

## LESSON TWELVE

# MAGNIFYING THE MIND

## The Secret to Increasing The Power of Your Mind



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**MAGNIFYING THE MIND***The Secret to Increasing the Power of Your Mind*

*“Remember it takes no more effort to aim high in life, to demand abundance and prosperity than is required to accept misery and poverty.”*

NAPOLEON HILL

**OVERVIEW**

**W**e are going to take a couple of paragraphs of Price Pritchett's material and explain how we have used it and at the same time share suggestions on how you might use it. When Price Pritchett talks about *You<sup>2</sup>* he suggests it implies an “explosive jump in your personal performance that puts you far beyond the next logical step.” Every great performer at some time or at some given point has made a decision that they are not going to settle for another logical step. They want an explosive jump. They have, for whatever reason, become aware that they truly do have potential. They can do great things. And they are going to, regardless of what anyone thinks or possibly how many failures they have had in the past.

Pritchett also referred to *You<sup>2</sup>* in another way. He said, “*It's a formula for stunning advances in achievement and the realization of your dreams.*” Formulas are helpful things. They have a tendency to reduce complicated, misunderstood concepts into simple terms. Here we are talking about stunning advancement in achievement. Imagine what that would mean to you. Pritchett goes on to point out that *You<sup>2</sup>* is also a formula for the realization of your dreams. In other words, it gives your dream a strategy—a strategy that will turn your dream into a physical realization.

*You<sup>2</sup>* is not something you speed read. It is something to digest, to chew on. Both of the authors of this program have read this 35 page book over and over numerous times and will continue to do so in the future as it stirs the higher side of our personality.

Price Pritchett referred to *You<sup>2</sup>* in another interesting way. He said, “*The concept is one of exponential gains, rather than incremental progress. You might compare it to multiplying instead of adding—it means a geometric progression in your effectiveness.*” Now really think about what he is saying. Even if you consider it to be a little on the side of ridiculous, which you may well do, there is another side of you that's saying this is really good. You see the higher side of your personality would truly love to multiply your effectiveness. This idea of getting 5 to 10 percent increases every year is pretty old. We are living in the space age—the age of quantum physics—space travel—instant communication. Let that run around your mind for a moment. And you'll not only like the idea of multiplying your effectiveness, it will start to settle in your mind—begin to feel comfortable.

Pritchett went on to say *“That’s exciting as well as provocative, but it gets even better.”* Better is a great word, wouldn’t you agree? What Pritchett explains next, if we can grasp it, digest it, and begin to live it, you will have to agree, it is better. Pritchett explained, “Remember, quantum leaps can come without apparent effort. These are high velocity moves that carry you to dramatically higher performance levels without a time-consuming struggle. What Price Pritchett explained in that statement spells promise in great big letters. In fact it spells power, possibility and promise. This kind of thinking and living definitely resonates with the essence of who we are. According to the best estimates of the wisest among us, no one can accurately guess at our potential. Making high velocity moves should be something we decide right now that we are going to learn how to execute.

*“Never think linear about the future.  
Think in terms of leaps. Think leaps.  
Always expect the unexpected.”*

## 7 WONDERS OF JOYFUL JUBILANT LEARNING

The next two paragraphs should cause your mind to settle down and think at a different frequency for the rest of your stay here on this planet. Price Pritchett said *“Quantum leaps seem to violate common sense...utterly!”* Well after years of working with this kind of information, it is clear that this kind of thinking does violate common sense. **Thinking Into Results** is a program that is designed to cause you to move beyond common sense. Top level performers have not been locked into the logical way it has always been done concepts. You must keep in mind that your paradigm controls your logic. If you are going to be making high velocity moves that carry you to dramatically higher levels of performance you are going to have to rid yourself of the logic that is controlling you and probably everyone you associate with. The Wright Brothers were not logical. Hillary would never have gotten to the top of Mount Everest, in fact, he would have never left the base camp, if he was letting logic control him. And if you want your dreams to manifest, your results to multiply, you are going to have to let go of logic, for now anyway.

Pritchett continued, *“the idea of ‘moving to a higher orbit’ and skipping several rungs on the achievement ladder in the process, strikes people as far fetched, maybe even outrageous.”* Pritchett is so accurate with that statement. If you have spent any time discussing some of the big moves you are dreaming about with other people or possibly working with your department in your company, maybe even in a discussion amongst executives, when a person brings up something like this they are shot down by the masses as outrageous, ridiculous. This is precisely why you have to be so very careful in selecting the people that you want to brainstorm and mastermind with—your own inner circle. Remember, the masses are controlled by paradigms. In your company, you have a corporate culture. Culture is group habit. You could call it a group paradigm. The movers and shakers of business and industry form the habit of doing things failures don’t like

doing. They pick their paradigms. They are forever breaking them and creating new ones. The geniuses of the past—Edison, Ford, Einstein were not considered geniuses by their neighbors. They were very likely looked at as heretics, maybe bordering on insanity at times. It is generally after people of this nature are gone that they are elevated to the level of genius. The Wright Brothers were a couple of crazy young bicycle mechanics from Dayton, Ohio who were thought to be mentally unbalanced at times, even by their own father.

Now let's take a look at what Price Pritchett says after the smoke has cleared, the dust has settled. He writes, "After the fact, quantum leaps may be viewed as practical, sensible, even obvious moves, but they typically do not come to you as the obvious moves at the moment. Usually it's in retrospect that you perceive their hidden logic and elegance. Invariably, quantum leaps are not complex or intricate maneuvers. They tend to be simple, energy efficient and time saving." After working in this field for the past 40 years, it's apparent that great advances come about when people have a deep understanding of their true potential and a tremendous desire to lead others to greater levels. They refused to let logic control them and spend their days thinking in new dimensions, all the time performing at their very best at whatever they are doing.

If you are not already living this way, make up your mind that you are going to begin now. Turn it into a habit, you may decide to do it for half a day at a time. Start in the morning and give it everything you've got until noon. Then at noon start over again and give it everything you've got until the end of the day. Then wake up tomorrow and start the same process over again.

## KEY POINTS

- Trying harder is not necessarily the solution for achieving more. It may not offer any promise for getting what you want out of life. Sometimes in fact it is a big part of the problem. If you stake your hopes on a breakthrough by trying harder than ever, you may kill your chances for success.
- We have been programmed as part of our paradigm, part of our habitual behavior, to take logical, progressive steps.
- *You<sup>2</sup>* implies an explosive jump in your personal performance that puts you far beyond the next logical step. The concept is one of exponential gains rather than incremental progress.
- Quantum leaps come without apparent effort. These are high velocity moves that carry you to dramatically higher performance levels without a time consuming struggle. Quantum leaps can happen by applying the concepts in this toolbox.
- Every challenge has a learning opportunity. Get excited about the opportunities to learn.
- Mastermind groups are a group of people coming together where there is a common situation that they want to accomplish, a goal, a challenge that they want to overcome. Mastermind groups are a group of people getting together, dedicated to helping you solve your problem.

- Be very selective about the people with whom you share your dreams or thoughts of *You*<sup>2</sup>. The vast majority of people have no understanding that they truly do have the potential to multiply their effectiveness.
- Masterminding requires an open mind, you release yourself to the mastermind. The longer you work with a mastermind, the more powerful it becomes. You came to believe that your answer is there in that group. You came to understand that you are going to create the results that you want much easier when you have a whole group of people working at helping you, really helping you.

*“Every person who manages a business or a department  
of a business knows what a difficult matter  
it is to get employees to work together  
in a spirit even remotely resembling harmony.  
When two or more people coordinate in a spirit of harmony,  
and work toward a definite objective,  
they place themselves in a position through that  
alliance to absorb power from the great  
universal storehouse of infinite intelligence....  
It is a source to which the genius turns.  
It is the source to which every leader turns.  
It is the benefit that comes to all who  
mastermind following the mastermind principles.”*

**NAPOLEON HILL**

## MASTERMIND PRINCIPLES

**Begin every Mastermind Meeting by reading these Mastermind Principles:**

### I RELEASE

I release myself to the MasterMind  
because I am strong when I have others to help me.

### I BELIEVE

I believe the combined intelligence of the MasterMind creates  
a wisdom far beyond my own.

### I UNDERSTAND

I understand that I will more easily create positive  
results in my life when I am open to looking at myself,  
my problems and opportunities from another's point of view.

### I DECIDE

I decide to release my desire totally in trust to the MasterMind  
and I am open to accepting new possibilities.

### I FORGIVE

I forgive myself for mistakes I have made. I also forgive others who have  
hurt me in the past so I can move into the future with a clean slate.

### I ASK

I ask the MasterMind to hear what I really want; my goals, my dreams  
and my desires, and I hear my MasterMind partners  
supporting me in MY fulfillment.

### I ACCEPT

I know, relax, and accept, believing that the working power of the MasterMind  
will respond to my every need. I am grateful knowing this is so.

## DEDICATION AND COVENANT

*"I now have a covenant in which it is agreed that the MasterMind shall supply  
me with an abundance of all things necessary to live a success-filled and happy life.  
I dedicate myself to be of maximum service to the world and my fellow human beings,  
to live in a manner that will set the highest example for others to follow and to  
remain an open channel of God's will. I go forth with a spirit of  
enthusiasm, excitement and expectancy."*

## MASTERMIND GUIDELINES

1. The average group works best with two to eight members, no more than 12. Time is the constraint.
2. Meet regularly, weekly if possible. Have a pre-planned agenda.
3. If you are in different cities, the meeting can be conducted on a **conference call**.
4. Start the meetings by **reading the MasterMind principles**. This is possibly one of the most important points of a call. Every member of the group should read aloud all 7 principles and the Dedication and Covenant.
5. Each member should be **supported visually**, verbally and emotionally by the others. For example: someone wants to make a big sale. Other members might say, "I am holding an image of your sales dramatically increasing." Another person might want the productivity and the profit in their department to increase while their overhead goes down. Others might say "we are so happy now that we think in new dimensions and see the bottom line of our department substantially improving." The principle is that we can believe for others what they cannot fully believe for themselves. These are not idle words. You must create and project to the MasterMind a clear vision of what the words represent.
6. Your MasterMind meeting should **run like a "Swiss watch"**. Ensure the meeting is timely. If you have committed to a 60 minute meeting, keep it within that time frame. MasterMind members are generally forward thinking people who are working towards interesting goals—the pursuit of which enables them to draw the best out of themselves. They enjoy masterminding with other like-minded people, and they are acutely aware that time is a very valuable commodity. Each group should elect a MasterMind leader to keep everything flowing freely. The leadership position can rotate from one member to another. The group leader should be prepared to time each person's participation in the meeting to ensure it is kept on track. Have a watch with a second hand or stop watch available. This point is extremely important. Do not treat it lightly.
7. **Roll Call** — The group leader takes a roll call and at that time, assigns each person a number (i.e. if there are 8 people on the call, each person would have a number from 1-8). This numbering system can be used to designate who speaks when and should be rotated with each call to ensure #1 doesn't always speak first.
8. **Good News** — Starting with whichever number is designated for that particular call, each person would be allowed 2 minutes to speak about something very positive. They will share their "win for the week". This will help in creating the right vibration to get the meeting started in a positive direction.



9. **Wants and Needs** — Again, starting with whichever number has been designated to begin first, each person would have 5 minutes (or other amount of time designated by the group) in which to state their wants and needs and receive their responses. It might sound like, *“This is John. This is what I want and this is what I need.”* Or, *“This is John. This is a challenge I’m facing and I would appreciate the help of my MasterMind group.”* It is important that everyone understands that the designated amount of time allotted is both to state their want/need and to receive the group’s response. Therefore, if someone is not prepared for the meeting and it takes them 3 1/2 minutes to state what they need, it allows the group only a 1 1/2 minutes to respond. Each MasterMind member needs to be prepared for the call to ensure maximum benefit. At the end of the 5 minutes, it would be the team leader’s responsibility to say “time is up” and the discussion would come to a halt. The next person would be asked to begin.
10. Depending on the chosen length of your meeting, you may decide to leave room for a **“free for all”** at the end, at which time anyone and everyone would have a chance to speak.

## ACCOUNTABILITY

**A**ccountability is an important priority in the life of all truly successful individuals. In fact, accountability is the glue that ties commitment to the result. The importance of accountability becomes multiplied when you become actively engaged in this **Thinking Into Results** program, because the change in behavior that is required when pursuing worthy ideas, goals that really stretch you, is so great.

The paradigm attempting to prevent you from making the necessary change is so strong that without an irrevocable commitment, self-discipline and on-going accountability, you would never realize the good that you are seeking.

When you make a commitment to yourself that you are going to do something, the odds of you keeping that commitment are not overly good. However, when you make a commitment to another individual, the odds of you keeping it rise substantially. But when you make a commitment to another individual in writing, put your signature on it, give it to the other person and shake hands and say this I will do, the odds of you keeping that commitment are very good. Masterminding effectively requires a participant to alter a number of habit patterns, habits being part of the paradigm. You've gained a good understanding by this point in this program of the strength that paradigms have and how controlling they can be. The benefits of effective masterminding for you, for your team, for your company or department and for your mastermind partners, are enormous. The **Thinking Into Results** program has created an accountability agreement. It is a way of making a commitment in writing. Copy the agreement. Sign it and give it to your accountability partners. It has been designed as an insurance policy against failure. We urge you to treat this action with all the seriousness you can muster. Sometime in the future you will look back at this particular aspect of this program and say this was one of the defining exercises, it was one of the most powerful contributing factors that enabled you to enjoy the success that you enjoy.

*“Accountability closes the gap  
between intention and results.”*

**SANDY GALLAGHER**

## ACCOUNTABILITY AGREEMENT

THIS AGREEMENT is entered into by and among   
 (“Participant”), and  (“Accountability Partner”)  
 this  day of , 20.

In consideration of the mutual promises made in this agreement and other  
 valuable consideration, the receipt and sufficiency of which is acknowledged, the  
 parties agree as follows:

1. Participant pledges, agrees and gives his/her personal promise to perform the  
 action steps identified below by the date specified below and to be accountable  
 to the Accountability Partner. Participant understands that accountability is a  
 statement of a personal promise and that accountability is neither shared  
 nor conditional.
2. Accountability Partner accepts the commitment of being the Accountability  
 Partner and pledges, agrees and gives his/her personal promise to hold  
 Participant accountable for the achievement of the action steps identified  
 below by the date specified below.
3. Participant understands and agrees that accountability without consequences  
 is meaningless and further understands that the consequence of failing to  
 perform according to the terms of the Agreement is very likely failure to reach  
 Participant’s stated goals.

**My signature below indicates that this Agreement  
 has been read and understood.**

**PARTICIPANT**

**ACCOUNTABILITY PARTNER**



## 3 THE THREE R'S EXERCISE — REVIEW, RE-THINK, REWRITE

1. **Review** the ideas, exercises and tools you have received in this Lesson Twelve of *Thinking Into Results* and outline what you have learned.
2. **Re-think** what action steps you will take based on this Lesson that will move you and your team closer to the goals you identified in Lesson One.
3. **Rewrite** your goal. Does your goal need clarification? Is the image clear? If you gave the written description of the goal to an absolute stranger, would that description create a picture in their mind that is the duplicate of the one you are holding in your mind? If not, bring more clarity to the written goal.