



## Chapter 3

### THREE C'S - BEING SUCCESSFUL IN AMERICA

*“The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.” – Michelangelo*



Share the next two chapters with your children and their teachers.

Parents and teachers can “mess” it all up for our children who are our future leaders if they do not have an understanding of the next two chapters.

I believe that you can do well in any economy if you apply what I am going to tell you. If you have read my book, “*Grow Yourself Grow Your Company*” you have read many stories of rags to riches- this is my story also. I came to live my life through my Three C’s years ago.

When I was consulting with a large advertising company, the CEO and I became good friends. Our value systems matched the way we viewed our responsibility to employees and the independent contractors in his company.

He wanted to move on and find his replacement. He and I had lengthy discussions on who would be the “Right” person. He agreed that I was the “Right” person for the CEO spot. But, I needed to make sure I was the “Right” person as well. I mentioned to the CEO that we should bring in an executive coach to help us with the decision.

After months of searching for the executive coach who was a good fit for us, the process began. The Coach asked me probably one of the toughest questions that I ever had to deal with: He said, “Randy, write down why you have done so well in business and

what do you think you owe your success to?" After literally weeks of not being able to clearly define why I have been successful, I came to believe that even if you asked most pro athletes why they hit that shot or hit that ball, their answer might be, "It just comes natural," but I knew that was not the answer the coach was looking for.

My answer finally came to me: My Three C'S. I had a moment of euphoria. "I GOT IT, I GOT IT," I shouted. "That's it!" I now want to share what, 'I Got' with you. It is simple: My Three C's are Character, Communication and Commitment to excellence.

As I travel around the country and give my lectures and motivational talks, I always leave my audience with my Three C's.

It's amazing to me after people listen to my P.R.I.D.E. CD series they always remember the Three C's. I truly believe that if we teach our children the Three C's and we live by them, we will have a great life, not only in business, but in our personal life as well.

The first C is **Character**. This is the fundamental foundation of all of them. The granddaddy, the big Kahuna- if you miss this one you need to crawl in a hole, go away and resurface after you have fixed this big C. If you don't have this one, your kids, your family, and your business life will suffer from mediocrity. You will be labeled mediocre; a big mark on your forehead. Character is who and what you are when no one else is looking. It's going back to the cashier when she gives you too much money in change, Character is the stuff that makes a strong leader; it's not only doing the "Right Thing" it's doing what is Right ALL THE TIME. You can have very little talent and lack all the skills to have a good life, but if you are a person who possesses a strong Character you will develop the talent and hone the life skills to become a success in your life. What a great legacy to leave to your children, to be passed on generation to generation.

The second C is **Communication**. This is a skill that is required to do well in business and life. You must master not only good, but great communication skills. This skill can be taught and mastered to perfection. I have always believed that the world is not run by the academics, but by the great communicators. Study history and you will find the giant leaders of this great nation all had the ability to move mountains with

their communication abilities. It is truly the “art of persuasion” at its best. This is a very powerful skill to possess. Over time, it has and always will be, used for the good and unfortunately for evil as well. This is why the first C of Character must be in place before moving on to the second C. It is a truism; you will get 90% of what you ask for when you ask well.

The third C and equally important as the other two is COMMITMENT TO EXCELLENCE. When I ask my audience how well should your children do? Easy answer, ALL THAT THEY CAN! Why would we as adults do anything less, fall short of the mark? Could of would of should of? You have got to be kidding me, leave it better then you found it. I write my books, produce my CD’s and lecture around the country, because I believe that anything is possible in America. The foundation of this country was founded on flat out going for it ALL, ALL OF IT; never backing down, going for it and getting everything that is yours. Not what you deserve, but what you have skillfully and competently created for your life. Whatever it is you do, do it well and do it all. I have seen many times in hotels, the bellman who becomes the General Manager.

I have seen a homeless man on a five year educational plan (no, not college but 5 years to get through high school) two dollars in his bank account, become a millionaire by forty, running his own companies, authoring books, CD’s series and lecturing at major universities on leadership topics. If this person can do it so can YOU. But you must master my Three C’s. “You can do well in any economy if you bring extraordinary value to the market place, do it better than your competition, do it better than any person before you; do it better than the person sitting next to you.” This is America, anything is possible. When you, work hard at what you do, and more importantly work harder on yourself.

## Chapter 4

### Rules of Conduct- Then & Now

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*“When ancient opinions and rules of life are taken away, the loss cannot possibly be estimated. From that moment, we have no compass to govern us, nor can we know distinctly to what port to steer.”* - Edmund Burke (1729-1797) British political writer.

While writing this book some portions of it were spent in the public library. I noticed when I first walked into the library “Rules of Conduct” on the wall. After reading the document I smiled and thought; “This has to be a part of this chapter.” I want to thank the Scottsdale public library for this document. I asked myself, why did this document need to be there in the first place? This is a very upscale library in a high end area of North Scottsdale (Arizona). These simple and straight forward “Rules of Conduct” should apply to all of us, young and old in all walks of life.

I also have Thomas Jefferson’s “10 Rules of Conduct” that was written in 1825. I found this very insightful and I included it in this chapter. Once again, as I have stressed throughout my book, there are some basic rules of “conduct” that need to be followed to insure a positive and successful America for many generations to follow, these are “time tested” PASS THEM ON.

#### **My Public Library “Rules of Conduct”- 2011**

Be considerate and respectful of all users and staff, and behave in a manner that does not disturb other persons. Unacceptable conduct includes, but is not limited to:

1. Loud, disruptive and inappropriate behavior that would be annoying to a reasonable person using this library
2. Damaging or stealing property
3. Sleeping
4. Use of tobacco products
5. Possession of firearms, weapons or illegal substance
6. Treat library property with respect
7. Dress appropriately. Person whose bodily hygiene is offensive so as to constitute a nuisance to other persons shall be required to leave building,

8. Supervise your children and assist them in observing appropriate conduct
  9. Silence your cell phone
  10. Leave bicycles and gasoline-powered vehicles outside
  11. Personal items are not to be left unattended. Carry or keep items with you at all times. The library is not responsible for items left unattended
  12. Comply with staff request on regard to library policies.
  13. Assistance dogs are the only animals permitted in the library
- Noncompliance with the Rules of Conduct may result in expulsion from the Library and/or suspension of library privileges.

THANK YOU FOR YOUR COOPERATION

### **Thomas Jefferson's Rules of Conduct -1825**

#### **Wisdom to Apply in “Practical Life”**

His ten commandments of practical life include when to talk if upset: "When angry, count ten before you speak; if very angry, a hundred." (Jefferson to Thomas Jefferson Smith, 21 February 1825.)

Ten rules that Thomas Jefferson believed were essential for leading a fulfilling life. According to the Jefferson Encyclopedia, these were compiled at the request of a father who had named his baby son Thomas Jefferson Smith. They were pared down somewhat from an earlier list Jefferson sent to his granddaughter, Cornelia Jefferson Randolph.

1. Never put off till tomorrow what you can do today.
2. Never trouble another for what you can do yourself.
3. Never spend your money before you have it.
4. Never buy what you do not want, because it is cheap; it will be dear to you.

5. Pride costs us more than hunger, thirst and cold.
6. We never repent of having eaten too little.
7. Nothing is troublesome that we do willingly.
8. How much pain has cost us the evils which have never happened.
9. Take things always by their smooth handle.
10. When angry, count ten, before you speak; if very angry, a hundred.

### **Qualities of a good parent**

**The only way to raise a special human being is to become one....**

1. Raise your children by example, example and example
2. Tell them you love them and then love them – everyday.
3. Tell them they are the most important things in your life.
4. Spend quality time with them. One on one.
5. Instill self-confidence in them.
6. Teach them right from wrong.
7. Teach them to respect others.
8. Be their best friend
9. Praise them every day.
10. Show them affection. Hug them often.
11. Be a role model for non-violence.
12. Listen to them.
13. Take the boredom out of their lives by joining them in adventurous, fun activities.
14. Talk to them about drugs, gangs, sex, alcohol and peer pressure. You will get to know where they stand on these very important subjects.
15. Show and guide your kids by modeling good behavior
16. Don't take drugs in their company.
17. Respect them.
18. Don't judge them harshly. They will make lots of mistakes just like you did when you were their age.
19. Don't humiliate, insult or embarrass them in front of others
20. Take an interest in their education as it is one of the most important things that will impact greatly on their future.

## **QUALITIES OF A GOOD TEACHER**

### **Empathy**

you have the ability to bond with your students, to understand and resonate with their feelings and emotions. To communicate on their level. To be compassionate with them when they are down and to celebrate with them when they are up.

### **Positive Mental Attitude**

You are able to think more on the positive and a little less on the negative. To keep a smile on your face when things get tough. To see the bright side of things. To seek to find the positives in every negative situation. To be philosophical.

### **Open to Change**

You are able to acknowledge that the only real constant in life is change. You know there is a place for tradition but there is also a place for new ways, new ideas, new systems, and new approaches. You don't put obstacles in your way by being blinkered and are always open and willing to listen to others' ideas.

### **Role Model**

You are the window through which many young people will see their future. Be a fine role model.

### **Creative**

You are able to motivate your students by using creative and inspirational methods of teaching. You are different in your approach and that makes you stand out from the crowd. Hence the reason why students enjoy your classes and seek you out for new ideas.

### **Sense of Humor**

You know that a great sense of humor reduces barriers and lightens the atmosphere especially during heavy periods. An ability to make your students laugh will carry you far and gain you more respect. It also increases your popularity.

### **Presentation Skills**

You know that your students are visual, auditory or kinesthetic learners. You are adept at creating presentation styles for all three. Your body language is your main communicator and you keep it positive at all times. Like a great orator you are passionate when you speak. But at the same time you know that discussion and not lecturing stimulates greater feedback.

### **Calmness**

You know that the aggression, negative attitudes and behaviors that you see in some of your students have a root cause. You know that they are really scared young people who have come through some bad experiences in life. This keeps you

calm and in control of you, of them and the situation. You are good at helping your students de-stress.

### **Respectful**

You know that no one is more important in the world than anyone else. You know that everyone has a place in the world. You respect your peers and your students. Having that respect for others gets you the respect back from others.

### **Inspirational**

You know that you can change a young person's life by helping them to realize their potential, helping them to grow, helping them to find their talents, skills and abilities.

### **Passion**

You are passionate about what you do. Teaching young people is your true vocation in life. Your purpose in life is to make a difference.

### **Willing to Learn**

You are willing to learn from other teachers AND your students. Although knowledgeable in your subject you know that you never stop learning.

Source: [www.school-teacher-student-motivation-resources-courses.com](http://www.school-teacher-student-motivation-resources-courses.com)