourselves.

— *Sydney J. Harris*



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