



# **STRIKE IT**

**DR. NATHAN UNRUH**

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# STRIKE IT

9 Catalytic Principles  
to Ignite Your Potential

**DR. NATHAN UNRUH**







*One day my son Lincoln, whom had been observing me reading, asked me, “Dad, why do you read all these books about what to do? Why don’t you just go out and DO something?”*

*This book is dedicated with love to you, Lincoln. This is your dad taking action and doing something. My hope for you is that you will apply these Catalytic Principles to your life, realize your limitless potential, and change the lives of others. I love you!*

*Dad*

Untapped  
potential is the  
difference  
between where a  
person is now  
and where  
he or she can be.

# INTRODUCTION



Have you ever stopped to ponder the wonder of a match?

A match is a small, simple object with astounding potential. Essentially, it is just a little wooden stick, with just the right components at its tip. When struck, this little wooden stick ignites into flame...and this flame has enormous possibilities! It can be used to light a candle, or a lamp, or, when met with the right conditions, can even grow into a huge and powerful fire, bringing warmth and light to the world.

And now consider this: your life is like a match.

Your talents, abilities, goals, and dreams - your potential - create the perfect makeup at the tip of the matchstick that is your life. God created within you the exact, unique gifts to make up your beautiful, individual potential. And when you tap into these talents – when you STRIKE YOUR MATCH – your life ignites. You then hold the power to light a fire, bringing influence and light to the world and to the lives of those around you. If your life is a match, imagine the possibilities!

Now, the question you might be asking is, How do I strike my match? How do I tap into my potential and ignite my life?

This book is here to help you to do exactly that. Outlined herein are the Catalytic Principles that will help you to strike the match of your life's potential. A catalyst is defined as “an agent that promotes and accelerates change.” Therefore, these Catalytic Principles will serve as agents of change in your life. You will learn concepts to help you reframe your thinking and recharge your motivation to embrace each day and fulfill your life's purpose. These Catalytic Principles will guide you in taking action toward making your dreams a reality, helping you to experience a fuller, more enriching day-to-day life, one of gratitude and fulfillment. You will learn how to ignite

the flame of your potential, and to use your flame to bring light into the lives of those around you.

“...Fan into flame the gift of God which is in you...” –  
2 Timothy 1:6

Your life’s potential is a match. It’s time to STRIKE  
IT aflame!

The ultimate  
lesson is  
unconditional love,  
which includes  
not only others but  
ourselves as well.



Since everything begins with love, let's begin here. If I were to ask you, "Do you love yourself?" what would be your response?

This might sound like a trick question, but it isn't. It is a simple way to ascertain your relationship with yourself and consequentially your relationship with others and the world at large. After all, the adage we've heard time and again is true: we cannot love others until we love ourselves. And so, this may be the time for you to ask, "Do I truly love myself?"

We all have moments of insecurity, times when we doubt ourselves and question our worth and abilities. These feelings are normal, and usually they pass. Maybe we are facing a difficult assignment at work, a challenge in a relationship, an injury, or some other form of temporary adversity or setback. If we are strong in our relationship with ourselves and in our love for ourselves, we can stay the course, navigate the challenge, overcome our temporary shakiness, and return to our state of self-love and confidence.

But what if your relationship with yourself is less than loving? What happens when your self-esteem and self-worth are low; when you are plagued by insecurities?

When we feel badly about ourselves, we are not able to live fully and with confidence and vigor, much less fulfill our potential or our life's purpose. We might become depressed and lose our motivation, and find ourselves struggling just to get through the day. Our poor self-image may affect how we treat ourselves, both physically and mentally: we might eat poorly, neglect sleep and exercise, or abuse alcohol or other drugs; we may ignore our spiritual life and cease praying, and put little effort into our relationships.

So how can we move from a state of low self-worth to one of self-love and acceptance?

It begins by remembering that you are God's creation. He made you exactly perfect, just the way He wanted you to be. Everything about you, down to the tiniest detail, is perfect in God's eyes. You are rare and precious: a one-of-a-kind, custom creation of God! Knowing that you are exactly who God created you to be, you can accept every single aspect of who you are, from your physical attributes to your personality traits to your greatest talents and abilities. Isn't it wonderfully reassuring and liberating to know that you are perfect, just the way you are? With this knowledge, you are free to embrace everything about yourself, loving and appreciating yourself fully and unconditionally, enjoying your talents and accepting every component of who you are. You can be your truest self, and your purpose in life will become clear as you explore and expand on the abilities that God has created within you.

To be yourself  
in a world that is  
constantly  
trying to make you  
something else  
is the greatest  
accomplishment.

Ralph Waldo Emerson



Imagine you are holding a book of matches. Before you can ever strike a match, what must you first do? You must remove one of the matches from the book, breaking it away from the pack of other matches. Likewise, before you can ever ignite the fire of your potential and life's purpose, you must break away from the pack. You must be willing to endure the temporary pain and discomfort that may come with pursuing your own path based on your own instincts and inner voice, as opposed

to sticking with the pack and following along with others. Choosing your own direction may be frightening and uncomfortable at first, but is crucial in order to fully realize your unique goals, talents, and ambitions.

When you play it safe by sticking with the group and following the crowd, you blend in, and your voice is lost in the group. You are cheated out of your true potential, which cannot be tapped when you're playing it "safe in numbers". And yet, the thought of breaking away from the majority can be overwhelming and even frightening. So rather than thinking of it as "standing out", instead view it as having the courage to be the best you that you can be, by giving yourself room to grow and learn. In other words, don't stand out, STEP UP! Step up to the opportunities before you: opportunities to embrace the challenges of life, all the while knowing that you are on a journey to becoming a better, stronger you!

While separating yourself from the pack may have its uncomfortable aspects, don't forget the flip side of the coin: the excitement and exhilaration that come with knowing you are on your very own journey! And it is important to enjoy the journey, because it is unique and beautiful, just like you. Always remember that each one of us is made in the image of God, with our own unique thoughts, ideas, and talents. Be confident in who you are

and understand that God does not make mistakes – He makes miracles. By being willing to step away from the pack, you are taking the bold step of embracing yourself as exactly the way God made you...which is perfect in His eyes. The unique talents and abilities that you possess are God's gift to you, and what you do with those talents and abilities then becomes your gift to God. Therefore: be bold, be confident, and enjoy your unique, individual journey!

It is the heart  
that makes a man  
rich.

He is rich  
according to  
who he is,  
not according to  
what he has.



What motivates you? What gets you out of bed in the morning? Or perhaps you aren't feeling very motivated lately. Maybe a better question is, what drives you? Do you go about your day feeling energized by the prospect of serving God, helping others, contributing to the greater good, and fulfilling your life's purpose? Or are you simply surviving your day, doing what you have to in order to keep your job, your spouse, your house? Are your actions based on a desire to serve the world, or to serve yourself?

## **EXTRINSIC VERSUS INTRINSIC**

Psychologists find that most people are either extrinsically or intrinsically motivated. While extrinsically motivated people tend to act out of either fear (characterized by scarcity mentality and what-if thinking) or desire for incentives (chasing the proverbial carrot stick), intrinsically motivated people operate from a strong sense of self, purpose, and desire to make a contribution to the world, focusing on relationships and serving others.

Another way to think of it is this: an extrinsically motivated person says, “I will be happy when...”, whereas an intrinsically motivated person says simply, “I am happy!” Do you hear the difference? An extrinsic mindset means we are never satisfied; we are always searching for the next thing, trying to find happiness through external means, to fulfill ourselves from the outside-in, be it through money, possessions, or the approval of others. We are fretting over the future and agonizing about the past. We are forever seeking more, and are fearful that we will lose what we already have. The extrinsic mindset brings worry, worry, and more worry!

An intrinsic mindset, on the other hand, allows us to exist in this moment, aware of and thankful for the beauty of the present. We operate from love and a desire to serve, a strong sense of self and purpose, and gratitude

for the blessings surrounding us. Rather than focusing on what we don't have, we are thankful for the abundance of God's gifts in our lives at every moment. And this mindset energizes us and radiates out through our words and actions. We speak and act from a place of love and gratitude, rather than fear and discontentment.

So, between an extrinsically-motivated versus an intrinsically-motivated person, who do you suppose accomplishes more, and has more fun doing it? Where do you fall on the extrinsic versus intrinsic continuum? What steps can you take to develop a more intrinsic approach to your daily activities?

### **MONEY DOESN'T BUY HAPPINESS?**

You've heard the old adage, "Money doesn't buy happiness." Well, research proves that this is true! Well, partially true. Perhaps a more accurate statement is, "Money can buy things that add to our happiness, up to a certain point...but beyond that point, money no longer has any affect on happiness." What does this mean?

It depends on how we define wealth. My good friend and mentor Dr. Douglas Sea introduced me to a definition of wealth that I believe is all-encompassing and thoroughly accurate: "Wealth consists of resources and assets in all forms, from cash to bonds to ownership interests;

real property; a family name; reputation, experience and intellect; education of all family members and spouses, and their influence on the community.”

Based on this definition, wealth includes a wide range of factors, including not just monetary segments, but also personal attributes such as reputation, talents, and experience. In other words, there’s more to wealth than having money. Wealth means having enriching relationships with others, using our talents and abilities to the fullest, serving others, and making a contribution to the world. True happiness in life doesn’t come simply from having money.

Consider for a moment Maslow’s well-known Hierarchy of Needs. According to Maslow, human beings have five basic needs that must be met in order to ensure survival:

1. Physiological (air, water, food, sleep)
2. Safety Needs (shelter, health, financial security)
3. Love/Belonging Needs (friendship, family, intimacy)
4. Esteem (self-esteem, confidence, achievement, respect of others)
5. Self-Actualization (morality, creativity, finding one’s true self)

Maslow’s Hierarchy illustrates that once our basic physical and safety needs have been met (food, shelter, the

security of a home and employment), money no longer has much, if any, effect on our happiness. So, to be fair, if one is homeless and has no money at all, and is then given, say, \$5,000, this person will be instantly, remarkably happier. He can buy clothing, food, and maybe even rent a small apartment for a few months. Now let's say this person uses his new clothing and security to find employment. He begins working for a company, and now (for the sake of example) has an income of \$50,000 - \$75,000 yearly. Again, his happiness will increase. He can purchase a home, a car, and has secured a reasonably comfortable lifestyle for himself.

Now, here's the twist: research is proving that once this \$50,000 - \$75,000 income threshold has been reached, our happiness is no longer affected by monetary gain. A 2010 study from Princeton University's Woodrow Wilson School, along with a 2012 poll by the Marist Institute of Public Opinion, found that up to the \$50,000-\$75,000 income range, each boost in income increased participants' happiness. Anything beyond that, however, had no further effect on people's overall life satisfaction.

So, once a certain income threshold is reached, our true happiness comes not from having money, but instead from fulfilling more intrinsically-based needs: an awareness of our true selves and our goals and dreams;

loving relationships with friends and family; and a feeling of belonging and contributing to our community/society at large. So again, it all comes back to intrinsic versus extrinsic. Are you placing too much emphasis in your life on money and material possessions? Perhaps it is time to step back, reevaluate your priorities, and listen to your wise inner voice, the unique and sacred voice that God created within you. What is really important to you? Do your words and actions reflect this? What kind of wealth do you want to possess in your life?



Cultivate  
an optimistic mind,  
use your imagination,  
always consider  
alternatives,  
and dare to believe  
that you can  
make possible  
what others think  
is impossible.

The Catalytic Principle of

# MAGNETISM



Have you ever had a bad day? A day when absolutely nothing seems to go right? Your alarm clock doesn't wake you, there's no hot water in the shower, you spill your coffee on your new work shirt, your car won't start, and the tone for your day is set. Or is it?

Believe it or not, you can choose what kind of day you are going to have. You can choose to stay stuck in negativity, saying to yourself, "What a terrible morning! This is definitely going to be a horrible day!" And

guess what will happen? That's right – you will have a horrible day. Now let's look at the other option: you can say to yourself, "Well, maybe this wasn't the ideal morning, but now it's behind me, and I'm going to have a great day!" Just by reframing your perspective, you can still go on to have a fantastic day, no matter how rocky your morning was. The point is, it all originates from your attitude.

### **LIKE ATTRACTS LIKE**

Our thoughts have incredible power. The things we say to ourselves and the attitudes we internalize have an enormous influence on our outlook and behavior. If you always look for the negative, you will always find it. You'll notice the bad in everything, and the entire world will seem gloomy and gray. Conversely, if you are optimistic and seek out the positive, you will find the beauty in everything. It is all about perspective.

You've probably heard the expression, "like attracts like". When it comes to the power of our thoughts, this is absolutely true. The things we think about will be the things we draw into our lives. Our thoughts are made manifest through their power of magnetism.

The principle of magnetism applies to both your professional and personal life. Whether you are seeking a promotion or would like to improve the quality of your

personal relationships, maintaining a mindset filled with positive, confident and loving thoughts will help attract the results you desire.

Have you ever met a person who is constantly dwelling on the negative, feeling sorry for himself, always complaining about the state of his life? This is the person who finds fault in everything and everyone. He hates his job, he hates the weather; he seems to hate life in general! When something bad happens in his life, he points to it and proclaims, “See! Everything in my life always goes wrong! Why me, why me?” The reason that things “always go wrong” in his life is that he’s looking for the negative! Anyone who is constantly on the lookout for the “bad” in life will find plenty to complain about. After all, this is life, and nothing is perfect.

And have you ever noticed how other people react to this negative, doom-and-gloom person? What types of people does he attract? Is it fellow doom-and-gloomers? Misery loves company, after all. More than likely, this negative fellow will have friends who share his pessimistic outlook on life.

Now, let’s look at the flip side of the coin. Have you ever met a person who is simply a joy to be around? He or she is energetic, positive, and upbeat, and always has a smile on his or her face. This person seems to abso-

lutely exude cheer and optimism. This is the person who can instantly make you smile, no matter what kind of day you're having. He or she is quick to laugh, warm, and engaged in life, seeming to always attract good things and good people. In fact, have you noticed that other people seem drawn to this person? He or she has an energizing, revitalizing effect on others. This person is magnetic.

So the question is this: which type of person do you want to be? One who is pessimistic about life, always looking for the negative and complaining? Or one who is optimistic, seeking the beauty in every moment, everything, every day? Do you want to exude negativity, or positive energy? What type of magnetism do you want to exude? Remember, our thoughts have power. Are you going to allow negative thoughts to take up room in your mind, and to attract negative things into your life? Or will you instead give this room to productive, optimistic thoughts, which will attract beauty, energy, and love? Your thoughts create your life. The power of magnetism starts with you.



Simplicity  
is about subtracting  
the  
obvious,  
and adding the  
meaningful.

The Catalytic Principle of

# SUBTRACTION



Do you enjoy math? Probably some of you responded to this with an enthusiastic “Yes!” while the other half with an equally emphatic, “No!” (perhaps while making a face). Whether you love or hate it, arithmetic is a basic skill set required in life. Think back to grade school, when you first learned basic mathematical concepts. First, you learned to add. After that, you learned to subtract.

This is much like life. We add things to our lives throughout our years. We

acquire skills, experiences, relationships, possessions... each day we seem to accumulate. But is this always such a positive thing? In today's world, society and the media certainly teach us that "more is better", admonishing us to buy-buy-buy, get-get-get. The more we have, we are taught, the happier we will be!

We also live hectic lives, often cramming in more activities than we really have the time or energy for. We spin our wheels, racing from activity to activity, never able to fully focus on any one thing. This leaves us feeling exhausted, but at the same time we feel as though we haven't accomplished much at all. We are depleted and spread too thin. We are constantly preoccupied with the next thing on our get-done list, and the next thing after that, and so on, never fully present in the moment at hand. (Or perhaps we are wasting hours of time watching television - and then wondering why we aren't accomplishing all that we want to!) Does this sound like a fulfilling, productive way to live our lives? Of course not. We can't possibly hope to actualize our dreams and fulfill our potential if we don't allow ourselves the time to slow down and savor the task (or person) at hand, giving them our full attention and best effort.

Enter the Catalytic Principle of Subtraction. Subtraction can be defined simply as the art of removing from our

lives anything excessive, confusing, wasteful, unnatural, hazardous, or ugly; or as the discipline to refrain from adding it in the first place. Whether it be excessive activities or toxic relationships, sometimes it is in our own best interest to take inventory and eliminate things from our lives. This will allow us more quality time to invest in the things that truly matter to us, the activities and relationships that are worthy of our fullest attention and energy.

Take some time to make an inventory of how you spend each day. How will you decide what to subtract from your life? At first glance, it may seem that everything on your plate is very important and cannot possibly be removed. Or, you may immediately recognize certain activities and pursuits as excessive, wasteful, or even downright harmful or boring. Also keep in mind that doing something is not always better than doing nothing! It is not necessary to fill every spare second of your day with activity. This can lead to burn-out and frustration.

When you evaluate how you spend your time and effort each day, you may find that you have committed to doing things that you don't even really enjoy or believe in. Maybe you are investing in relationships that are unhealthy, nonreciprocal, or just plain negative. Are these relationships worth keeping in your life? Are they worth your precious time and energy?

An effective way to eliminate the unnecessary investments of your time is to approach these activities with the question, “Does this add meaning to my life?” According to Simon Sinek, author of *Start With Why*, all of our activities must be based on our “why”. In other words, why do you do the things you do? What is the reason behind your actions? And this is a not a results-focused question; the answer should not be, “To make money” or “To get (blank)”. Your WHY behind your activities should be the purpose, passion, and beliefs which motivate and inspire you to act. What gets you going? What excites you, makes you jump out of bed in the morning, eager to tackle the day ahead and make a difference in the world?

Start with your WHY, and then re-prioritize how you spend your time, making sure to invest your energy and attention into the pursuits and people you truly love, the ones that bring positivity and fulfillment to your life. SUBTRACT the wasteful, the toxic, the unnecessary. Spend your valuable time wisely. Remember, your time is yours - how you invest it will determine your results!



Once you  
get a glimpse  
of your potential,  
that's when  
passion is born...  
and that's when  
performance takes  
monumental leaps  
forward.

# The Catalytic Principle of RHYTHM



Have you ever become so engaged in a particular activity, so focused, that you actually lost track of time, yourself, and the world around you? You were completely immersed in what you were doing, unaware of time passing, all of your worries far away.

If you have experienced this, what were you doing at the time? Perhaps you were painting, or playing a sport; maybe you were playing a musical instrument, hiking, writing poetry, hosting a party, or

any other number of activities that people find pleasurable. Maybe you were even at work!

Athletes often refer to this state of complete immersion as being “in the zone”. Positive psychology researcher Mihaly Csikszentmihalyi, who has spent years studying the science behind and components of human happiness, uses the term “flow” to describe this losing of oneself in an activity. Csikszentmihalyi has found that the happiest people are those who experience “flow” on a regular basis. He even goes so far as to say that experiencing this state is what makes life worth living!

Whatever the terminology, the basic concept is the same: it is the state of being so involved in a particular task that you lose yourself and become one with the activity. When this happens, you have found your rhythm.

## **WHAT IS RHYTHM?**

Simply put, rhythm is you hitting your stride; it is you performing the task that puts you in your “zone”; it is you reaching that state of bliss and total immersion in whatever you’re doing.

Interestingly, the satisfaction that we derive from finding our rhythm comes not from the end results of the activity, but from the activity itself. In other words, when we are in our state of rhythm, we aren’t performing the

task for money, for recognition, for any particular end result. Instead, we are doing for the sake of doing, simply because we enjoy doing it. And we experience this joy because we are in fact doing what we are programmed to do. We are living and acting to our fullest potential. We are fulfilling God's very purpose for our life. After all, if a certain job or activity brings you such bliss that you completely lose track of yourself and the world around you, then clearly that is what God has designed you to do!

So ask yourself, what activity in my life puts me in my rhythm? Are there times during your day when you find yourself completely immersed in the task at hand? What are you doing when this happens? Are you working? Spending time with loved ones? Engaging in a craft or hobby? Take some time to evaluate your days and track these times of rhythm. You may find that you want to devote more time to this particular activity. It just may be God's purpose for your life!

Many of  
life's failures  
are people  
who did not realize  
how close they were  
to success when  
they gave up.

# AGGRANDIZING MINDSET



**ag-gran-dize** [uh-gran-dahyz, ag-ruhn-dahyz]: *To widen in scope, increase in size or intensity, enlarge or extend; to make great or greater in power, wealth, rank, or honor.*

How often in our lives do we find ourselves feeling “stuck”? Perhaps you’ve fallen into a routine, and your day-to-day patterns have begun to feel monotonous. Is this maybe because you’ve simply been “stuck” in a certain frame of thinking, which has left you feeling limited, unmotivated, and stale?

Sometimes our fears hold us back from trying new things and embracing the challenges before us. Let's look at two main fears that prevent us from living our lives to our fullest potential: fear of failure and fear of change.

## **FEAR OF FAILURE**

Have you tried and failed so many times in the past that you've reached a point of giving up? Are you feeling too discouraged to try even one more time? Do you feel as though your flame will never ignite? Take heart in the example of Thomas Edison. Edison's success in lighting a "flame" unto the world - by inventing the light bulb - came after many, many failed attempts. When asked, "How do you feel about failing 1000 times in your development of the light bulb?" Edison replied, "I didn't fail, but found 1000 ways how not to do it!" What a great perspective! And a wonderful lesson to take to heart. Rather than viewing past disappointments as failures, instead embrace them as attempts that simply did not turn out as you expected. From this point of view, you are acknowledging the courage it took for you to take a risk and try something...even if it didn't yield quite the results you wanted. At least you took action and tried!

Zig Ziglar, motivational speaker and author of *Top Performance: How to Develop Excellence in Yourself and*

Others, tells a wonderful story about fleas (yes, fleas!) that illustrates how we easily fall into the trap of limiting ourselves by believing that our past failures dictate our present and future capabilities:

Let's say you want to train a flea. You take a jar, and put the flea into the jar. Well, of course, the flea hops right back out. So you put the flea back in the jar, and this time you put the lid on. For awhile, the flea will jump and jump, bumping its little flea head against the jar lid. But after awhile, the flea will realize that all this jumping is getting him nowhere, and is hurting his little flea head. Eventually, he acclimates to the limited space within the jar, hopping only as high as this limited space allows. And even when you come back and remove the lid of the jar, the flea will not jump out to freedom. He has learned that he can only jump so high. He has accepted his limits, and will never again jump high enough to escape the confines of the jar. You have successfully trained your flea.

Do you find this story a little depressing? It is depressing, isn't it? The flea could now easily escape the jar, but has given up and accepted his perceived limitations. He will never try to break the barrier again. And all too often, we as humans behave just like this flea! We allow our past mistakes and failures to dictate the boundaries of our potential. We are boxed-in by self-imposed lim-

itations, based on the erroneous belief that because we have failed in the past, we will always fail...so we give up trying. We jump only so high.

Have you become like the flea in this story, settling for your current situation because you think this is simply as good as things can get? Are you paralyzed by fear of not succeeding, haunted by past failures, and feeling stuck in a rut? Then it is time to aggrandize your mindset. Remember Edison and his many attempts at creating the light bulb. What if he had given up after his 999th try? Would someone else have invented the light bulb? Edison's destiny – his flame – might have been forever altered, his potential never fully realized. The same applies to your own life and potential. If you strike a match, and it doesn't catch flame, what do you do next? Do you simply give up? Or do you attempt to strike the match again? Sometimes it takes more than one attempt to strike a match aflame; sometimes it may take many attempts! The important thing is to never stop trying.

*“Fall down seven times, stand up eight.” – Japanese Proverb*

Remember, whether you've failed a thousand times or ten thousand times, KEEP TRYING. You may just be one more try away from success!

## **FEAR OF CHANGE**

The other fear that keeps us stuck and inhibits our potential and growth is the fear of change. It is human nature to resist change. Change can create fear, uncertainty, and it forces us out of our comfort level. But what if you can learn to embrace change, rather than resist it? Resisting things that are beyond our control depletes our precious energy and leaves us feeling frustrated and inept. Change is beyond our control. Change is inevitable, and a part of life. So rather than wasting your time and energy fighting change, what if you can instead learn to embrace it? In their book *The Lemonade Stand*, authors Ara Bagdasarian and Nick Gustavsson use the analogy of taking lemons (things we perceive as “bad”) and from these, making lemonade. In other words, rather than perceiving change with a mindset of fear or resistance, we can instead learn to embrace change as an opportunity to transform adversity into innovation & development.

There are three main responses to change:

1. Fearful: “Change is threatening. What if change means things will get worse? What if, what if? I am afraid of change!”
2. Hopeful: “Change might mean that things will improve. I am hopeful that change will make things better.”

3. Confident: “Change is a challenge, and challenges arise in order to bring out our best. Through change, I grow, learn, and become better. I am confident that change will bring great things!”

Let’s look at an example. Let’s say a child has been riding his bike with the training wheels for awhile now, and his parents have decided it’s time to take the training wheels off. How will the child react?

Fearful Response: “What if I’m not ready? What if I fall? I’m too afraid. I will keep the training wheels forever!”

Hopeful Response: “Maybe I will be ok. Hopefully I won’t fall. I will at least try it without the training wheels.”

Confident Response: “Without the training wheels, I’ll be able to ride much faster and better, just like the big kids! Even if I fall, I’ll keep getting back up until I master it! Take off the training wheels!”

In other words, there are three types of people: people who make things happen, people who watch things happen, and people who wonder, “What just happened?” Do you see the differences in these responses to change? Which of these mindsets best describes you? Are you fearful of change? Hopeful about its possibilities? Or are

you confident that change stimulates growth, therefore embracing it? What steps can you take in your life to embrace change and the opportunities that come with it?

Jim Rohn, Five Major Pieces to the Life Puzzle

Discipline  
is the bridge  
between  
goals and  
accomplishment.

# DISCIPLINE



What does it mean to have discipline? When we were children, we were probably expected to follow certain rules. Perhaps we had chores to complete (such as picking up our toys, making our bed, setting the table), and also activities that we were expected NOT to do (i.e., throwing the ball in the house, tracking mud on the carpet, scribbling on the walls with our crayons). Our parents disciplined us according to our behavior. There were expectations

of us, and consequences for not adhering to those expectations.

When we grow up, we as adults then must of course take over the job of being our own disciplinarians. However, sometimes we might slack off a bit on this responsibility! We tell ourselves that the dinner dishes can wait until morning; that we can hit the snooze on our alarm just one more time; that we can put off our laundry another day or two. We find ourselves procrastinating, putting things off...in other words, when we have only ourselves to answer to, sometimes we get lazy.

Are there areas in your life where you've let yourself slide, not putting forth your best effort but instead doing just the bare minimum to get by? How does this make you feel? Somewhat guilty? Would you feel better about yourself if you started holding yourself accountable, having higher expectations of yourself?

## **THE PAIN OF REGRET VERSUS THE PAIN OF DISCIPLINE**

Let's look at an example of something in life that requires discipline: going to the gym. We can probably all agree that going to the gym to exercise is not always fun. Sometimes there are a million things we'd rather do than lace up our tennis shoes and get our sweat on. But ask

yourself this: have you ever finished a workout and regretted it? The answer is, of course not! After exercising, we feel better, energized, and our self-esteem is increased. Most people who've just completed a good workout don't turn around and say, "Gee, I wish I had skipped my workout today." They are getting that endorphin rush and are feeling great.

The point here is that the short-term pain of discipline (getting out of bed, putting on your workout gear, driving to the gym, climbing on the treadmill) reaps benefits that far outweigh the pain of regret ("I skipped my workout today, and now I feel crummy and tired. I should have just gone to the gym."). And this applies to all areas of life. Have you ever procrastinated on a project, only to have to scramble to complete it in the wee hours before it is due? Most likely, you are at that point stressed and tired, and certainly not able to give the project your very best effort.

## **A STUDENT OF LIFE**

Another area of discipline that may tend to fall by the wayside when we enter adulthood is the discipline of learning. When we are young, we are educated in a school setting. When we grow up, we no longer attend a formal school, but instead become students of life.

However, unlike when we were children, when our parents and teachers were in charge of seeing to it that we attended our classes, we as adults are now our own “truancy officers,” so to speak. It is up to us to make sure that we continue to learn and grow throughout our lives, once we’ve graduated from the traditional classroom setting.

How do we continue to learn and grow in our education as adult members of society? One way to expand our knowledge is to always remain open to receiving the teaching of others. Whether is it family, friends, coworkers, mentors, or other people who inspire us, we can learn a great deal through the experience of others by being open to their wisdom, their advice, their knowledge. People from all walks of life can be great teachers to us, opening our world to perspectives and lessons that we may never experience in our own lives. So, it is crucial to always keep an open mind and heart to the lessons we may receive from others.

Another way to continually expand our knowledge and learn from the “classroom of life” is by reading. Books are written about virtually every topic imaginable. Whatever your interest, you can most likely find innumerable books on that subject. Reading is an enjoyable way to expand your knowledge, enjoy quiet time, and

quench your thirst for knowledge on any particular area of interest. In fact, reading is a great replacement for watching television, which only reinforces the more materialistic values of our culture. For many people, television has become much like a drug that enters our brain through our eyes: we plop down in front of the TV set and zone out; we give our minds over to the television. Is this really the healthiest or most productive way to use – or rather, give away – our brain power? Try turning off the TV at least once a week, and instead set aside some time for reading. You may be surprised how enjoyable and relaxing reading can be!

When we become our own disciplinarians, we learn to hold ourselves accountable and have greater expectations of ourselves in all areas of life. We choose wisely when deciding how to spend our time, energy, and efforts. We work hard, and reap the rewards for our hard work. We experience higher self-esteem, feel better about ourselves, and accomplish more. Discipline is a skill to be acquired and applied in order to maximize our potential and be our best selves.

Acknowledging the  
good that  
you already have  
in your life is  
the foundation for  
all abundance.



We live in a world of more, more, more. Bombarded ceaselessly by infomercials, billboards, and advertisements in every form, we are sold one very clear message: that we will be happier if we buy more stuff. If only we purchase such-and-such product, our entire lives will improve. The answer to all our troubles is to buy things.

The problem is that, in this environment, we can easily lose our perspective and our sense of what is truly important in life. We are told to be

unhappy and dissatisfied with our lives and ourselves, because this then prompts us to purchase products in order to relieve our unhappiness. Commercials don't ever say, "Be happy with your life and count your blessings!" This would not increase sales, so it's not the message we hear.

Therefore, it is extremely important that we remember to evaluate our satisfaction in life based not on what the outside world sells us, but on our own internal system of values and beliefs.

### **GRATITUDE IN PRAYER**

Prayer is our communication with God, and our chance to thank Him for the countless blessings in our lives. But how often do we find ourselves spending most of our prayer time asking God for things, rather than thanking Him for what we already have? Many of us have fallen into this trap. We forget to give thanks and praise for the beautiful gifts surrounding us each and every day, and we instead focus on what we don't have. We allow that external voice of the world around us (the voice that says, "Look at all the things you don't have! Aren't you dissatisfied?") to infiltrate and taint our true values and sense of gratitude.

Rather than spending our time in prayer asking God for what we think is missing from our lives, why not instead spend this sacred time thanking God for His incredible generosity? In fact, this can be a very simple prayer. All you need to say is, “Thank you, God.” This is a short but very powerful prayer! Not only does it allow you to thank God for the countless blessings in your life, but it also allows you to sit in peaceful communion with Him. Time spent in prayer need not be filled with words. Sometimes thankful silence, spent simply being in God’s loving presence, is the most sustaining and humble form of prayer.

### **ATTITUDE OF GRATITUDE**

When we live and act from a state of gratitude, we are able to recognize and appreciate the endless blessings in our lives, and are filled with a sense of peace and thankfulness for all that we have. Our lives suddenly become richer, fuller, and happier, because we are operating from a grateful mindset. So rather than focusing on what you believe is missing from your life, try to instead embrace a perspective of gratitude. Simply say, “Thank you.” You may be surprised to find how much happier and more fulfilled your life becomes.

Blessed  
is the influence  
of one true, loving  
human soul on  
another.



And so, these are the Catalytic Principles. Remember, a catalyst is an agent that promotes and accelerates significant change. These Catalytic Principles will therefore serve as the foundation for action and change in your life, so that you may realize and actualize your fullest, God-given potential. To review, the Catalytic Principles are:

- Catalytic Principle of Love
- Catalytic Principle of Individuality
- Catalytic Principle of Abundance
- Catalytic Principle of Magnetism

- Catalytic Principle of Subtraction
- Catalytic Principle of Rhythm
- Catalytic Principle of Aggrandized Mindset
- Catalytic Principle of Discipline
- Catalytic Principle of Gratitude

When fully developed and applied, these will lead to a transformed way of thinking; a renewed motivation and sense of action and purpose that will allow you to utilize your life's potential to the maximum.

Once ignited, your life's potential – your flame – has the power to impact the lives of countless others. Everything you do influences the lives of those around you. And their lives impact and influence the lives of all those they encounter. And so on and so forth, until one match – your match – has touched the lives of a community, a nation, and even the world.

If this is the potential power of a single match – a single life's potential ignited – then what might the power of MANY matches be, all struck aflame by that one single match?

Think about what happens when you touch a lit match to an unlit book of matches. The first match in the book catches flame; then this match causes the next match to ignite, and together these flames feed the third

match, then the fourth, and so on, until all of the matches are afire. You can create this same chain reaction with the flame of your life. By becoming an example of a life lived to its fullest potential and purpose, you then impact and influence the lives of those around you; you help to feed into their flames. They, in turn, impact the lives of all those they interact with, spreading the flame outward, each life touching countless others, until the flame of one match has fueled a massive fire of positive influence and maximized talents and potential. Imagine the possibilities in a world where so many individuals are living life to its fullest, positively impacting the lives of others!

That is the potential legacy of your life, of your match. You are in a position to inspire others and nurture the flame in their lives by first igniting your own life's potential. Through the light and fire of your life, you can, flame by flame, change the world.

It all begins with just one match. It all begins with you. STRIKE!

