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SIMPLE TO RISE

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SIMPLE

You started today at Point A. Everybody does.

And, if you're like almost everybody, you have a Point B in mind. You're in low-level management and you want to go higher. You're in debt and you want to get out. Your paycheck isn't enough and you want it to be more. You drive an old Volvo and you want a new Beamer. (Or you drive an even older Chevy and you want a newer Volvo.) You work for a small corporation and you want to get in with a bigger one. You have a job and you want a career. You feel owned by that job and you want to own your own business. You're a business owner and you want to be a more successful business owner. You may not think about it all the time, but some part of you is squirming at Point A, restless to get to Point B.

And there are those days when you feel like you just can't get there. Whatever success means to you, it is elusive. Farther away than the dividends of your retirement fund. More slippery than the expectations you know your boss has of you but doesn't ever put into words. Harder to attain than the position you applied for just out of college even though you knew you wouldn't get it. A pipe dream. A fairy tale. Like everyone else is there but you.

The view from Point A to Point B doesn't exist only at work. At home, with your family, in your relationships, in the realm of personal habits and physical fitness you generally have a Point B in mind. You want to drop five pounds or lose fifty, to finally tackle a project or begin the first book on your reading list or develop a new habit. You know what it's like to want something you don't yet have. We're not talking about discontentment. We're talking about the urge to *improve*. To get from here to there.

This isn't about success. It isn't about the "there." It's about what happens between the "from" and the "to." It's all about change. "There" can mean so many things. Ask one hundred successful people to define success, and you just might get one hundred answers. Talk about success and, unless everyone shares the same view, it gets complicated. But change, at its core, is simple. To succeed is to find *your way*. To change is more about finding *the way*.

That's why this book is for just about anyone. Because anyone can change.

ATYPICAL

If change is that simple, why are so many of us stuck at A, merely dreaming of B? Why are the diet ads, the quit smoking systems, the network marketing pitches, the debt reduction plans all tagged with the ominous disclaimer: *Results not typical?*

Why do we all but deify people who accomplish major feats of transformation? As if surely they can do that, but not us? Could it be that when someone overcomes huge obstacles—disabilities, injuries, tragic circumstances, overwhelming odds—and still succeeds, it isn't the accomplishment that wows us? Could it be the fulcrum of change is what inspires us? We may not want that particular Point B, but we want what it took to get there. We may never complete an Iron Man triathlon, but we crave the determination it requires. We may not earn a PhD, but we're envious of the student's drive to get one. We don't need to lose 75 pounds, but we admire the discipline of the dieter. The results—the success or Point B—aren't typical. But neither is the means to any success: change.

Change is atypical. Which is probably why it feels so hard. Like something you couldn't possibly do. Like water running uphill.

But did you know water really can run uphill? It's true. Given the proper conditions, water can be rerouted to go in a direction opposite from its customary tendency (downhill). German scientist Johann Gottlob Leidenfrost observed this phenomenon in the 18th century. The Leidenfrost effect, in layman's terms, occurs when a liquid droplet, such as water, is placed on a surface much hotter than its own boiling point. The droplet will hover on its own vapor, enabling it to move at an incline of up to 12%. Not only that, researchers in the US channeled droplets upwards across a corrugated surface, thus causing water to effectively *run up stairs*.

Scientists call this the ratchet phenomenon. (For those versed in physics: that's when "the combination of non-equilibrium (here: the vertical thermal gradient) and spatial asymmetry generally results in transport.")

You might say, in this case, that water undergoes an atypical change. Not typical, but not impossible either. It's actually rather simple.

In fact, you have observed the Leidenfrost effect many times in your own kitchen. When a drop of water lands on a very hot pan, it moves on its own vapor... at any angle. Including uphill.

No, change is not typical. But it *is* simple. It isn't impossible either. It's more do-able than you know.

RISE

So you're at Point A and Point B looks uphill from here. Your Point B is your own specialized version of success. Your dream. There may have been a time when you felt you were racing toward your dream. You were coasting downhill in that direction with the breeze in your face. And then the road leveled or took a steep direction shift and making it to Point B began to look like an arduous climb.

Maybe your personal success story doesn't center on lofty ambitions. Your goals might be modest, but your need to change is daunting nonetheless. You just want to do a better job, be a better employee, become a better family member, grow into a better person. And the steps to get there loom large and look to be anything but a landslide.

Simple to Rise is a handbook for climbers of all varieties. A field guide along the way for those whose definition of success is as unique as each fingerprint. It isn't so much about the destination; it's about the journey. About what it takes to get from Point A to Point B. The truth is; this book isn't about success at all. It's about change.

And change is a lot simpler than you think.