

darrenhardy

# Accelerate Your Success

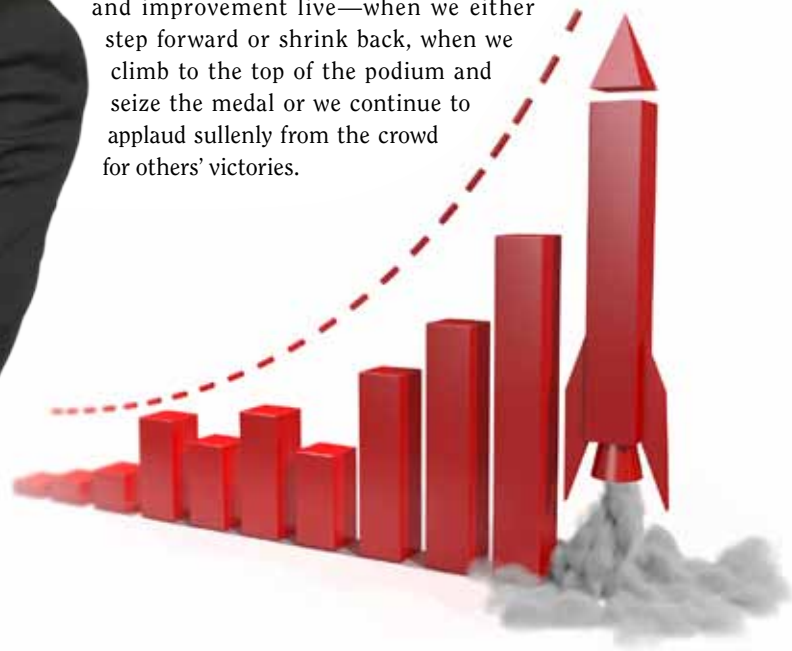
**The Compound Effect:**  
Multiplying Your Results.  
One Simple Step at a Time.

{ BY DARREN HARDY }

When I lived in La Jolla, Calif., for exercise and a test of will, I would regularly ride my bike two miles straight up Mount Soledad. There are very few things you can do voluntarily that cause more pain and suffering than riding a bike up a steep mountain without stopping. There is a point at which you “hit the wall” and come face to face with your true inner character.

Suddenly, all the projections and ideas you had about yourself are stripped away, and you’re left with the naked truth. Your mind starts inventing all sorts of convenient alibis on why it’s OK to stop. It is then when you’re faced with one of life’s greatest questions: Do you push through the pain and continue on, or will you crack like a walnut and give up?

I want to talk to you about those moments of truth and how the Compound Effect can help you breakthrough to new and greater levels of success—faster than you imagined possible. When you’ve prepared, practiced, studied, and consistently put in the required effort, sooner or later you’ll be presented with your own moment of truth. In that moment, you will define who you are and who you are becoming. It is in those moments where growth and improvement live—when we either step forward or shrink back, when we climb to the top of the podium and seize the medal or we continue to applaud sullenly from the crowd for others’ victories.





We'll also look at how you can consistently deliver more than people expect, compounding your good fortune even further.

### **Moments of Truth**

Lou Holtz, the famous football coach, knew it was what you did after you did your best that created victories. In one game his team was down 42-0 at halftime. During the halftime break, Lou showed his team a dramatic highlight reel of second efforts to block, tackle, and recover the ball. He then told the players that they were not on his team because they could give their all on every play; every player on every team does that. He said they were on his team because of their ability to make that critical extra effort on each play. It's the extra effort after you have done your best that is the difference maker. His team went on to win the game in the second half. That is how you win.

When conditions are great, things are easy, there aren't any distractions, no one is interrupting, temptations aren't luring, and nothing is disturbing your stride; that, too, is when most everyone else does great. It's not until situations are difficult, when problems come up and temptation is great,

### **Multiplying Your Results**

Let's say you're weight training and your program calls for you to do 12 repetitions of a certain weight. Now, if you do the 12, you're fulfilling the expectation of your program. Great job. Stay consistent, and ultimately, you will see this discipline compound into

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that you get to prove your worthiness for progress. As legendary motivator Jim Rohn would say, "Don't wish it were easier; wish you were better."

When you hit the wall in your disciplines, routines, rhythms and consistency, realize that's when you are separating yourself from your old self, scaling that wall, and finding your new powerful, triumphant and victorious self.

powerful results for you. Yet, if you get to 12, even if you've hit your max, and you push out another three to five reps, your impact on that set will be multiplied several times. You won't just add a few reps to the aggregate of your workout. No. Those reps done after you hit your max will multiply your results. You've just pushed through the wall of your max. The previous reps just got you there.

The real growth happens with what you do after you're at the wall.

If you're a runner, you know the experience. You get to the goal you set for yourself that day, and you're feeling the burn, you're at your wall, but you go a little farther, a little longer. This "little longer" is really a massive expansion of your limits. You have multiplied the results of that single run.

Viewing yourself as your toughest competitor is one of the best ways to multiply your results. Go above and beyond when you hit the wall. Another way to multiply your results is pushing past what other people expect of you—doing more than "enough."

their friends and family members had written in saying each of them desperately needed a new car. Oprah opened the show by calling 11 people to the stage. She gave every one of them a car—a 2005 Pontiac G6. Then the real surprise: She surpassed everyone's expectations when she distributed gift boxes to the rest of the audience saying one of the boxes contained a key to the 12th car. But when the audience members opened their boxes, every one of them had a set of keys. She screamed, "Everybody gets a car! Everybody gets a car!"

While this might be her most famous example, Oprah continues to go beyond our expectations in most everything she

the fame—who could do those things, but never venture into the realm of extraordinary. Oprah does. Take a lesson from her. You can do more than expected in every aspect of your life.

Where in life can you do more than expected when you hit the wall? Or where can you go for "WOW"? It doesn't take a lot more effort, but the little extra multiplies your results many times over. Whether you're making calls, serving customers, recognizing your team, acknowledging your spouse, going for a run, bench pressing, planning a date night, sharing time with your kids, whatever.... What's the little extra you can do that exceeds expectations and accelerates your results?



### **Do the Unexpected**

I'm a contrarian by nature, I know. Tell me what everyone else does, what's the consensus and what's popular, and I will typically do the opposite. If everyone is zigging, I'm going to zag. To me, what's popular is average, it's what's common. Common things deliver common results. There's nothing wrong with ordinary. I just prefer to shoot for extraordinary.

Richard Branson built his career on doing the unexpected. I love to watch him launch a new company. Each stunt is bolder, scarier, and more unexpected than the last. Whether it's flying a hot air balloon around the

### **Beat the Expectations**

Oprah is famous for using this principle—blasting beyond anyone's expectations with her generosity and ability to live and work in a BIG way. Do you remember how she launched her 19th season in September 2004? When it comes to Oprah, we know to expect some fanfare—but she blew everyone away. That season opener was all the media or anyone else talked about for days afterward.

Let's go back in time for a minute.... The audience members were selected because

does. In other segments, Oprah surprised a 20-year-old girl who had spent years in foster care and homeless shelters with a four-year college scholarship, a makeover and \$10,000 in clothes. And, she gave a family with eight foster children who were going to be kicked out of their house \$130,000 to pay for and repair their home.

Now you might be saying, yeah, but she's Oprah, of course she can do those things. But the truth is there are plenty of others in Oprah's position—with the finances and

globe or driving a tank down Fifth Avenue in New York to introduce Virgin Cola to the United States, Richard always delivers the unexpected. He could get by with the expected press release, a press conference or two, and some swanky party, and call it a day, but instead he goes for the astonishing. He probably spends as much as other companies do (and sometimes even less) to launch a product; he just does it in unexpected style. The wow-factor makes a statement and multiplies the impact of his efforts.



More often than not, the extra effort doesn't cost that much more money or energy. When I was selling real estate, everyone else would call on expired listings when they came up. Instead, I got in my car and showed up on their doorstep and hand-delivered a "SOLD" sign. "Take this," I'd say when they'd open the door. "You'll need it if you hire me to take over this listing." For the price it took to keep my gas tank full, I immediately and exponentially increased my chance of getting the listing.

a considerable amount of time preparing, learning about their organization, products, markets, and their expectations for my talk. My goal is always to significantly surpass what they expect, and I do this through tireless preparation. Doing better than expected becomes a big part of your reputation. Your reputation for excellence multiplies your results in the marketplace many times over.

I did some work with a CEO whose philosophy was to pay people, including his

thought to your efforts won't just improve your results; it will multiply them. It takes very little extra to be EXTRAordinary. In all areas of your life, look for the multiplier opportunities where you can go a little further, push yourself a little harder, last a little longer, prepare a little better, and deliver a little bit more. Where can you do better and more than expected? When can you do the totally unexpected? Find as many opportunities for "WOW," and the level and speed of your accomplishments will astonish you... and everyone else around you. **SH**

*Darren Hardy is the publisher of SUCCESS magazine and has been a leader in the personal-development industry for 17 years. He has mentored thousands of entrepreneurs, advised many*

*large corporations, and served on the board of several companies and nonprofit organizations, and is committed to helping others achieve their potential in order to live richer, more fulfilling lives. He is a product of the principles he reveals in his latest book, The Compound Effect.*



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In our attention-deficit, propaganda-saturated society, sometimes doing the unexpected is exactly what's required to get your voice heard. If you have a cause or idea worthy of attention, do what it takes, even the unexpected, to make your case heard. Add a little audacity to your repertoire.

### **Do Better Than Expected**

Find the line of expectation and then exceed it—even when it comes to the small stuff—or maybe especially then. When I do keynote presentations for large companies, I spend

vendors and suppliers, a few days in advance of the contract commitment. I was always blown away when I received a check on the 27th of the month from him for next month's payment. When I asked him about it, he said the obvious, "It's the same money, but the surprise and good will it buys is immeasurable—why wouldn't you?"

I challenge you to adopt these philosophies in your own life—in your daily habits, disciplines and routines. Giving a little more time, energy, or