

Lesson One



THE LMI® CONCEPT

The purpose of this lesson is to acquaint you with the philosophy of LMI and how the LMI process is implemented. This concept has been shared over and over again across the globe. In this lesson you will learn about:

- The Concept of Our Business
• Success
• Motivation
• Attitude Change
• Conditioning
• Characteristics of Successful People
• The Slight Edge®

■ The Concept of Our Business

The philosophy of Leadership Management® International, Inc. is based upon the premise that men and women have an unlimited potential to make of themselves and their organizations whatever they choose; their only real limitations are self-imposed. The lives of many successful people point to the value of personal desire, self-motivation, direction, and determination as the ingredients of personal success in business and in one’s private life.

The programs, assessments, and services marketed by Leadership Management® International, Inc. provide a vehicle that can help people to realize more of their potential by better understanding themselves and their organizations, setting personal goals and reaching them according to their own plans and abilities. Our responsibility of preparing people to meet the challenge of leadership is approached through attitude change. LMI programs and assessments inform, motivate, and inspire individuals and encourage them to seek out and achieve their personal goals and to experience growth in areas important to them.

The LMI Concept is the foundation of the LMI process and programs. The LMI Concept is also what separates us from every other company in our industry. Most companies are “information” or “content” companies. They

NOTES

Lined area for taking notes, consisting of multiple horizontal lines.

## NOTES

may have great ideas, but there is rarely any application and almost never real behavior and habit change. This is our specialty!

Leadership Management® International, Inc. programs systematically foster the development of confidence to reach for higher and more meaningful goals. Clients find their goals increasingly attainable and gain enthusiasm through the immediate experience of success in reaching important short-range goals which leads to the achievement of more challenging long-range goals. Clients discover that they have a great deal of control over their own lives and their organizations and that through goal setting and personal motivation they can direct their own destinies.

The purpose of the LMI Concept is to help individuals understand why the process LMI uses is so important to the success of the program. It also helps in opening up the mind to new ways of looking at themselves and their surroundings.

The LMI Concept covers Success, Motivation, Attitudes, Conditioning, and the Slight Edge®. The information in this chapter is the LMI Concept in its entirety. Learn it, internalize it, and use it. (Refer to LMI Program Facilitation Guides for more information on the LMI Concept).

### ■ Define Success

What is success? What are some of the words that come to mind as you think about the idea of success?

Success is defined as: *the Progressive Realization of Worthwhile, Predetermined Personal Goals.*

Success is **PROGRESSIVE**. It is ongoing and dynamic. It is a journey – not a destination. Progressive means that you are successful as soon as you set a goal and begin working on it. Success comes, not when you reach a goal, but as soon as you take action to accomplish it.

Success means **REALIZATION**. This means that you are actually accomplishing goals. You don't just set goals, you are realizing them.

Success means your goals are **WORTHWHILE**. You might ask, "Worthwhile to whom?" Well, first of all, worthwhile to you. Your goals might also be worthwhile to others and they must be worthwhile in that they do not violate God's or mankind's laws.

Your goals must be **PREDETERMINED**. Basically, this says we must

think about our goals and plan for them. You need to know where you will be one year, three years, and five years from now. Predetermined suggests that you decide in advance what your goals will be.

Your goals are **PERSONAL**. They must be your goals. Someone else does not choose them for you. When you work to achieve someone else’s goals, you are not as motivated as when you work to reach your own.

And finally, the word **GOALS**. Your Goals must be Specific, Measurable, Attainable, Realistic, and Tangible – and encompass every area of your life... Family and Home; Financial and Career; Mental and Educational; Physical and Health; Social and Cultural; and Spiritual and Ethical.

Success is Goal-Directed Action. So, if you have goals and are working toward them, then you are successful. Can you identify with this definition?

### ■ Define Motivation

What is motivation? Common suggestions include inspired, moving, going, doing, stimulated, etc.

To see what Motivation means, let’s divide the word in half. Draw a vertical line between MOTIV and ATION. Add an “E” to make MOTIVE and add a “C” to make ACTION.

As you can see, MOTIVATION is made of two words: motive and action. Action is another word for movement or motion. A motive is a reason, a purpose or a goal. So, motivation is movement toward a goal. Motivation means Goal-Directed Action. In essence, the words are synonymous; they go hand-in-hand.

Now, if Success and Motivation were really as simple as that, more people would be successful, and more people would be motivated. So, let’s look at the kinds of motivation used in companies and see why they haven’t been more effective.

The three types of motivation are:

- **Fear** – based on the use of force
- **Incentive** – based on rewards and incentives
- **Attitude** – based on changing the way people think

## NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## NOTES

First, you have **Fear Motivation**, which is based on force, or punishment. It motivates you to act because you fear something that will happen if you do not act. Fear Motivation is external; somebody has to provide the fear. Remember the saying... "When the cat's away the mice will play?" What happens when the boss is away?

People build up an immunity to Fear Motivation. They learn to work just hard enough to keep management off their backs or they don't do anything without checking with management to be sure it's okay.

Next we have **Incentive Motivation**, which is based on rewards and incentives. Incentives can be bonuses, trips, prizes and other rewards for a job well done. Do they work? Sure they do – up to a point. But what happens is that last year's incentive is this year's expectation. Incentive Motivation has the same weakness as Fear Motivation in that it is external.

The type of motivation that we are going to be concerned with as LMI representatives is **Attitude Motivation**, based on change. Attitude Motivation works because it is internal, not external. This means you motivate yourself; you don't rely on anyone else to motivate you.

Let's look at motivation in the classic example of the donkey pulling a cart, motivated by a carrot on a stick. Do you get the picture? Now, what's required for this system to work? First, the donkey must be hungry and like carrots; the load in the cart must be light enough; the carrot must be big, juicy and attractive enough; and the stick must be the right length, not too long and not too short. If all of those elements are just right, Incentive Motivation works, and the donkey pulls the cart.

When you take away the carrot and just use the stick as a whip, you have Fear Motivation. That may work for a while, but what if you could change the donkey into a thoroughbred that ran for the sheer joy of running? There would be no need for a carrot or a whip.

Well, we're not dealing with donkeys; we're dealing with people... and people are thoroughbreds to start with...and if they are treated like thoroughbreds they will perform like thoroughbreds. That's where Attitude Motivation comes into play.

### ■ Attitude Change

Now I'm going to show you how **Attitude Motivation** will literally change your life and give you more control than you ever realized.

Almost everything we do every day is done from habit. We learn to do things and they become habits. At an early age we formed the habits

of walking, talking, riding a bicycle, tying our shoes and hundreds of other things. Now these things are automatic and reflexive.

We often talk about habits as being bad because we tend to focus on our negative habits. The truth is that the overwhelming majority of our habits are good habits that make us productive.

It has been said that first you make your habits and then your habits make or break you. Since habits are so important, let's look at how they are formed and how they can be changed. How did you get to think and act the way you do in the first place?

The degree of **SUCCESS** that you enjoy in life depends on the **RESULTS** that you produce. The greater the **RESULTS**, the greater your **SUCCESS**.

The **RESULTS** you produce are the consequence of your **BEHAVIOR**, or the way you act.

Your **BEHAVIOR** reflects your **ATTITUDE**, the way you habitually think. In fact, "Habit of Thought" is a perfect description of what an **ATTITUDE** is:

- SUCCESS
- RESULTS
- BEHAVIOR – ACT
- ATTITUDE – Habit of Thought
- CONDITIONING
- SPACED REPETITION

Your **ATTITUDES**, or your Habits of Thought, are the result of your **CONDITIONING**. Conditioning is just another word for "habit." We have all been conditioned to think and act in certain ways by family, friends, teachers, spiritual leaders and others who have influenced us throughout our lives.

And finally, our **CONDITIONING** was caused by the **REPETITION** of certain ideas and actions over extended periods of time. We call it **SPACED REPETITION** because it occurs over and over with intervals of time in between.

Now here's the exciting part. If this is the process that has brought us to where we are today, it means that we can use this same process to determine how we will live in the future. In other words...

When you have **SPACED REPETITION** of powerful ideas and actions, you can change your **CONDITIONING** process so that your Habits of

**NOTES**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## NOTES

Thought, your **ATTITUDES**, change too. The change in **ATTITUDE** will bring about changes in **BEHAVIOR** and the **RESULTS** you achieve will improve and grow in significance. With improved **RESULTS** the quality and quantity of the **SUCCESS** you enjoy will also increase.

Think about that idea for a moment. See how what I've just told you makes it possible for you to work the formula and increase your success significantly. That's what LMI programs do. It doesn't happen overnight, but it happens. You didn't get to where you are today overnight, so be patient and allow the process to happen.

### ■ Negative Conditioning

Negative conditioning stops people from using their full potential for achievement. Much of our conditioning has been positive and productive, but not all of it.

As children, the word we heard more than any other was the word "No." Our parents were well-intentioned, trying to protect us from injury or from breaking something, but the word "No" has been drilled into all of us and it may make us too cautious. It may make us indecisive. And it may keep us from approaching life with a healthy and positive optimism that leads us to see ways things can be done, rather than dwell on reasons they can't be done.

Let's look at some illustrations of how conditioning works:

An elephant can easily pick up a one-ton load with its trunk. But have you visited a circus and watched these huge creatures standing quietly while tied to a small wooden stake?

While still young and weak, an elephant is tied by a heavy chain to an immovable iron stake. No matter how hard it tries, it cannot break the chain or move the stake. Then, no matter how large and strong the elephant becomes, it continues to believe it cannot move as long as it sees the stake in the ground.

Many intelligent human beings are like the circus elephant. They are restrained in thoughts, actions and results. They never move out any further than the extent of their own self-imposed limitations. The only chain holding them is their own low self-concept.

LMI programs are designed to help you break the chains and pull up the stakes that may be holding you back and keeping you from using more of your potential.

An LMI program shows you how to break through the ceiling of your self-imposed limitations.

At a coastal aquarium, a savage barracuda and a Spanish mackerel were placed in the same glass tank with a plexi-glass partition separating them. Unaware of the transparent barrier, the barracuda quickly attacked the mackerel but was stopped by the partition. After repeatedly bumping its nose, the barracuda finally quit trying. Later, the partition was removed, but the barracuda would swim only to the point where the barrier had been, because it thought the barrier was still there.

Many people are like this. They move forward until they reach an imaginary barrier but then stop because of a self-imposed attitude of limitation. As an individual uses an LMI program, they see that the only limit to growth and progress is the limit they place by their own thinking.

A few generations ago, people believed it was impossible for a human being to run a mile in less than four minutes. But after an Englishman named Roger Bannister broke not only the physical barrier, but also the attitude barrier, hundreds of others have been able to run sub-four-minute miles. There are often several runners in a single race who run fast enough to do what experts once thought was impossible.

How fast, or far, or high can you go in life? No one knows the answer to that, but we do know that conditioning may be keeping you from achieving all of the success that you could be enjoying.

The fact is that all of us have been conditioned to accept circumstances that we believe to be beyond our power or control when, in fact, we could change, or at least improve the circumstances to be more to our liking. LMI programs show an individual how to use more of their potential and get more out of life.

Some examples of conditioning with which we're all familiar are:

- Don't go where you're not wanted.
- Don't talk to strangers.
- Don't bite off more than you can chew.
- Don't talk in class

These are the sort of things that we heard not just once, but over

## NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## NOTES

and over, until they have become a part of our thinking. Because of this Spaced Repetition, many attitudes are firmly embedded in who we are and how we act. This shows just how powerful **Spaced Repetition** is. As a matter of fact, the multi-billion dollar advertising industry is based on the fact that **Spaced Repetition** works.

Let me show you what I mean. I'll say a word; you tell me what it brings to mind.

CREST

APPLE

MUSTANG

Long before Crest was a toothpaste, it meant the top of something, like the crest of a hill or the crest of a wave. Long before the smartphone, Apple was a fruit found all over the world. Mustang was a wild horse, not an automobile. How did the meaning of these words change? Through advertising and the power of **Spaced Repetition**.

### ■ The Characteristics of Successful People

People who are successful have three common attributes:

First, they have a **Positive Mental Attitude**. They look for ways things can be done instead of ways they can't be done. They look at their powers instead of their problems; their strengths, and not their limitations.

Second, they are **Goal-Directed**. They know where they stand, where they want to go, and how they will get there.

Third, they are **Self-Motivated**. They have the ability to wind their own clock; they are self-starters. They know that before you can understand, motivate, or lead others, you must first understand, motivate, and lead yourself.

As a result of using LMI Programs, success qualities are strengthened, more positive attitudes are developed, more goal-direction is achieved, and an individual becomes even more motivated to achieve their goals as they develop the Slight Edge.®







## APPLICATION AND ACTION

Topics are provided here to stimulate thought and application of the material in this lesson. With your particular situation in mind, write your responses in the space provided. Discuss specific ideas with your team and/or your LMI coach/mentor.

---

---

1. How is success defined by LMI?

---

---

---

When will an individual first experience success?

---

---

---

2. What is the definition of motivation?

---

---

---

3. What are the three types of motivation?

---

---

---

Which is most effective and why?

---

---

4. What are some examples of negative conditioning?

---

---

---

What are some actions a person can take to overcome negative conditioning?

---

5. Negative conditioning can cause self-imposed limitations. What are some of your self-imposed limitations?

---

---

---

What will you do now to overcome your limitations?

---

---

---

6. What are the three characteristics of successful people?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

---

---

7. What is an example of the Slight Edge® ?

---

---

---

What action can you take to implement the Slight Edge in your life?

---

---

---

8. What is the formula for success?

---

---

---

---

---

---

---

---

---

---

9. Based on the formula above, what actions should you take in order to get positive results in your life?

---

---

---

---

---