

## The Great Ones Online Volume II

### Single-Minded Purpose

I remember when Steve Fader burst into the conference room at his office. We shook hands and he said:

“I only have 45 minutes—are we ready to go?”

I confess that I was intimidated. The energy of the man was off the charts. I fumbled with my words.

As we walked to the film set, he turned to me:

“Do you have a piece of paper?” he asked.

I gave him one.

“If I don’t post this on the door, they will never leave us alone,” he added.

“Do Not Disturb Under Any Circumstances” he wrote and added his signature.

He gave me 50 incredible minutes and throughout the entire time, notes kept getting shoved under the door. Then he stood up, thanked me, told me to put the interview to good use with a veiled understanding of what would happen if I didn’t, and walked out.

I’ve since had the pleasure of meeting up with Steve a number of times and he always asks:

“How’s that project of yours?”

It’s my honor and privilege to now share “that project” with you.

I have a friend named Geir. As a teenager, he was on the Norwegian national soccer team. In the wintertime, due to the lack of daylight in Scandinavian countries, he would arrive at school in the dark and by the time he finished his classes, the few hours of light would have always passed. In other words, all of his training happened at night. In Norway.

Where it’s freezing in the winter.

# THE GREAT ONES

{ A Business Fable }

## *The Transformative Power of a Mentor*

For four to five hours per day, every day, he trained, often alone, kicking a ball repeatedly against a wall—while everyone else stayed inside by a roaring fire.

That's why he made the team and they didn't.

Single-minded purpose.

The story doesn't end there. Regrettably, Geir suffered a career ending injury to his knee and had to give up soccer.

That single-mindedness however, would serve him forever. He went on to a successful stint in the military—mandatory in Norway—and to parlay his ability to focus into building one of the largest fortunes in Europe.

Oh, I forgot. He started with nothing.

As quoted in Edict VIII:

“Today, very few have the stick-to-itiveness to stay after practice and kick a ball against a wall for an extra hour, or shoot another 100 free throws on the basketball court, or catch a baseball until the light makes it impossible to see. We seldom walk through forests to learn how to track an animal, blow a duck call a thousand times until it sounds like the real thing or spend 45 minutes mixing paint until we create the perfect shade for our canvas. We want right-now results; powders that build muscle; pills that melt fat; point-and-click templates that save us from thinking on our own.

Unfortunately, this growing inability to stay on task will never lead to greatness.”

How many people do you know that have a dozen things going on at the same time, never seem to finish any of them, jump from project to project, spend their lives multi-tasking and at the end of the day constantly confuse activity with productivity?

A lot of them, because they are everywhere.

Activity does not, in and of itself, equate to productivity. While it does take activity and action to be productive, a clear distinction needs to be made.

Activity simply refers to what is going on, a description of actions in connection with an event or endeavor.

# THE GREAT ONES

{ A Business Fable }

## *The Transformative Power of a Mentor*

Productivity measures results.  
Anyone can be active.  
Very few truly produce.

The Great Ones understand that it takes single-minded focus and disciplined thought to stay on task, to follow a project through to the end, to restrict distractions and not allow the barrage of potential interruptions to get in the way of doing those specific, pointed things that generate desired results. Turn off the cell phone. Stop checking email. Leave Facebook alone.  
Focus.

In Edict VII of the Code, a very powerful and destructively negative force is referenced:

“The enemy of discipline is entitlement. The entitled person believes that because of their birthright, ethnicity, last name, socio-economic upbringing or any other outside factor, that they should be given more than they rightfully earn. They expect handouts and look to assign blame or circumstances on others when plans don’t go their way. They seldom take responsibility, and avoid accountability all together.

Discipline counters this foe directly. If you do the work, you get paid. If you don’t, you starve. Put your pants on one leg at a time like the rest of the world and hit the pavement, one step in front of the other. Prospect, and you will make sales. Don’t prospect, and you won’t. Prospect extra, and you will make more sales. Continue—and you will set records.

Disciplined people do first things first while the scattered majority follows their whims.

Writers must write.

Singers must sing.

Salesmen must sell.

Business owners must network.

And all of the above, to maximize their success, must do their core activities in a disciplined way, using disciplined thinking.”

# THE GREAT ONES

{ A B u s i n e s s F a b l e }

*The Transformative Power  
of a Mentor*

We cannot afford to fall prey to entitlement, to falsely believe that someone else is going to take care of us, or give to us, or make it happen for us or any other misguided notion that an outside force will in any way be ultimately responsible for our success.

As Aaron stated in Volume I, the only person to blame for our failures is the one that looks back at us in the mirror.

Conversely, that same person will always be the most responsible for our success.

We must let go of entitlement, make a clear decision as to what we want and what we are willing to pay for it and then, in a disciplined fashion, single-mindedly go after it.