

The JOHN MAXWELL **Team**

Coaches, Speakers, Teachers and
Communicators Worldwide Mentored by
Leadership Authority John Maxwell

A DAY ABOUT BOOKS



“Writing Lecture”

June 23, 2012

West Palm Beach, Florida

Everyone is born creative; everyone is given a box of crayons in kindergarten.

Then when you hit puberty they take the crayons away and replace them with dry, uninspiring books on algebra, history, etc. Being suddenly hit years later with the “creative bug” is just a wee voice telling you, “I’d like my crayons back please.”

My Writing Journey

1. I Did Not Enjoy Writing.

I Did Enjoy What It Would Do For _____ .

2. I Did Not Enjoy Writing.

I Did Enjoy What It Did For _____ .

“I hate to write. I love to have written.” —Robert Louis Stevenson

3. I Do Enjoy Writing.

I Do Enjoy What It Does For Others and For Me.

(1) My Books Are a Picture of Who I _____ .

“A man’s writing is himself. A kind man writes kindly. A mean man writes meanly. A sick man writes sickly. And a wise man writes wisely.”

—John Steinbeck, LITERATURE, 1962

“Fill your paper with the breathings of your heart.” —William Wordsworth

(2) My Books Are A Picture of Who I Am _____ .

As I write, I have faith that something’s going to come out of me.

As I write I find out what is inside of me.

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The Real Writing Question ...

Not – “Do I Want To Write a Book?”

But – “Do I Have a _____?”

2 Questions That Birthed My Big Ideas For Writing

Q.1 “How Can I Help People _____?”

Answer – R-E-A-L

Q.2 “How Can I Expand My _____?”

Answers: (1) Expand _____ .

(2) Expand My _____ .

Charlie... Thinks _____ Me

Thinks _____ Me

Thinks _____ Me

(3) Expand My Streams of _____ .

My Streams of Influence: _____

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My Rule of 5 For Writing

Everyday I ...

1. _____

You cannot give what you do not have.

2. _____

Learning to Think _____ is the Responsibility of a leader, speaker or author.

2 Thinking Q's

(1) "Does This Help Me?"

(2) "Will This Help Others?"

Learning to write is learning to think. You don't know anything clearly unless you can state it in writing. —S. I. Hayakawa

3. _____

Creative _____ Increases Creative _____." —Harry Lorayne

As the great adventure writer Robert Louis Stevenson said, "All through my boyhood and youth ... I kept always two books in my pocket, one to read, one to write in."

4. _____

Four Questions To Ask Yourself When Listening to Speakers or Reading a Book:

(1) Do They Connect With the _____ ?

(2) Do They Connect With _____ ?

(3) _____ Do They Connect With Me?

(4) Can I Do That?

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5. _____ .

“The discipline of writing something down is the first step in making it happen.” —Lee Iacocca

My Writing Rules

(1) _____ Your Message.

(2) _____ Your Message.

(3) Know Your _____ .

(4) Let the _____ People _____ .

(5) Be _____ .

(6) Write With the _____ in Mind.

(7) Always Ask The “Bookend Questions.”

What Do I Want Them to _____ ?

What Do I Want Them to _____ ?

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How To Create and Develop The Big Idea

Three Lessons in Creativity From Thomas Edison —*Michael Michalko*

1. _____ .

Don't accept the conventional wisdom without first examining and challenging it. It's said that Edison, when hiring a new employee, would invite person to have some soup with him. If the candidate salted the soup before tasting it — assuming it would require salt before testing the assumption — he didn't get the job.

I Call This _____ **Free Yourself To Find Ideas.**

Mind-sets That Will “Set You Free”

“Let us consider an alternative style of thinking, which we can call ‘creative thinking.’ It is playfully instructive to note that the word ‘reactive’ and the word ‘creative’ are made up of exactly the same letters. The only difference between the two is that you ‘C’ (see) differently!” —John Adams

(1) **Protect Your** _____ **Mindset.**

*“In the beginner’s mind there are many possibilities. In the expert’s mind there are few.”
—Shunryu Suzuki*

(2) **Avoid A** _____ **Mindset.**

Negative Mental Locks That Need To Be Unlocked

(1) There's Only _____ Right Answer.

(2) _____ of the Known or Unknown.

(3) Fear of _____ .

(4) _____ such as not having personal confidence, low self-esteem or distrust of people.

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(3) Develop An _____ Mindset.

Average Mindset – Looks at the situation & asks, “Can I?”

Abundance Mindset – Looks for solutions & asks, “How Can I?”

The difference in the question determines the difference in the answer!

(4) Practice An _____ Mindset.

There is ALWAYS a better way. Our challenge is to find it.

2. Generate As _____ Ideas As Possible.

The more ideas you test, the more likely you’ll find one that works. Edison conducted over 50,000 experiments before perfecting the alkaline storage cell battery.

I Call This _____ — Test Your Ideas With People.

High _____ of Ideas = A Higher _____ of Ideas

Creativity — “The joy of not knowing it all but knowing that there is an answer.”

Art Cornwell, author of *Freeing the Corporate Mind: How to Spur Innovation in Business*, remarks, “The process of thinking creatively is one of relaxed mental discipline, but there are certain principles we should understand ...”

- (1) The only bad ideas are those who die without giving rise to _____
_____.
- (2) If you want good ideas, you need a _____ of ideas.
- (3) When all your ideas are added together, the sum should represent your _____
_____.
- (4) Great ideas are nothing more than the restructuring of what you already know.

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3. _____ **Other Ideas.**

Edison often used the inventions and ideas of other people as a mental springboard. Keep up with what's going on in your organization and industry — what people are doing, where others have failed. Look for ways to take policies, systems, or ideas that are already working somewhere else and turn them into something you can use in your own department.

I Call This _____ — Stand On The Shoulder's Of Other People's Ideas.

"Some of my best thinking has been done by others."

4. **Analyze Your** _____ .

Even when an idea falls apart, take some time to consider what you can learn from it. Keep notes so that your next idea works, you can go back and re-examine your efforts in light of your success.

I Call This _____ — Think An Idea Into Greatness & Simplicity.

A researcher by the name of MacKinnon did some work on creativity at Berkeley in the 70's. Tests showed highly creative people were no different in intelligence from their less creative colleagues; but that they took longer to study problems and that they "played with them" more.

An essential aspect of creativity is not being afraid to fail.

An essential aspect of success in creativity is analyzing that failure, learning from it and making positive changes.

"Creativity is to see what _____ has seen and to think what
_____ has thought. —*Albert Gyorgy*

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How To “Marinate” Your Thoughts

(1) _____ Them (4) _____ Them (7) _____ Them
(2) _____ Them (5) _____ Them (8) _____ Them
(3) _____ Them (6) _____ Them

5. Record All Your _____ .

Keep a notebook for writing down ideas whenever they occur to you. Go back over the notebook regularly, looking for connections between ideas or new ways of thinking about the same problem.

The success of my writing tomorrow is determined by my ideas today.

To Grow An Idea You Must Feed It Daily.

Final Advice:

Never _____ More Than You _____ .

Good ideas are common. What’s uncommon are people who will work hard enough to bring them about.

“All achievements, all earned riches, have their beginning in an idea.” —Napoleon Hill

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