Personal Development & Achievement Quotes
Genero Crenshaw

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www.personal-achievement-secrets-revealed.com
“The journey to the ‘ultimate achievement’ never ends.”

—Genero Crenshaw
“It doesn’t matter who you are, or where you come from, the ability to triumph begins with you. ALWAYS.”

—Oprah Winfrey
Personal Change Paradox

“The curious paradox is that when I accept myself just as I am, then I can change.”

—Carl Rogers
Critical Elements of Mastery

Empathy
Acceptance
Deep Passion

― Genero Crenshaw
“The man who is neither bent upon pleasing his fellows nor afraid of offending them will enjoy great peace.”

—Thomas a Kempis
Change Is An Internal Process

“Trying to change the outer is like seeing your unshaven face in the mirror and trying to shave the mirror.”

—Joe Vitale

Best-selling author and co-star of *The Secret* movie
Best vs Good

“The best is the enemy of the good.”

—Voltaire
You need more than ability to attain significant achievements

“Ability is a poor man's wealth.”

—John Wooden
“The idea is to make decisions and act on them -- to decide what is important to accomplish, -- to decide how something can best be accomplished, to find time to work at it and to get it done.”

—Karen Kakascik
Adversity can be valuable

“Adversity is the state in which man mostly easily becomes acquainted with himself, being especially free of admirers then.”

—John Wooden
“Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are.”

—John Wooden
Do everything you can to Achieve

“Do not let what you cannot do interfere with what you can do.”

—John Wooden
“Don't measure yourself by what you have accomplished, but by what you should have accomplished with your ability.”

—John Wooden
Failure to change causes extinction

“Failure is not fatal, but failure to change might be.”

—John Wooden
What you do vs How you do it

“It isn't what you do, but how you do it.”

—John Wooden
“It's the little details that are vital. Little things make big things happen.”

—Genero Crenshaw
Keep Learning

“It's what you learn after you know it all that counts.”

—John Wooden
Only Achievement is Achievement

“Never mistake activity for achievement.”

—David Allen
“Success comes from knowing that you did your best to become the best that you are capable of becoming.”

—John Wooden
True Success means you did your best to become...all you can be

“Success is peace of mind which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming.”

—John Wooden

—John Wooden
Praise or Criticism shouldn’t define You

“You can't let praise or criticism get to you. It's a weakness to get caught up in either one.”

—John Wooden
Empower others

“You can't live a perfect day without doing something for someone who will never be able to repay you.”

—John Wooden
Give if your all

“I firmly believe that any man's finest hour, the greatest fulfillment of all that he holds dear, is that moment when he has worked his heart out in a good cause and lies exhausted on the field of battle — victorious.”

—Vince Lombardi
Find something that make you enthusiastic

“If you aren't fired with enthusiasm, you will be fired with enthusiasm.”

—Vince Lombardi
Leadership takes effort

“Leaders are made, they are not born. They are made by hard effort, which is the price which all of us must pay to achieve any goal that is worthwhile.”

—Vince Lombardi
Chase perfection → get Excellence

“Perfection is not attainable, but if we chase perfection we can catch excellence.”

—Vince Lombardi
“Practice does not make perfect. Practice only make you better, which is a great goal in itself.”

—Genero Crenshaw
“Some of us will do our jobs well and some will not, but we will be judged by only one thing—the result.”

—Vince Lombardi
Be purposeful

“Success demands singleness of purpose.”

—Vince Lombardi
It takes will to achieve continuously

“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will.”

—Vince Lombardi
Perseverance

“The greatest accomplishment is not in never falling, but in rising again after you fall.”

—Vince Lombardi
Make the most of what you have

“The measure of who we are is what we do with what we have.”

—Vince Lombardi
“The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.”

—Vince Lombardi
Nothing is impossible

“We would accomplish many more things if we did not think of them as impossible.”

—Vince Lombardi
How are we judged?

“We judge ourselves by what we feel capable of doing while others judge us by what we have already done.”

―Longfellow
Don’t just make a living, make a Life!

“I've learned that making a 'living' is not the same thing as 'making a life.’”

—Maya Angelou
"You must accept that you might fail; then, if you do your best and still don't win, at least you can be satisfied that you've tried. If you don't accept failure as a possibility, you don't set high goals, you don't branch out, you don't try – you don't take the risk."

—Rosalyn Carter
Former First Lady
“More often than not, family members are interacting with you based on old and often inaccurate perceptions, not current reality. Take that into account.”

—Alan Weiss
“Before someone can understand ‘how’ effectively, they usually need to know ‘what’ and ‘why,’ first.”

—Alan Weiss
“The high-speed Acela train can only reach its maximum speed of 150 MPH during two brief stretches of its six-hour run from Boston to Washington. Vehicles—and people—can’t perform at their best if they’re not on good roads.”

—Alan Weiss
Four keys to superb communications and influence:
A. Read with comprehension
B. Speak with influence
C. Write with expression
D. Listen with discernment
Personal Development requires Personal Education

“Education is the great engine to personal development.”

―Nelson Mandela
“Men are anxious to improve their circumstances, but are unwilling to improve themselves.”

—James Allen
“Know thyself well; learn the things that are and all that is.”

—Tehuti
Self development makes you able to deal with challenges and change

"The power of self-development will enable you to triumph despite unforeseen challenges and unexpected changes. “

The more you work on self-development the more it will work for you."

—Al Duncan
Find out who you are

“When I discover who I am, I’ll be free.”

―Ralph Ellison
Grow and move forward consciously

“Self-development should be a perpetual process. In life you are either growing or rotting. You’re moving forward or backwards; there is no standing still.”

—Al Duncan
Do what you know you should

"Most people aren't unsuccessful in life because they don't know what to do. They are unsuccessful because they don't DO what they know how to do. Knowledge is power IF...you use it."

—Al Duncan
Time investment

"Stop spending your time; start investing your time."

—Al Duncan
"High achievement without fulfillment is a broken way of life."

—Al Duncan
What’s wrong vs Right with you

"It's not a question of what's wrong with you, it's a question of what's right with you."

—Al Duncan
"Your beliefs and perceptions determine the boundaries of your world."

—Al Duncan
"Your beliefs and perceptions determine the boundaries of your world."

—Al Duncan
"The trick is in what one emphasizes. We either make ourselves miserable, or we make ourselves happy. The amount of work is the same."

—Carlos Casteneda
Was an anthropologist and author
Acting Out of Fear

“When you do something out of fear, it will always result in failure. When you do something with faith, it will result in success.”
Why have Goals?

“What you get by achieving your goals is not as important as what you become by achieving your goals.”

—Zig Ziglar
“To be nobody but myself—in a world which is doing its best, night and day, to make you everybody else—means to fight the hardest battle which any human being can fight, and never stop fighting.”

—E. E. Cummings
Professional development is not as important as personal development

“when you work hard on your job duties you will make a living
And
when you work harder on yourself you will make a fortune!”

—Jim Rohn
Professional development is not as important as personal development—Gertes

“if you do not learn, you can not grow! if you do not grow, you can not be happy! if you can not be happy, what else is there?”

—Gertes
Accelerating Your Personal & Professional Growth and Achievement

“when you work hard on your job duties you will make a living
And
when you work harder on yourself you will make a fortune!”
Often unrecognizable Habits

The following are flawed interpersonal communication patterns that create challenges and roadblocks in our interactions with others that were identified by Marshall Goldsmith, the world’s leading executive coach, in his bestselling book: “What Got You Here Won’t Get You There

1. **Winning too much:** the need to win at all costs and in all situations — when it matters, when it doesn’t, and when it is totally besides the point.

2. **Adding too much value:** the overwhelming need to add our two cents to every discussion.

3. **Passing judgment:** the need to rate others and impose our standards on others.

4. **Making destructive comments:** the needless sarcasms and cutting remarks that we think make us sound sharp and witty.

5. **Starting with “No,” “But,” or “However”:** the overuse of these negative qualifiers which secretly say to everyone, “I’m right, your are wrong.”

6. **Telling the world how smart you are:** the need to show people we’re smarter that they think we are.

7. **Speaking when angry:** using emotional volatility as a management tool.

8. **Withholding information:** the refusal to share information with others to maintain an advantage over them.

9. **Failing to give proper recognition:** the inability to praise and reward.

10. **Claiming credit the we do not deserve:** the most annoying to way to overestimate our contributions to any success.

11. **Making excuses:** the need to reposition our annoying behavior as a permanent fixture so people excuse us for it.

12. **Clinging to the past:** the need to deflect blame away from ourselves and onto events and people from our past; a subset to blaming everyone else.

13. **Playing favorites:** failing to see that we are treating someone unfairly.

14. **Refusing to express regret:** the inability to take responsibility for our actions, admit that we are wrong, or recognize how our actions affect others.

15. **Not listening:** the most passive-aggressive form of disrespect for colleagues.

16. **Failing to express gratitude:** the most basic form of bad manners.

17. **Punishing the messenger:** the misguided need to attack the innocent who are usually trying to help.

18. **Passing the buck:** the need to blame everyone but ourselves.

19. **An excessive need to be “me”**: stating our faults as virtues simply because they’re who we are.

20. **Negativity, “Let me explain why that won’t work:** the need to share our negative thoughts even when we were not asked.
THE FOUNDATION TO EFFECTIVE PERSONAL DEVELOPMENT
AND CONSISTENT UPWARD ACHIEVEMENT

Before you can get on an effective personal development plan—that starts from the inside out—and radiates
to the outside—you have to determine who “you” are. How do YOU define yourself?

Ask me this question concerning my profession—and my answer is simple and immediate: “I help successful
people in competitive environments reach their full potential by helping them remove the invisible walls to
continuous upward achievement, the barriers of the mind, memory and interpersonal communication ability.
Those words describe how I see myself as a professional. They are engrained into my being so much so that
might as well be tattooed on my forehead.

When is was a teenager, I was one of the homies back in San Diego. That’s how I saw myself. Later on I
was a college student on the fast track to success. Then I became a father, a man, in that order. Eventually, I
evolved into a family man, community activist and the concise professional definition described earlier.
Now tell me; Who do you think you are?

I have two questions to ask you about the identity you described:

1. Who influences your identity the most you or others?

2. Is your identity influenced more by your past or your future?

At its core, our identity is determined by two dynamics complementing and competing with one another.
One vector represents the interplay between our past and our future. The other vector tracks the tension be-
tween the image others have of us and our self image.
## Involving Stakeholders Process

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<tr>
<th>Involving Stakeholders</th>
<th>DO NOT</th>
<th>DO</th>
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<tbody>
<tr>
<td>Stick with your fan club</td>
<td>Include as many as you can</td>
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<tr>
<td>Expect instant help</td>
<td>Keep the process upbeat</td>
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<tr>
<td>Take up too much of their time</td>
<td>Vary involvement as needed</td>
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<th>DO NOT</th>
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<tr>
<td>Wait for a “better time” to ask</td>
<td>Be concise</td>
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<tr>
<td>Act skeptical or doubtful</td>
<td>Be specific</td>
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<tr>
<td>Put yourself down</td>
<td>Be positive</td>
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### Step 1. ASK

- Use “No,” “But,” or “However”
- Make excuses
- Show impatience or anger
- Pay undivided attention
- Capture what is said
- Clarify what you heard

### Step 2. LISTEN

- Use a dejected tone
- Act artificial
- Be insincere
- Say “Thank You” quickly
- Use first name (if appropriate)
- Be genuine

### Step 3. THANK

- Engage in “delusional” thinking
- Prove the input is wrong
- Validate “this is the way that I am”
- Assess benefits of changing
- Assess cost of not changing
- Decide if it is worth it

### Step 4. THINK

- Critique feedback/FeedForward
- Respond to too many things
- Over-commit
- Be brief
- Be positive
- Be future focused

### Step 5. RESPOND

- Procrastinate
- Give in to “feeling like a phony”
- Expect instant success
- Implement suggestions in parallel
- Maintain momentum
- Make change visible

### Step 6. CHANGE

- Dwell in the past
- Brag, gloat, or show off
- Become complacent
- Check your ego at the door
- Politely push for specifics
- Reinforce the process
Genero, What Else Could We Do Together?

Hey, thanks for asking! You have several options if you like what you heard at the workshop...

1. **You can email the answer to this question:** If you had 30 seconds to ask Genero any question about accelerating your personal or professional development or my “Hidden Secrets to Continuous Upward Achievement, what would your single most important question be?

   Email your first name and question directly to me at: genero@crenshawconsultinggroup.com with the subject line: *Here’s my question Genero*

2. **Hidden Secrets to Continuous Upward Achievement Manual** — Sold stand alone for $149 on website. At events for $100  Available to you for $80 when you also answer the question: If you had 30 seconds to ask Genero any question about accelerating your personal or professional development or how to remove the invisible walls to Continuous Upward Achievement, what would your single most important question be?

   The manual gives you the secrets to breaking through the invisible walls to achievement. It includes not only the secrets but also the strategies, tactics and implementation methods and ideas. It also includes a 20 minute complimentary phone consultation.

3. **Hidden Secrets to Continuous Upward Achievement 10--Week Group Coaching** classes begin the second week of January, April, July and September. Registration: $1,500; payment 10 days in advance $1,200; previous customer $1,000.

   “In this program Genero provided the foundation, tools and resources to answer key personal questions smartly and always with an eye toward making sure I could implement them into my life immediately and long term. As a business owner that was exactly what I needed to get to the next level of success taking my business from 35 million in revenue to over 100 million the following year.

   — Terrell J Siret Sales

4. **Personal Achievement Mentor Program** you work with me privately 1-on-1. Unlimited coaching on any aspect of getting you to remove the barriers to reaching your full potential. Strategies, tactics, exercises to unlock your reservoir of potential. Tactics to make things happen faster and more consistently and day-to-day implementation guidance. Minimum six month commitment at $750 per month.

   Bottom line: I look forward to working with you in whichever of these ways **makes the most sense for you** and your personal and professional needs, wants and goals.

   Thanks for sharing some of your time with me at the 2011 Boost Conference in Palm Springs

   Take care and “increase your personal value and help someone else to improve every day!

   Genero Crenshaw

   Ps no matter where you may be today, no matter what obstacles may be in your way, **U can still be GREAT!**