

*Third Minds presents.....*

# **Success Secrets They Don't Teach You In School**

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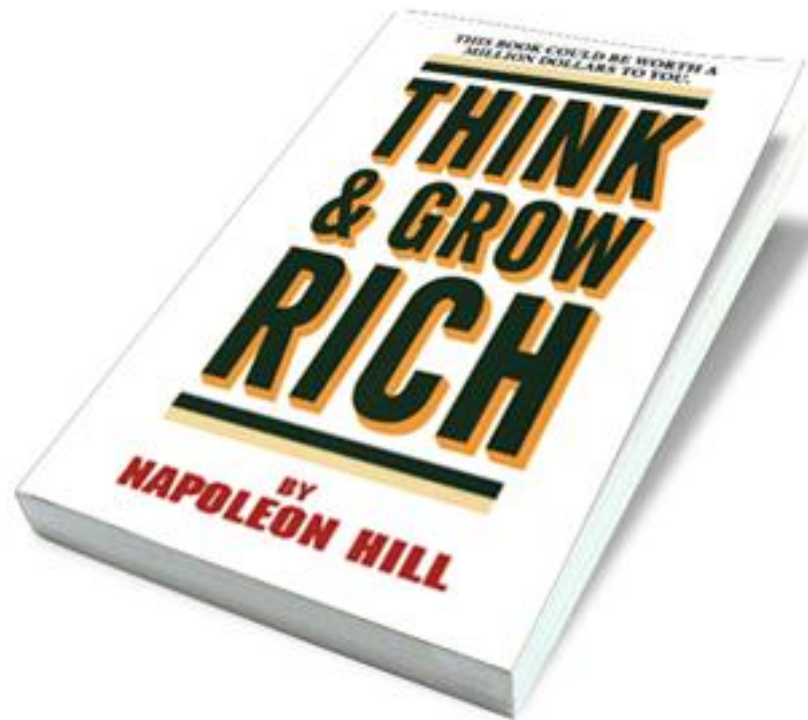
# Overview

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- Think and Grow Rich
- Informational Interviewing
- Networking
- 80/20 Principle
- Power of Goals
- Goal Setting Exercise

# Think and Grow Rich

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# Book In One Quote

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“Whatever the mind of  
man can CONCEIVE  
and BELIEVE....it can  
ACHIEVE”

# Desire

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- Desire to be Rich vs. Wish to be Rich
- There is no Option B!



# Knowledge is NOT Power

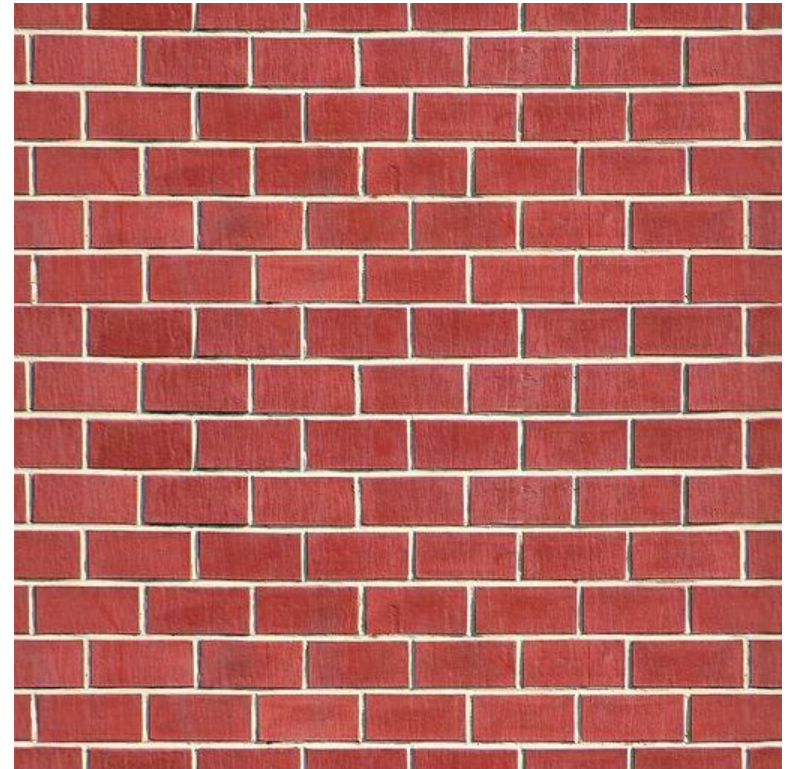
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# Nothing Is Impossible

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# Steps To Take Today

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1. Fix in your mind the exact amount of money you desire
  2. Determine exactly what you intend to give in return for the money
  3. Establish a definite date for obtaining the money
  4. Write a clear concise statement with your determinations from above
  5. Read your statement twice daily
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# Informational Interviewing

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# Valuable Information

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- Variety of jobs available within industry
- Skills necessary for jobs
- Average Workday
- Career Paths
- Recruitment Specifics

# Who Should I Target?

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- Friends and Relatives
- Speakers at UF
- UF Alumni
- Cold Calls

# Steps To Take Today

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1. Think of fields you want to explore
2. Develop a list of contacts
3. Determine Goals
4. Develop contact strategy
5. Make contact and set up date
6. Do additional research

# Steps To Take After Interview

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1. Ask for additional references
2. Make notes about interview on contact sheet
3. Send a thank you note

# Networking

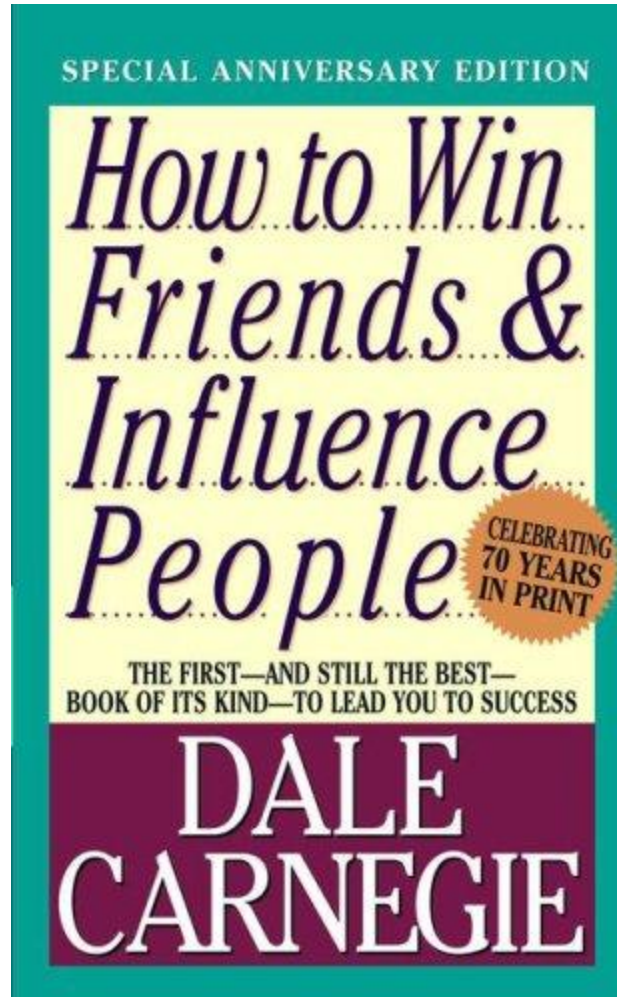
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# How to Win Friends and Influence People

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# Always Make a Good Impression

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- Eye Contact is Key
- Always Be the Host
  - Initiate Conversation
- The Power of Smiles
- Be Enthusiastic About Life
  - People gravitate to optimistic, positive and cheerful people

# How to Interest People

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- A Person's Name is the Sweetest Sound to that Person
- Make the other person feel important
  - Deepest craving in human nature is to be appreciated
  - “Talk to people about themselves and they will listen for hours”

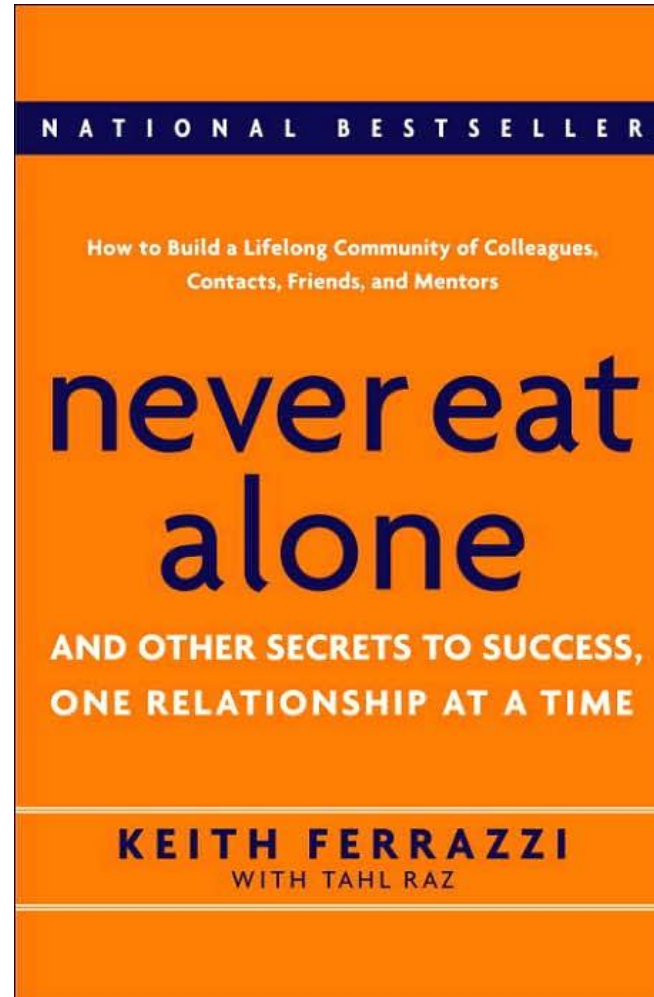
# How to Win these People

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- Don't Criticize, Condemn, or Complain
- Give Honest and Sincere Appreciation
- Never Say You're Wrong!
  - “Every man I meet is my superior in some way.  
In that, I learn from him”
- Get Them to Say “Yes”

# Never Eat Alone

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# The Mind Set

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- Self-Help: A Misnomer
- Don't Keep Scores
- What's Your Mission
  - Passion
  - Goals to Paper
  - “Board of Advisors”



# The Skill Set

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- Do Your Homework
  - Never enter an interview or business meeting unprepared!!!
  - Winston Churchill: “Preparation-if not the key to success-then at least the key to sounding genius.”

# The Skill Set

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- Take Names
  - Find the people who can get you there
- Share Your Passions
  - Friendship is based on *quality* time
- Always Follow Up
  - Timeliness and Sincerity
  - Follow-up with your “Go-betweens”

# Don't Be the Networking Jerk

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- Don't Schmooze
  - Have something to say and say it with passion
- Don't Treat Those Under You Poorly
- Be Transparent
- Don't Be Too Efficient

# Be the Master Connector

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- Forget the “Art” of Small Talk
  - Stanford MBA Study
- Connect With Connectors
- 80% of Success is Pinging
- Build and Broadcast Your Brand
  - “Be distinct or extinct”

# Be the Master Connector

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- Don't Give Into Your Ego
  - Be sincere
  - Value those who helped you be successful
- Find Mentor, Find Mentees
  - Life long process for both Master and Apprentice

# 80/20 Rule

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# End Procrastination Today!

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**Eat That Frog!**

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**TM**

# Mark Twain

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*“If you eat a frog first thing in the morning, the rest of your day will be wonderful.”*

# Mark Twain

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*“If you have to eat a frog, don’t  
look at it for too long.”*

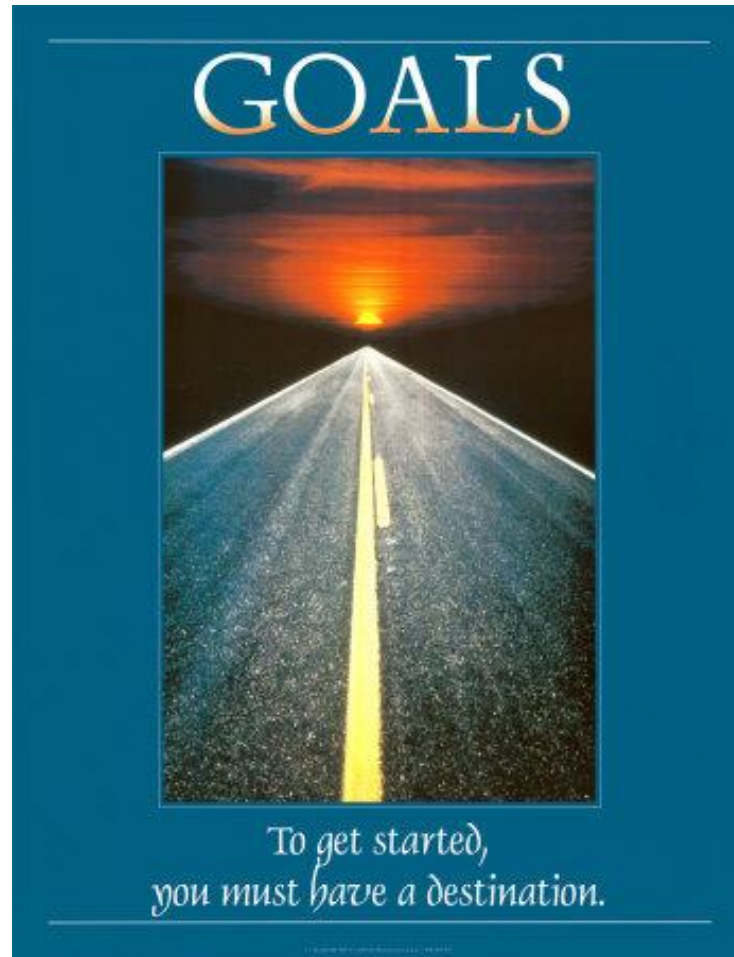
# Make a List Every Night

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- A. Task You *Must* Do
- B. Task You *Should* Do
- C. Task That Would Be *Nice* To Do
- D. Task You Can *Delegate*
- E. Task you Can *Eliminate*

# The Power of Goals

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# Harvard Goal Study

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- 1979
  - 84% of Students Had No Goals
  - 13% Had Unwritten Goals
  - 3% Had Written Goals
- Ten Years Later
  - 13% earned twice as much as the 84%
  - 3% earned **10 times** that of the 97%

# What You've Learned

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- The Power of the Mind
- To Find Your True Interest, Ask Questions
- Grow Your Base of Contacts
- Focus on the Important Tasks
- Set Measurable Goals