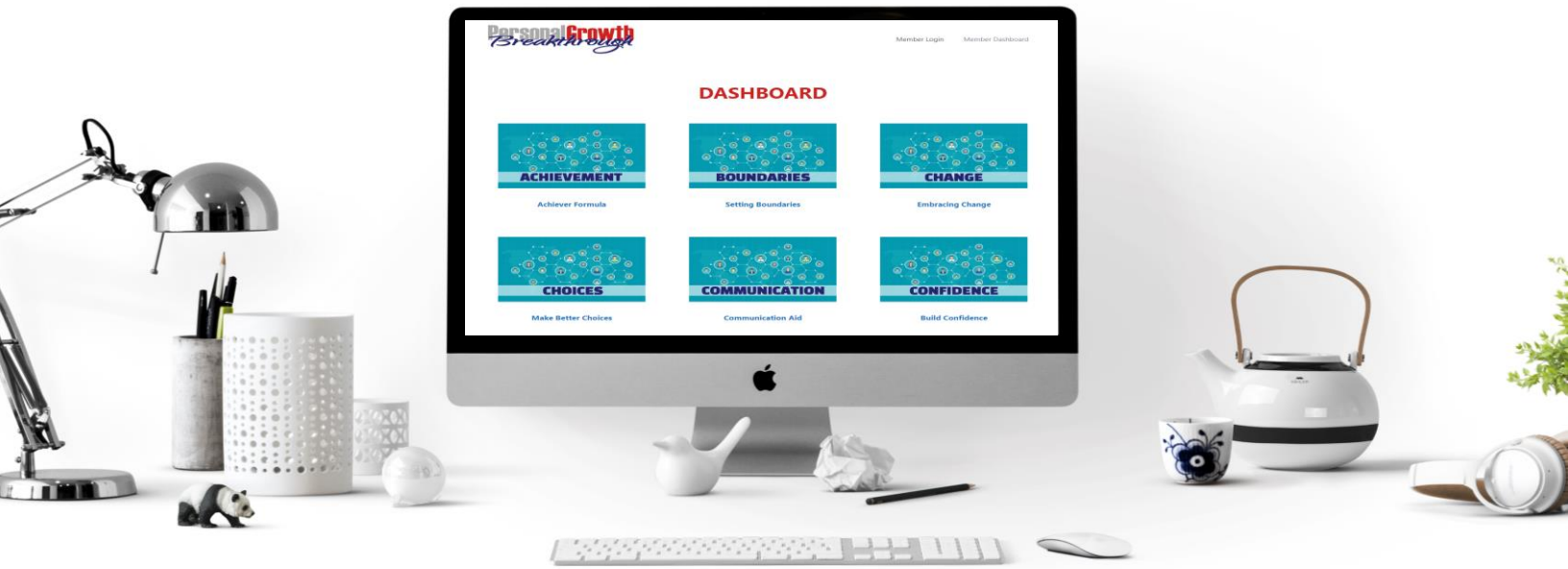


# Personal Growth MAGAZINE

Special Issue



**50 Eye-Opening Number Ones In Life**



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**Apologize to Yourself. Say...**

**“I’m sorry that I ever doubted You.”**

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**If you don’t know where you’re going, you won’t ever know when you’re lost.**

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**#1 addiction in the world?**

**People are addicted to their problems.**

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**Let your hopes, and not your hurts, shape your future.**

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**Stop taking advice from people you don’t want to be like.**

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# About The Magazine

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**PUBLISHER**

Publisher: S. Daryl Daughtry

**CONTACT EMAIL**

support@personalgrowthmagazine.com

**WEBSITE**

PersonalGrowthMagazine.com

**SOCIAL & OTHER MEDIA**

Facebook: @pgrowthmagazine

Instagram: @pgrowthmagazine

Twitter: @pgrowthmagazine

Podcast: iTunes, iHeartRadio,  
Stitcher, Spotify, Pandora, Google

Due to the layout and the volume of topics featured in the magazine, it is highly impractical to list each item in a typical table of contents.

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As our name implies, our website is all about accelerating your personal growth and development. Through our relationship with professional life coaches from over 50 countries, we bring you fresh content that is instantly useable and very easy to understand. We feature written articles and online videos that explore relevant topics such as mindset, productivity, purpose, money, health, and personal relationships. So, go get motivated and inspired and you might even learn a thing or two while you're at it...

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# The Number Ones

I have always believed that you can't change what you aren't aware of or what you don't really understand. Hopefully, the content of this publication will help you in both instances.

I have also always believed that the most important thing is to figure out what are the most important things in your life. Things like priorities, principles, values, and other things that should come first or number one. These are decisions you should make today that will guide you in the decisions you will make tomorrow.

This magazine is a collection of fifty personal development number ones that I have shared for years as a professional coach and a trainer of professional coaches. My team and I have trained and certified coaches in over fifty countries worldwide. The powerful things offered

ahead, some subjective and some statistical, are only words if they don't result in you taking action. Just being exposed to great information isn't enough.

It is my deepest hope that the wisdom you find in these pages will inform you, inspire you, and empower you as you pursue a better life.



**Daryl Daughtry**  
Author and Publisher



# 01: The World's #1 Addiction

Isn't it ironic that your brain says it wants to get rid of problems, but also finds identity in problems. This is very common in most people. In fact, it's the world's number one (#1) addiction today.

Addiction is a frustrating thing where you know something is bad for you but you also don't want to let it go. This is how your brain is with your problems. It doesn't want the problems, but it becomes insecure at the thought of letting them go. If you aren't regularly thinking about your problems, you begin to feel strangely insecure. Have you ever noticed this thinking habit in you?

It's very natural for your brain to see a problem and want to come up with a solution. In fact, your brain is programmed to eagerly chase after a solution. It's kind of like throwing a ball for a dog to fetch. But, even though you're anxious to go after the solution, you still want it to be easy. In fact, if it isn't within easy reach, your first response is almost always to say... "I don't know."

A common occurrence in your brain is its tendency to attach self-identify to a problem. So, losing that problem is like losing part of your identity. And this sense of loss causes you to want to keep the problem around. Then, you find yourself recreating it in one form or another in order not to lose that part of your identity.

I'm quite sure you have seen people who have abusive relationships, problems with their health, employment problems, and more who negatively create an identity around their problems. Even though they talk about being free of their problems, they seem to base everything around their problem-based identity. There are different levels of problem-addicted people, but all of us are guilty in our own way.

Unfortunately, people tend to focus on what's wrong versus what's right in the world and in their life. They dwell on what's missing, lacking, or broken. Most of us are never obsessed about what's going right and what we're thankful for.

I want to challenge you to consciously be aware when your brain is attempting to create an identity out of a problem. If you find yourself in the habit of complaining, blaming, and venting about your problems, it's a symptom of your brain's attachment to a problem-based identity. The world's number one (#1) addiction.

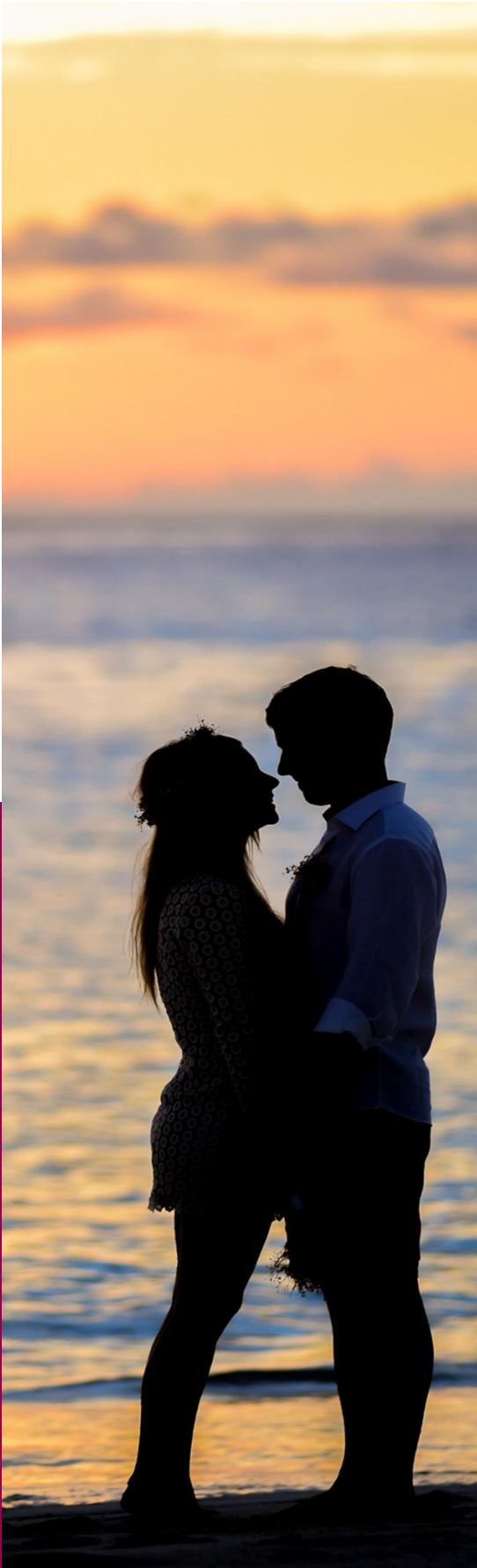




Believe it or not, your brain will even make you feel guilty about not obsessing on your problems. Why, you ask? It's because ruminating about your troubles has become a life-long habit and habits have a payoff that you think you need. An addiction to problem-based thinking is difficult to reverse. The more you are aware of this mindset the easier it is to detect it and stop reinforcing it.

In simple terms, the best way to get rid of darkness is to turn on some light. So, prepare positive affirmations to counter your stinky thinking. Wake up every morning and remind yourself of what you're grateful for in your life. Guess what? After a while, you will begin to create healthy thinking habits that create a new identity that will serve you much better.

Here is some sound advice from a very successful problem solver...  
*"We cannot solve our problems with the same thinking we used when we created them."* - Albert Einstein



## 02: #1 Thing Most Women Want To Hear From A Mate

### **POSITIVE AFFIRMATIONS:**

The reason women ask... *“Does this make me look fat?”* or *“How was dinner?”* or *“Do you still love me?”* is because they like to be reassured. They like to hear it out loud and often. Gifts are good, but don’t leave out those words of positive affirmation.

## 03: #1 Thing Most Men Want To Hear From A Mate

### **“I AM PROUD OF YOU”:**

Men are natural providers, protectors, and achievers. They really like to be recognized for their achievements, both at work and at home. Nothing makes a man’s chest poke out more than being recognized.

## 04: #1 Thing That Improves Your Relationship

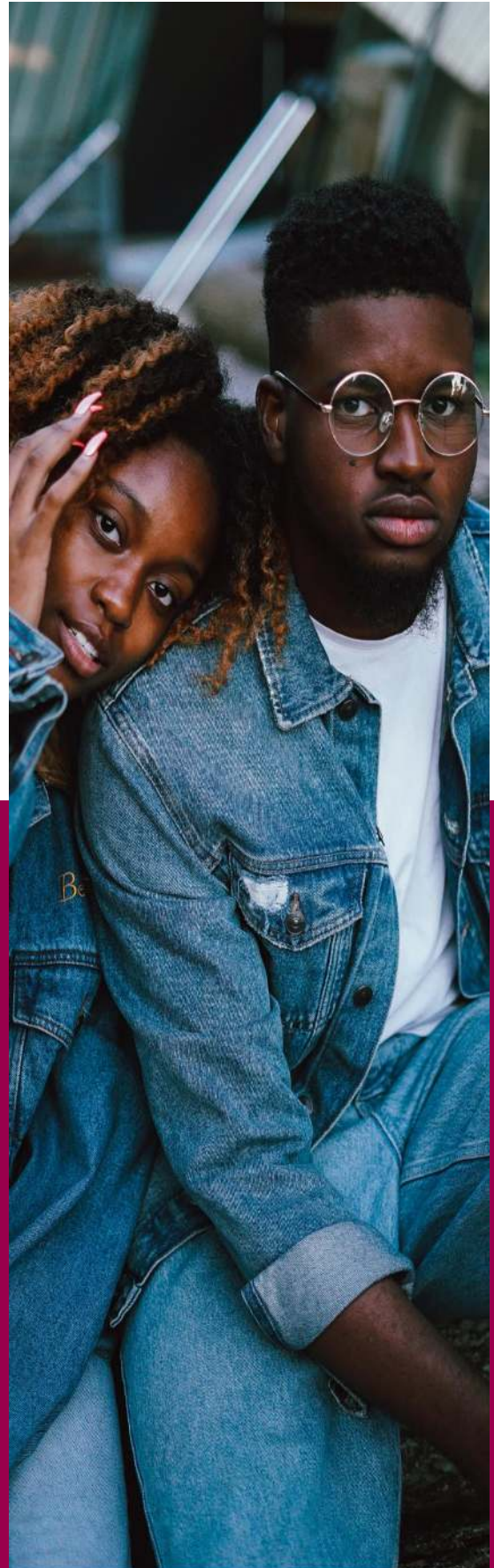
### THE GIFT OF LISTENING:

The thing that is a guaranteed relationship killer is the absence of listening. Listening is a gift we give to people that requires focus, patience, and even hearing what they're not saying. People want to be heard and need validation.

## 05: #1 Thing That Keeps Couples Held Together

### CULTIVATING A FRIENDSHIP:

When your partner is your best friend, you treat them like a friend, you accept their many differences like a friend, and you want to hang out with them like a friend. Surveys of long-lasting relationships even back this up.







## 06: #1 Personal Life Assignment

### **BE YOU. DO YOU. FOR YOU:**

God gave you a dream and abilities that nobody else has so that you can leave your mark on this earth that nobody else can. The worst path you can possibly take is one meant for someone else. There is a place in this world that is a perfect fit just for you.

## 07: #1 Personal Life Apology

### **APOLOGIZE TO YOURSELF:**

We all need to apologize to ourselves for all of the limits we've placed on our lives. Say to yourself, *"I'm sorry that I ever doubted you. I believe you've got what it takes. You are stronger, smarter, and braver than I ever allow you to be."*



## 08: #1 Driver Of Your Motivation

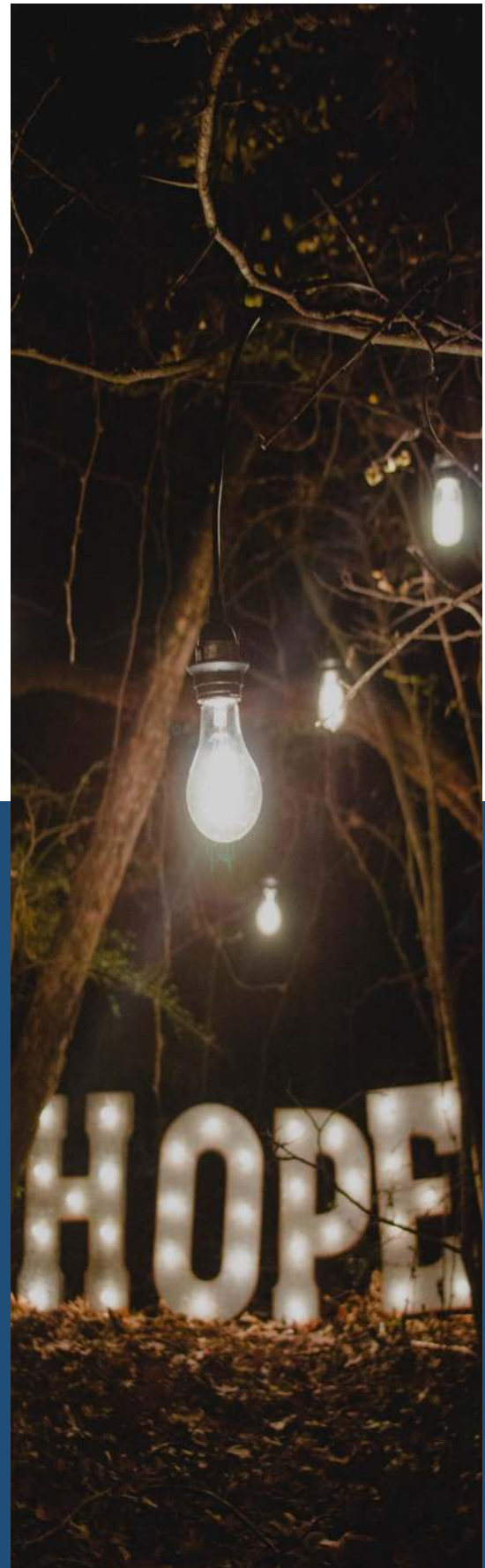
### HOPEFULNESS

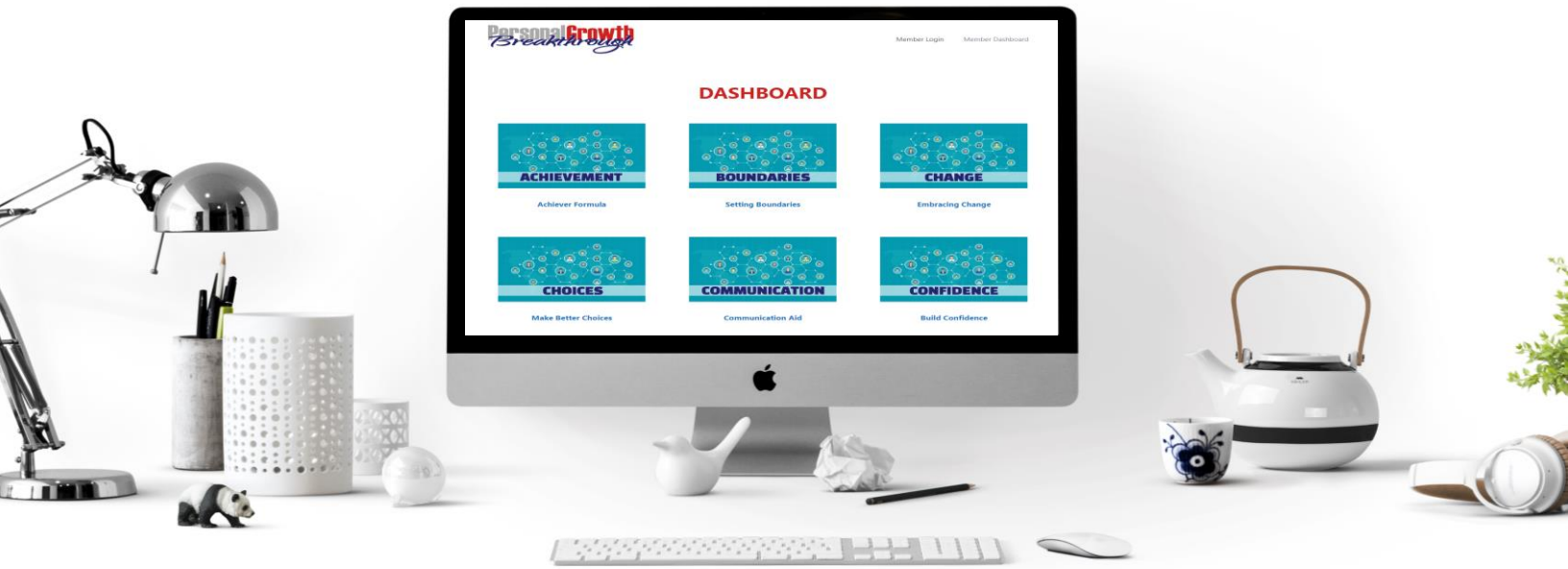
The best way fire up your motivation is by choosing to be hopeful again. Yes, you can choose to be hopeful. Where little opportunity, little progress, and little resources are perceived; there is also usually little hope. Hope gives you a chance to succeed.

## 09: #1 Driver Of Your Daily Life

### DAILY HABITS:

Nothing changes in your life until you make changes in your daily habits. Your daily routines drive the vast majority of your activities. So, you can only expect something different in your life when, and if, you begin to do things differently.





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# 10: #1 Person Holding You Back

Do you feel stuck in any area of your life? Do you feel that regardless of how hard you try, things never seem to change? Have you had this one dream in your life that somehow always escapes your grasp? Do you believe that you are capable of something more but you feel mediocre? Do you feel like you're just another face in the crowd and not living up to your fullest potential?

Well, if any of these questions apply to you, welcome to the club. All of us at some point, feel those things. And unfortunately, we get stuck because we don't face one of the harshest realities we can ever become aware of. What is it? I'm talking about the person that's holding you back. That's right. There is a person in this world who is preventing you from being completely happy, fulfilled, effective, and powerful.

This person constantly gets in the way when it comes to any form of success in your life. It doesn't matter whether it's your relationships, finances, education, or your career. This person is there right when you're just about to have a milestone. This individual drags you back, holds you down, and keeps you miserable and frustrated.

Do you want to know who that person is? You're probably upset at this moment. You probably want to give that person a piece of your mind. You probably might even want to beat that person up. Believe me, I understand where you're coming from. But here's the problem. That person is you, yes you. The only person in this world who can force you to live a life of mediocrity, struggle, frustration, and fear spells his or her name this way: Y-O-U. There's nobody else to blame.



## 11: #1 Rule About Your Emotions

### **EMOTIONS AREN'T SMART:**

Never allow a temporary feeling to influence a decision that has permanent consequences. Your emotions mean well and they are trying to protect you, but they usually lack reasoning and perspective. Many human urges seem good at first, but impulses can lead to lots of regret later.

## 12: #1 Rule About Your Problems

### **PROBLEMS ARE INEVITABLE:**

Life's struggles will always follow you. They may be inevitable, but your response to them is totally optional. You might not control them, but controlling you is something that's within reach. It requires maturity and establishing solid principles.



## 13: #1 Rule About Navigating Life

### VALUE YOUR VALUES:

Having healthy values will enable you to respond to life versus react. Having good values will let you know when to say “yes” and when to say “no” to people and things. They will form guard rails along life’s highway and keep you safe.

## 14: #1 Rule About Getting Answers

### ASK THE RIGHT QUESTIONS:

You can’t get the right answers by asking the wrong questions. The quality of your questions will determine the quality of your life. Good questions come from being solution-minded and an awareness of proper options and wise choices.





## 15: #1 Thing About Personal Failure

### **FAILURE IS PART OF SUCCESS:**

Success is not typically built on good fortune along an easy path. It is built on the lessons learned from failure and from setbacks. Resistance, when met with great resolve, produces great strength and the wisdom that only life experiences can bring about.

## 16: #1 Thing About Personal Identity

### **THE PAST DOESN'T DEFINE YOU:**

Stop cheating on your future with your past. Your past experiences, positive or negative, have helped to season and shape you, but they are just a piece of your puzzle. There is greatness inside of you that is waiting. It is impatiently waiting for you to express it.

## 17: #1 Thing About Personal Direction

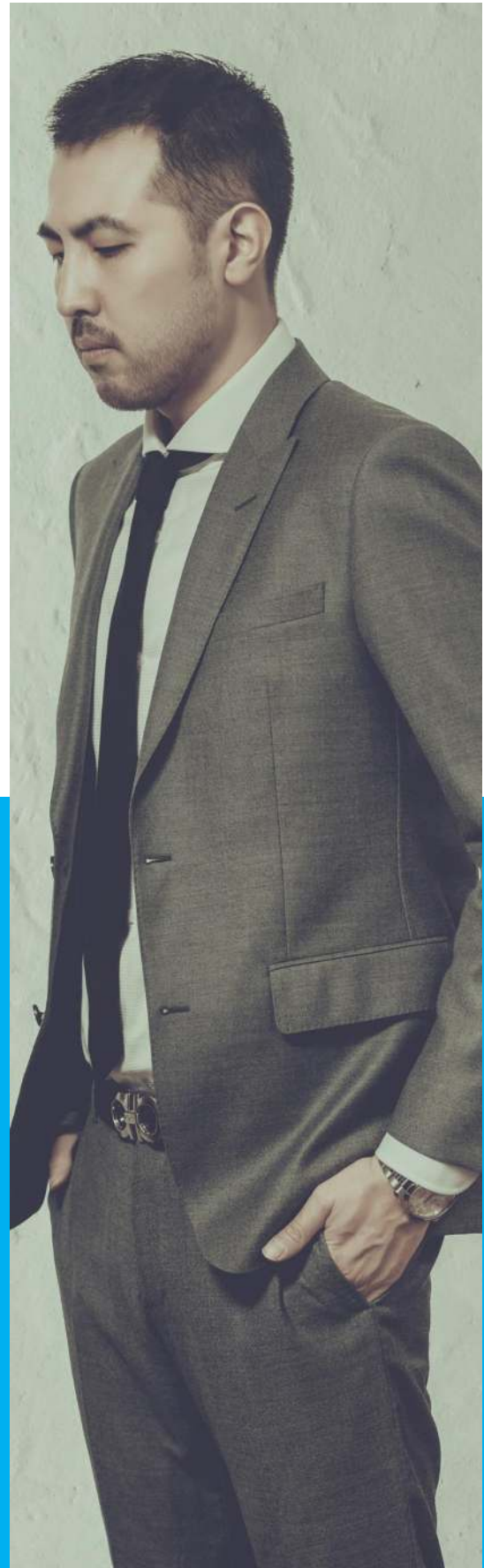
### **YOU ONLY HIT REAL TARGETS:**

If you don't know where you're going, how will you ever know when you're lost. You can only hit targets that actually exist in the first place. Targets create perspective by giving you a sense of how close to or far from them you currently are.

## 18: #1 Thing About Personal Purpose

### **YOU MUST FIND YOUR WHY:**

Your “why” is who you are and not what you do. Your “why” is the theme of your life that has tools called gifts that help you express it. During your lifetime, you will express your “why” in many ways. You will have many expressions, but only one “why”.



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## 19: The #1 Way To Better Your Life

You can change your life with only 3 words. Are you ready for those 3 words? Here they are... **MAKE BETTER CHOICES!** It's your choices, not your circumstances that determine the direction of your life.

Viktor E. Frankl, famed neurologist, psychologist, and author once wrote... *"The last of the human freedoms is to choose one's attitude in any given set of circumstances."*

Dr. Frankl found freedom under the most unlikely of conditions - as a prisoner in German concentration camps during World War II. It was a freedom far more powerful than simply escaping his

incarceration. One that could only be unlocked using one specific “key” that can change virtually every aspect of anyone’s life.

Dr. Frankl, his wife, and his family were captured and transported to a Nazi concentration camp in 1942. It was there that he began to observe how other prisoners reacted to their dire circumstances. But it wasn’t until he was shipped to Auschwitz that he had his biggest revelation.

Throughout his captivity, Dr. Frankl concluded that all human beings were not shaped by their circumstances – even when surrounded by suffering – but by their choice of action when faced with those circumstances. In his own words, *“Everything can be taken from a man but one thing: the last of the human freedoms – to choose one’s attitude in any given set of circumstances, to choose one’s own way.”*

Even in the despicable and horrible environment of prison, inmates could still choose their attitude. They could choose to be hopeless or hopeful. They could choose to be pessimistic or optimistic. All inmates could exercise the “last of the human freedoms” – arguably, the greatest of them all – the freedom to choose. According to Dr. Frankl, those inmates who chose to have a positive attitude tended to survive longer, and those that chose to give up tended to succumb to their environment faster.

Thankfully, most of us have never had to choose between hope and hopelessness while imprisoned for no other reason than our racial or religious affiliation. And hopefully, we never will. But doesn’t that story illustrate the magnificent power of choice? And



doesn't it make you wonder how it effects your life on a daily basis?

If victims of one of the most horrific mass genocides known to man could experience freedom in such horrendous conditions, then what can you experience in your life? The possibilities should peak your curiosity and give you wonderful hope!

Dr. Frankl was eventually liberated in 1945. He devoted the rest of his life to studying the immensely powerful phenomena he observed inside of the concentration camps. That study led to his greatest piece of work called *Man's Search for Meaning*, where he revealed to the world the profound truth that our freedom of choice – regardless of our conditions – is one of the most powerful forces on earth. Yes, choice is one of the most powerful forces on earth. It is the key to living a life of success, fulfillment, joy, and happiness.

### **The Truth About Choices**

Choices – the opportunity or power

to choose between two or more possibilities; the process of weighing the impact of each possible option and deciding which option is best for the given situation. We do it much more than we are aware of... In fact, some scientists say that the average person makes over 30,000 remotely conscious decisions every day.

### **Truth #1: You Will Always Have Choices And Make Choices**

As long as you are mentally capable, you will always have choices and make your own choices. Even as a young child, you began making some of your own choices. And you will continue to make most of your own choices until your last breath.

### **Truth #2: Your Choices Are Inward Focused, Not Outward**

The courage of the Holocaust survivors Dr. Viktor Frankl spoke of in *Man's Search for Meaning* is a perfect example of this truth. Their external circumstances were horrendous to say the least. Yet, these circumstances never dictated how they viewed themselves. It was their internal circumstances that made the decision. Let's put it another way in a different example: you can never control the weather, but you're always in control of how you respond to it.

### **Truth #3: Your Choices Are Your Voice**

Your choices reveal your true self, both to outsiders and yourself. They communicate your morals, values, and principles. You might not be aware of it, but your subconscious is always listening to your choices and influencing your conscious thinking as a result.

### **Truth #4: Your Choices Are Never Neutral**

Every choice produces a consequence. No choice is neutral. Each choice you make throughout the course of your day impacts your life – whether in a very small or very big way. While you can't





control the impact every choice has on your life (nor should you try), it's important to realize that every choice you make can impact your life in one way or another.

**Truth #5: No Choice Is A Choice**

Making no choice at all is, in fact, making a choice not to make a choice. You have also chosen to allow other people or circumstances to dictate the outcome of that particular situation. Whether choosing not to choose is out of fear, confusion, overwhelm, or being uninformed; you have still removed your influence from the situation and have made yourself vulnerable to the unpredictable consequences affected by the choices of others.

Together, these five truths have affected every human being to a certain degree throughout the course of his or her lifetime.

So, the absolute best way to quickly see improvement in your life can be expressed in only three words... MAKE BETTER CHOICES.



## 20: #1 Thing That We Fail To See

### **THE THINGS WE DON'T EXPECT:**

You only really see what you expect to see or what you focus on. It's the reason why you buy a red car and suddenly red cars seem to be everywhere. They were always there, but you now notice them. Opportunity is out there for those who expect it.

## 21: #1 Thing That We Badly Assume

### **"I AM NOT ENOUGH":**

Which do you think holds you back more... who you think you are or who you think you're not? Whatever story you tell yourself is the one that will most often come true. "Not Enough Disease" is a major plague on humanity.

## 22: #1 Thing That We Want In Life

### TO BE NOTICED AND MATTER:

We all want to believe that the world is better because we were born. Guess what? The fact that you WERE born is God's way of saying that you DO matter. You matter to God! Folks who believe that they matter make choices and take actions that matter.

## 23: #1 Way To Get What We Want

### ON THE OTHER OF A DECISION:

Making the decision to take action towards what you want and sticking to it will reward you in ways you can't even imagine. You will become intentional and focused and you will begin to see things in a new way. So, decide!







## 24: #1 Principle For Accessing Priority

### **YOUR TIME IS VALUABLE:**

Of all the resources in the world, time is the most valuable one you possess. Stop spending time like you have an endless supply of it. Prioritize the activities of each day so that you don't miss the important stuff. Spend each waking hour as if it's currency.

## 25: #1 Principle For More Fulfillment

### **GIVE MORE THAN YOU TAKE:**

Life is not always about taking. Do yourself a favor and start giving more. Think about what you have to offer. Helping others is the most important thing you will ever do in your life. It's way more fun than taking and it's highly fulfilling.



## 26: #1 Principle For Having Reserves

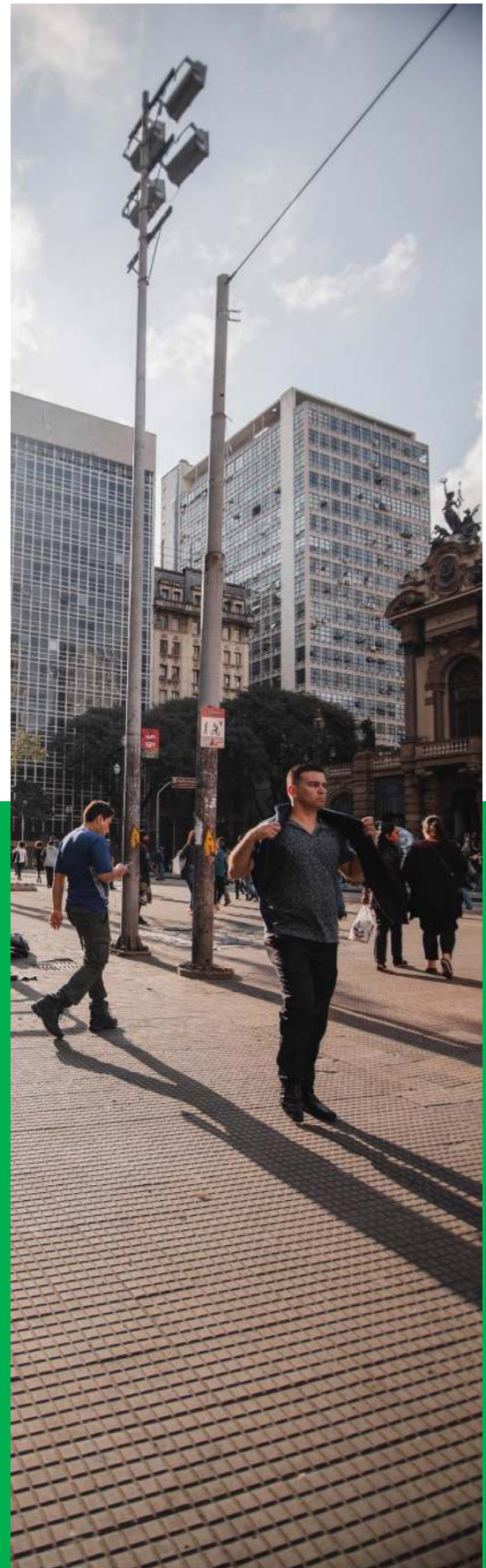
### KEEP MAKING SMALL DEPOSITS

In addition to depositing into your bank account, deposit into other areas of your life like your relationships, your health, your education, and even your faith. Lots of people run on empty because they neglect to make regular deposits into their life.

## 27: #1 Principle For Good Leadership

### KEEP TAKING POSITIVE ACTION:

Don't get all caught up in your past accomplishments and forget to work towards new ones. Lead the people in your organization with the same drive and energy that got you your leadership position in the first place.





## 28: #1 Motivation Killer

The number one motivation killer is the avoidance of perceived pain. Difficulty, uncertainty, and the like are forms of discomfort and discomfort is just another way of describing pain. If it seems unpleasant in any way, our brain wants no part of any level... no pain or unpleasantness.

In fact, UCLA behavioral scientist, Robert Maurer, found that any change or dreaded thing a person experiences, even if it benefits them, is perceived as a threat and can stop them from being motivated to take action. Basically, the brain says “no way”.

However, the honest truth is this... everything that is painful for us isn't necessarily bad for us. Now, is it?

The way to avoid triggering that avoidance is to make the task or change seem so small that it's impossible for someone to dread it or fail at it. This is known as a micro commitment, an incremental baby step you can take to move forward without feeling fear, dread, or discomfort around the action.

For example, a person who can't seem to start exercising, even though they know it's good for them, can set a ridiculous goal of doing just one push-up or sit-up for the next day. Their brain thinks that would be easy and doesn't resist it. The end result is, since they're already on the floor, they decide to do more.

Let's say you're putting off cleaning your home. What would a micro-commitment look like in that situation? Well, you could tell yourself that you're going to vacuum the little entry rug at your front door today. When you do that very easy and simple task, you had to get the vacuum cleaner out. Since you're up and have the vacuum out, you might as well tackle some carpet. And who knows, that sense of accomplishment could even lead to some dusting.

I think you get the point. You are literally tricking your brain to think of something so small that it doesn't resist you and agrees to take action. That movement may actually even turn into some tangible momentum.

Sir Isaac Newton once wrote that an object in motion tends to stay in motion and an object that is stationary tends to stay that way. So, the trick is to get yourself moving so that your baby steps can eventually turn into traction and meaningful progress.

No matter what goal you are facing, think of some micro-commitments, baby steps, or low-hanging fruit that will get you moving. The best of intentions and even a brilliant strategy can't get you where you want to go if you don't put them into action.





## 29: #1 Thing That Steals Your Joy

### COMPARISONS TO OTHERS:

You may think everyone is better than you are, but you are only seeing the image they portray outwardly. Everyone has fears and weaknesses because we are all human. When you compare yourself to others, you will always come up short.

## 30: #1 Thing That Boosts Your Joy

### AN ATTITUDE OF GRATITUDE:

Nothing comes as close to producing happiness than an attitude of gratitude. Our brains think we're optimistic when we're grateful. This means gratitude causes an entire shift in how we feel, and even reduces stress



## 31: #1 Thing That Creates Happiness

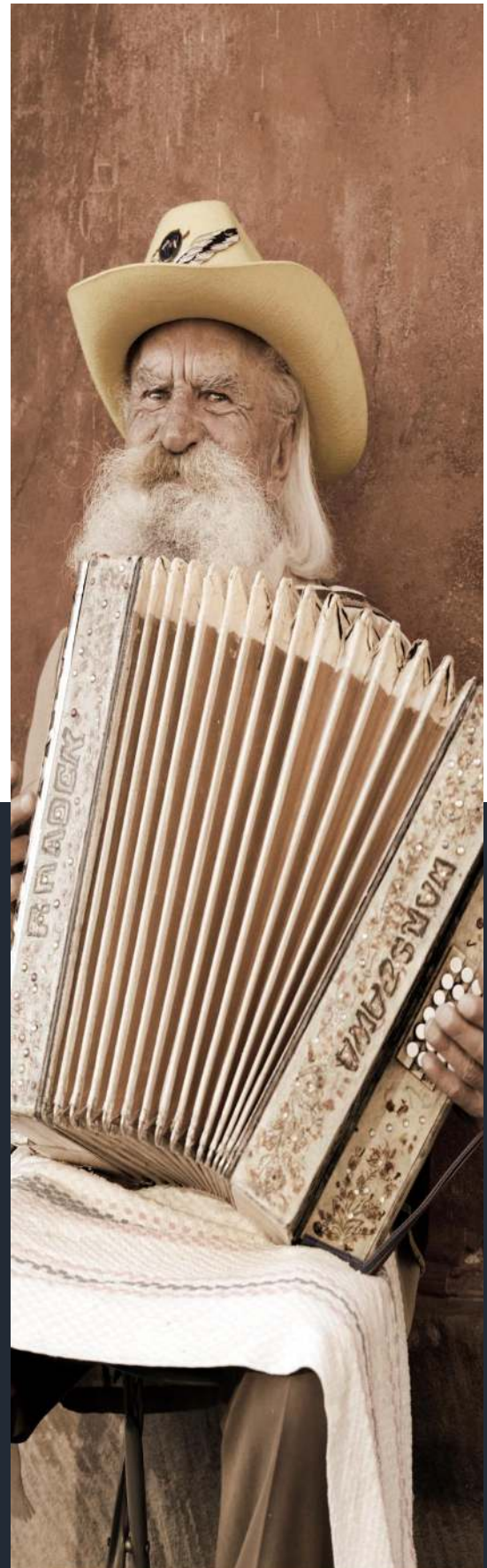
### DECIDING TO BE HAPPY:

Happiness is a choice and not a feeling. It doesn't require perfection and it shouldn't be conditional. Happiness is a state of mind and a conscious decision that you make, every moment of every day. It isn't a place. It's the journey as well.

## 32: #1 Thing That Gives Satisfaction

### GETTING TO THE OTHER SIDE:

The greatest satisfaction you will ever have in life is doing something you dread doing. Doing something you know you should do, even though you really don't want to do it in the worst way, feels so good. You'll clench your fists and yell, "YES!"





## 33: #1 Thing About Never Changing

### **YOU'LL GO AROUND IN CIRCLES:**

If you don't embrace change, you will just keep revisiting where you have already been. You must do new things in your life in order to get new things in your life. After all, your comfort zone isn't all that comfortable or beneficial. Now, is it?

## 34: #1 Thing About Embracing Change

### **WRAP YOUR ARMS AROUND IT:**

Embracing it is more than just tolerating something. It means to wrap your arms around it. Embracing change is looking forward and not backwards to familiar thoughts and habits. Be patient and allow it to work.

## 35: #1 Thing About Wanting Normality

### **PERMANENCE IS AN ILLUSION:**

Nothing is really permanent and the entire universe is always in a constant state of change. Change rattles us and shakes our sense of security. We actually set ourselves up for suffering when we expect things to be permanent and then they begin to change.

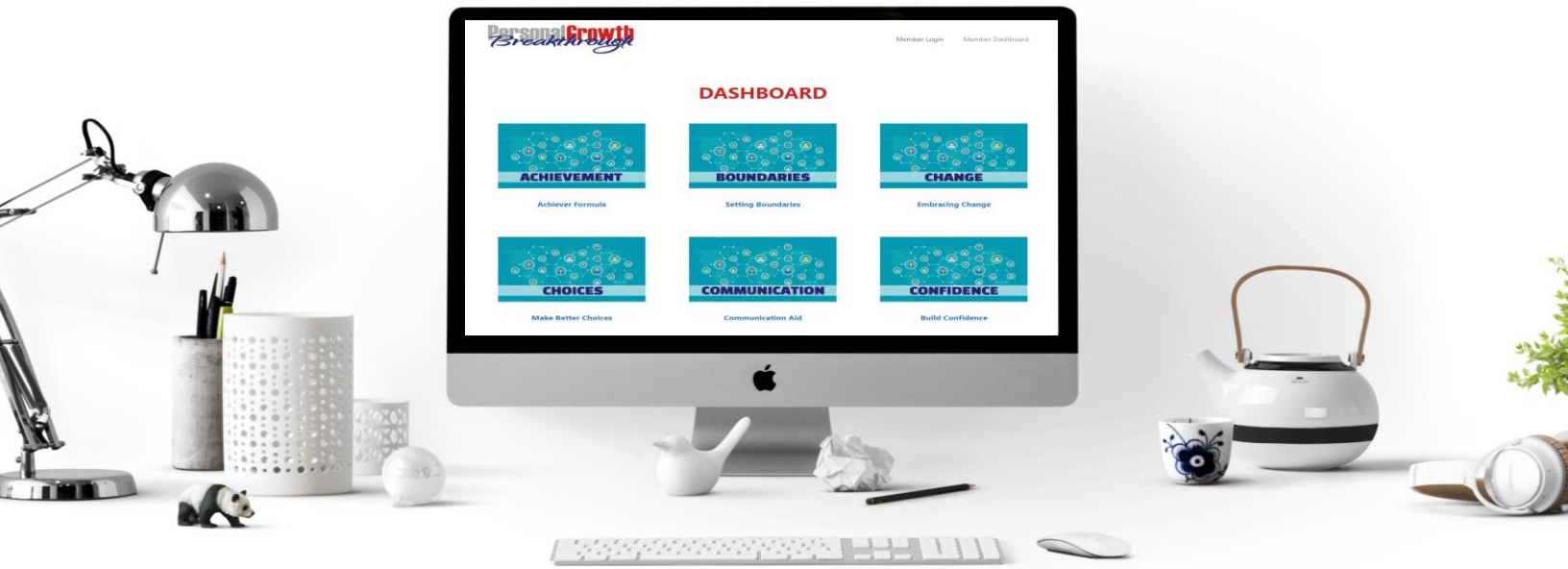
## 36: #1 Thing About Fearing Change

### **IT'S NORMAL TO BE UNEASY:**

You will fear things like failure, rejection, regret, criticism and even success. The challenge is to acknowledge your fears and choose to dance with them anyway. Courage is being afraid and continuing to move forward.







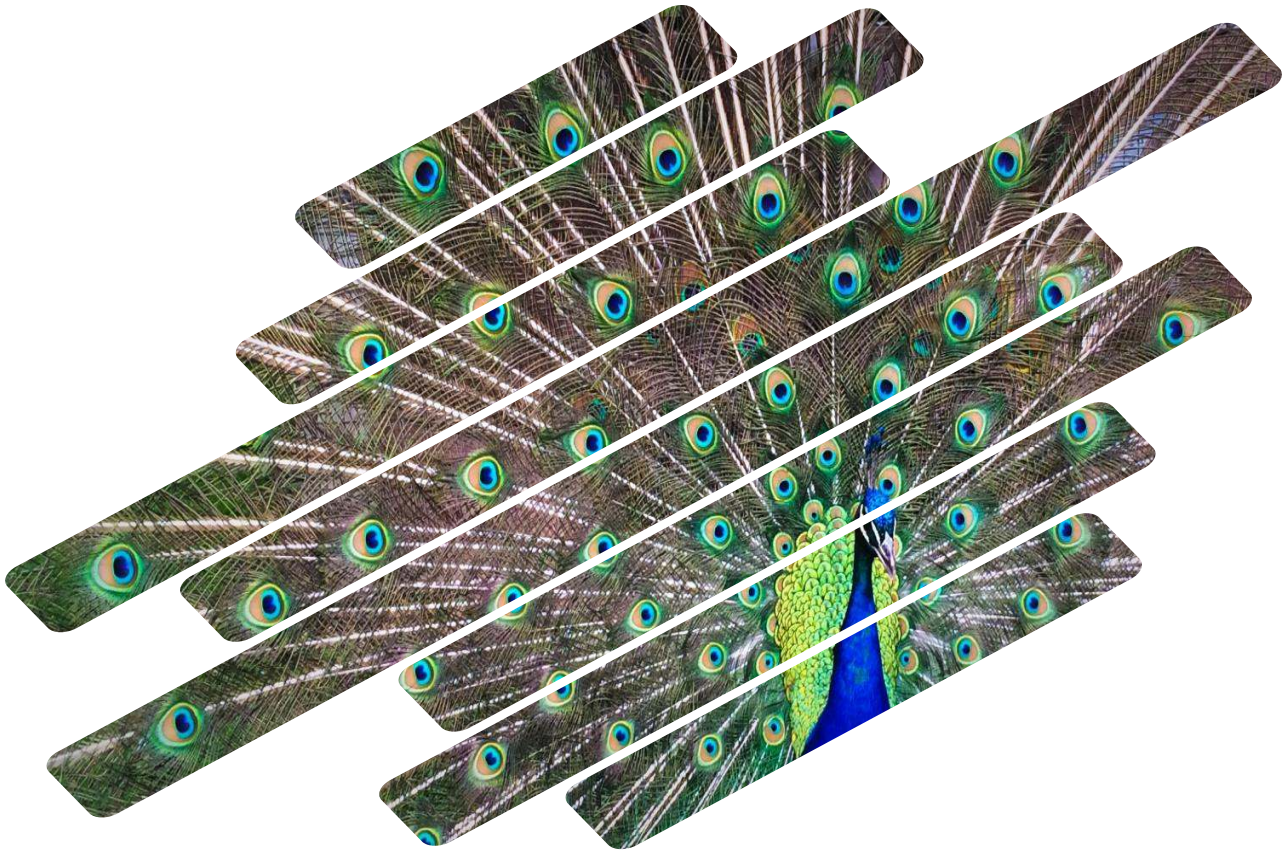
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## 37: #1 Myth About Self-Confidence

The misunderstanding is thinking that confidence is a personality trait; – you either have it or you don't. When we treat confidence like a personality trait, it ends up reinforcing a belief that suggests there is something we “just don't have.” We think “we weren't born that way, we're just not a confident person.” Believing this will prevent you from ever trying to grow your confidence. You will believe that “you are wired” a certain way and have no choice in the matter.



## 38: #1 Thing About Words And People

### **WORDS CARRY LIFE OR DEATH:**

Words are not just empty syllables that we throw around. They are containers of life or death. Words have started wars, destroyed lives, and have also inspired people to do great things. Choose the words you hear and speak very carefully.

## 39: #1 Thing About Worry And People

### **IT 'S ABOUT IMAGINED STUFF:**

Most people worry about things imagined more than about reality. They make assumptions based on their fickle fears. The best use of your imagination is to create solutions to problems and a vision for your future.

## 40: #1 Thing About Advice And People

### CONSIDER THE SOURCE:

Stop taking advice from people you don't want to be like and from those who can't see your vision for your life. It's as bad as taking swimming lessons from a person who is drowning. It seems like the least qualified are the first to offer you bad advice.

## 41: #1 Thing About Flaws And People

### NOBODY IS PERFECT:

You are not now and you will never be perfect. In order to truly accept yourself, you have to be willing to accept your many imperfections. Being human is messy on a daily basis. It's about making mistakes and learning from those mistakes.







## 42: #1 Thing About Achieving Goals

### **BE SPECIFIC AND DETAILED:**

Nothing becomes actionable until it's specific. So, get clear and detailed about your goals and the path to them becomes clearer. Also, get very specific about your obstacles and the path to overcome them will get clearer. Don't be so vague.

## 43: #1 Thing About Unachieved Goals

### **YOU CAN'T WIN IF YOU QUIT:**

Whatever you are trying to accomplish, you are guaranteed to fail, if you quit. The number one thing that achievers have in common is that they simply refuse to quit. They find that extra gear to go another day.



## 44: #1 Thing About Envisioning Goals

### **BELIEVE IT TO ACHIEVE IT:**

Henry Ford once wisely said, “*Whether you think you can or you think you can't - you're right,*” You must be able to see yourself accomplishing it. You must imagine what it will feel like. Those feelings will help drive you to your finish line.

## 45: #1 Thing About Planning Goals

### **ASSESS ALL OF YOUR OPTIONS:**

All options aren't good versus bad as some may well be good versus best. Just because your goal is failing doesn't mean it's a bad goal. It could mean that you're using a bad plan to get there. Be open to installing a new strategy.



# Popular Quotes On “Number One”

***“You have to be odd to be number one.”*** – Dr. Seuss

***“I think probably kindness is my number one attribute in a human being. I’ll put it before any of the things like courage or bravery or generosity or anything else.”*** – Roald Dahl

***“The number one reason people fail in life is because they listen to their friends, family, and neighbors.”*** – Napoleon Hill

***“Be a number one yourself. And not a number two somebody else.”*** – Duke Ellington

***“Your health and well being should be your number one priority, nothing else is more important.”*** – Robert Cheeke

***“You ask anybody what their number one fear is, and it's public humiliation.”*** – Mel Gibson

***“The number one skill in life is not giving up”.*** – Bryant McGill

***“Priority number one for too many of us is not the glory of God but the blessing of ourselves.”*** – David Shibley

***“Education is the number one priority.”*** – Vincent Kartheiser



## 46: #1 Way To Facilitate Learning

The typical helping process of horizontal development is about transferring information from one person to another person.

It's expressed through teaching, mentoring, or any other type of advice giving. But in the wise and also humorous words of the great Les Brown... *"If information alone could change people; everybody would be skinny, rich, and happy."*

However, most people around the world have bought into this highly ineffective form of horizontal communication. It's "The Telling Myth" and the myth goes something like this... *"If I tell people what to do, they will take my advice and take immediate action."* Now, how many times does that really happen?

School children are mostly horizontally taught in schools for many years with only a small percent of graduates emerging equipped for their lives in the real world. Faith leaders pour into their congregations at least weekly and fail to see significant growth over time. Personal development conferences are great at gathering throngs of receptive people around powerful speakers with life-changing information. But, the act of transferring that information

from a stage to a mostly passive audience is very ineffective.

Answer this simple question... How many books have you read in your life that you loved the advice they were giving and, in turn, you immediately started applying those goodies to your life? Probably very few, if any. It's because the knowledge you consumed was horizontal, passive, and offered no accountability.

On the other hand, vertical development is all about transformation combined with education. While people do need skills and competencies to get things done, they also need to be able to process what they've learned in a way that turns information into action.

Benjamin Franklin once summed up vertical development like this... *"Tell me and I forget, teach me and I may remember, involve me and I learn."*

So, how do we involve people with adaptive ways of thinking and get them to take action? Well, the most effective way is through coaching. Coaching uses interaction and accountability to help folks move towards a new action or behavior while learning, growing, and developing.

Hundreds of thousands of coaches throughout the world are a real-life proving ground and their coaching has resulted in seeing countless lives changed and goals accomplished. These coaches have delivered the very involvement that Benjamin Franklin was speaking about.





Coaching can help a person see the connection between decisions and outcomes. It can help make sense of behavioral patterns and assist in breaking down a problem until clarity is achieved. Because coaching is about helping people learn and process, rather than only teaching them, it can unlock a person's potential for new ways of thinking that ultimately lead to taking action. After all, having good information is really useless, if it's never applied.

By asking strategic questions, coaches help clients process their thinking, make informed choices, and move forward. It's an investment that pays priceless dividends.

*"Clients usually come to coaching to do things differently or to do different things. They want to set goals, come up with plans, get into action. The end result of coaching is an action step of some kind and use the accountability of coaching to stay on track. Clients want to be in motion, not standing still."* - Laura Whitworth



## 47: #1 Pet Peeve About Excuses

### **“THAT’S JUST THE WAY I AM”:**

Just because that's the way you have always been doesn't mean that's the way you must always remain. Stop saying “*that's just the way I am*” as if you have no control or choice in the matter. You learned to be that way, so you can learn to be better.

## 48: #1 Pet Peeve About Answers

### **“I DON’T KNOW”:**

Never answer a question with an “*I don't know*” thoughtless reply. Even if you don't know, take a moment to process the question rather than being mentally lazy. If you don't know, let your new response be “*I'll find out.*”

## 49: #1 Pet Peeve About Reasons

### “IT HAPPENED FOR A REASON”:

When bad things happen, people often say, *"everything happens for a reason."* It makes them feel better and implies it that all things happen for a good reason, Things also happen for very bad reasons. It's a way people avoid assigning responsibility.

## 50: #1 Pet Peeve About Fairness

### “THAT’S JUST NOT FAIR”:

Life isn't fair. It never was, it never is, and it never will be. So, why do people always get disappointed or surprised when it isn't? It's a concept we learn as a child that doesn't exist in real life. Justice can exist, but not fairness.



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