

PARTICIPANT GUIDE

JOHN C. MAXWELL

How To Be A

**R E A L**

RELATIONSHIPS

EQUIPPING

ATTITUDE

LEADERSHIP

Success

Copyright © 2011 by The John Maxwell Company

All rights reserved. No portion of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means—electronic, mechanical, photocopy, recording, scanning, or other—except for brief quotations in critical reviews or articles, without the prior written permission of the publisher.

**R**

RELATIONSHIPS

**E**

EQUIPPING

**A**

ATTITUDE

**L**

LEADERSHIP

# Contents

A Letter from John C. Maxwell .....	4
Introduction .....	5
<b>How to Be a REAL Success: Session 1</b> .....	6
Relationship Rules .....	7
How to Add Value to People .....	8
Relationships Inventory .....	9
<b>How to Be a REAL Success: Session 2</b> .....	12
Why People Fail to Equip Others .....	12
Equipping Inventory .....	13
Teamwork Laws .....	14
Three Mt. Everest Questions .....	14
<b>How to Be a REAL Success: Session 3</b> .....	18
Attitude Inventory .....	19
What I Have Discovered About Our Attitude .....	19
<b>How to Be a REAL Success: Session 4</b> .....	22
Review: How to Be a REAL Success .....	22
What Leaders Do .....	22
Leadership Inventory .....	23

**R**

RELATIONSHIPS

**E**

EQUIPPING

**A**

ATTITUDE

**L**

LEADERSHIP

## Letter From John C. Maxwell

Dear Friend,

Thank you for investing in this resource. It is my desire that each session of *How to Be a REAL Success* will make a lasting impact on your ability to lead.

In *How to Be a REAL Success* we focused on four specific areas that can make a lasting difference in your leadership abilities:

Relationships

Equipping

Attitude

Leadership

These areas are a challenge to every leader – and while you may readily identify with one or another of them, it is our goal that you grow significantly in each area. We want to equip you to be the strongest leader possible.

Maximum Impact is here to partner with you every step of the way as you pursue personal excellence.

Your friend,



John C. Maxwell

## Introduction

This book is designed to emphasize what you should learn from the videos. As you watch the videos, take comprehensive notes in your workbook. Make sure that you answer the additional questions at the end of each session. Read *Your Roadmap for Success* to gain an even deeper understanding of the principles being taught. In doing so, your understanding of REAL Success will grow.

After you have completed this book, it can serve as a helpful reference guide as you consider your responsibility as a leader/team member and how to improve as you function in that role. Approach this course with the knowledge that, upon completion, you have the instruction to help make yourself into a better leader.

**R**

RELATIONSHIPS

**E**

EQUIPPING

**A**

ATTITUDE

**L**

LEADERSHIP

# How to Be a REAL Success: Session 1

*“Success is simply a matter of luck. Ask any failure!”*

—EARLE WILSON

Success is...

- \_\_\_\_\_ my purpose in life.
- \_\_\_\_\_ to my maximum potential.
- \_\_\_\_\_ seeds that benefit others.

**R**

- When asked what one single characteristic is most needed by those in leadership positions, most chief executives of major companies replied: **“The ability to work with people.”**
- *“The most important single ingredient to the formula of success is knowing how to get along with people.”* —TEDDY ROOSEVELT
- In actual studies of leadership in American business, it has been proven that the average executive spends three quarters of his working day dealing with PEOPLE.

Success is... \_\_\_\_\_ People Knowledge  
 \_\_\_\_\_ Product Knowledge (Stanford Research)

Most people can trace their successes and failures to the relationships in their lives.

Some people \_\_\_\_\_ to our lives.

Some people \_\_\_\_\_ from our lives.

Some people \_\_\_\_\_ our lives.

Some people \_\_\_\_\_ our lives.

### **Relationship Rules**

1. Love and accept \_\_\_\_\_ .
  - The only relationship in your life that is continual and therefore most important, is with yourself.
  - The first person you learn to get along with is \_\_\_\_\_ .
2. Put \_\_\_\_\_ into being likable.
3. Remember their \_\_\_\_\_ .
4. Focus on their \_\_\_\_\_ .
5. Request the \_\_\_\_\_ of others.
6. Add \_\_\_\_\_ to people.

# R

RELATIONSHIPS

# E

EQUIPPING

# A

ATTITUDE

# L

LEADERSHIP

## Session 1, continued

### How to Add Value to People

We add value to people when we:

- truly \_\_\_\_\_ .
- make ourselves \_\_\_\_\_ .
- \_\_\_\_\_ to what they value.

7. Follow the \_\_\_\_\_ Principle.

- Find the 1% that you agree on and give it 100% of your effort.

8. Love people more than \_\_\_\_\_ .

9. Follow the \_\_\_\_\_ .

10. Seek out \_\_\_\_\_ to help you grow in relationship skills.



### Relationships Inventory

(Please rate yourself: 1 = Always; 5 = Never)

1. Do you love and accept yourself?	1	2	3	4	5
2. Do you put energy into being likable?	1	2	3	4	5
3. Do you remember people's names?	1	2	3	4	5
4. Do you focus on people's interests?	1	2	3	4	5
5. Do you request the help of others?	1	2	3	4	5
6. Do you add value to people?	1	2	3	4	5
7. Do you follow the 101% principle?	1	2	3	4	5
8. Do you love people more than opinions?	1	2	3	4	5
9. Do you follow the Golden Rule?	1	2	3	4	5
10. Do you try to improve your relationship skills?	1	2	3	4	5