



Regent Accelerated Management Program (RAMP)

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ACTION



When it comes to action, when you have a great thought, do not think about when you can start; develop a clear mental picture of what you want, then get to work and get into action, otherwise none of your ideas will turn into results. A lot of academic professionals create great ideas but do nothing about them because they do not take effective action.

Have an idea, think about it, dream about it, and then take effective action. You must use your thoughts as directed – do what you can do, where you are, and do all that you can do, where you are. You can only advance by doing larger than your present life. Only those who more than fill their present places advance in the world.

Those who do not quite fill their present places are dead weight, just a cargo upon society, government and the wider world. If you are in a ship, be part of the crew and never be part of the cargo. If you take effective action you will be the last person that ends up in the sea.

If you are not taking effective action, and you are only doing certain things, you are not only doing harm to yourself but you are actually harming others, because you are not helping the wider world and your community. Those who do not fill their places are slowing progress of the world; no society could advance if everyone was smaller than his place.

In the animal world, evolution is caused by excess of life, when an organism has more life than can be expressed in the function of its own plain. In that case, it develops the organs of a higher plain and a new species originates. That's the evolution of life – there would never have been new species if there had not been species that more than filled their places. Growing and seeking more is what triggers an effective action. And if you do not take action, you cannot progress.

Bob Proctor talks about natural laws, Stephen Covey talks about principles, the late Clay Christensen talked about nature and Earl Nightingale talked of the universal law... it was always like this and it will always be like this. Every day is either a successful day or a day of failure.

The consequences of ineffective action may be disastrous. You might think it is only one unsuccessful day, but you keep doing that for a period and the consequences will be devastating. Human life has a huge reservoir of potential. If you do not take action, you are not going to make it work. The basic physics are that if you give and take action, there will be reaction. Those reactions will change your results, circumstances and conditions. Your future may depend on you doing something, and that may be the very thing that will open the door to opportunity.

The cave you believe will give you all the problems that you fear is effectively where the riches await you. So you should take action only based on what you want to do, not based on the opinions of others. You can never know all the combinations that nature is making for you in the world. Neglect or failure to do small things may cause a long delay in getting what you want.

Do every day all that can be done that day, but do not overwork. You should not rush about your business in an effort to do the greatest possible number of things in the shortest possible time. Being in control is being relaxed. Never try to do a week's worth in a day. It is not the number of things you do but the efficiency of each separate action that counts.

Every act is, in itself, either a success or a failure. Every act is an act of either effective and efficient action or is ineffective or inefficient. Every inefficient act is a failure. If you spend a lot of time doing an inefficient act, you fail. If all your acts are inefficient, you know what will happen. On the other hand, every efficient act is a success. If every act of your life is an efficient one, your whole life must be successful. The cause of failure is doing too many things in an inefficient manner and not doing enough things efficiently.

It is self-evident that if you do no inefficient acts and a great deal of efficient acts, you will become successful and achieve your goals. This is how you achieve what you want to achieve.

The matter turns to the question of whether you can make each separate act a success in itself. You can make each act successful because all power is working with you. You have an enormous amount of power and it will not allow you to fail. Every act can be made strong and efficient by holding your vision, purpose and values while you are doing it; putting your whole power – every cell of your body, into it.

You cannot separate mental power from personal action. You can have lots of ideas, but if you do not take personal action, you will fail. You need to use the power of mind and ability in both ideas and action. If all power goes into every act, then no matter how commonplace, every act will be a success. Concentration is key, as is will power.

Every success opens the way to further success and progress towards what you want. Since the desire for more life is inherent, when a person begins to work towards larger life, more things attach themselves to them.

So, be firmly fixed on your wish, completely transfer it to the mind, and then things will happen. You must become so enthused with bright promises that the mere thought of them will call forth the strongest energies of your whole being. A person can form things in thought and in pressing this thought upon the subconscious mind, can cause the thing he thinks about to be created. But it will not be created without action. The key is action. In order to achieve, a person must pass from inaction to action.

Do not compete with anybody. If you want to compete, compete with yourself. But you should always be creating. You can create your own path, but having faith and purpose is critical. Do all that can be done each day; that is the best way to sum up effective action.



KNOWLEDGE



There are two kinds of knowledge, general knowledge and specialist knowledge. General knowledge is, no matter how great in quantity or variety, not going to help you achieve your goals, particularly if you are looking at growing a business or achieving a certain level of success in business.

Knowledge will not attract success unless it is organised and intelligently directed, through practical plans, to the definite end of success. A lack of understanding of this is a source of confusion to lots of people who falsely believe that knowledge is power. It is completely wrong to say that knowledge is power – knowledge is only potential power. Knowledge becomes power only when, and if, it is organised into definite plans of action directed towards a definite goal.

This missing link exists in all systems of education known to civilisation and can be seen in the failure to direct knowledge into specific success. Understanding how to organise and use knowledge after its acquisition is vital.

The word education is derived from the Latin word *educio*, meaning to induce, draw out, or develop from within. That is where the Regent Group's system of inside-out education comes from. An educated person is not necessarily one with an abundance of

general knowledge or specialised knowledge. An educated person is one who has so developed the faculties of their mind that they can acquire anything they want without violating the rights of others.

Henry Ford was not educated, and people used to say he was not capable of achieving anything. He was called ignorant. But he had a purpose, which was to create something to replace the whole system of carriages. With that purpose, he did not need to know huge amounts of general knowledge. He surrounded himself with people that knew what was needed.

The accumulation of success calls for power, and power is acquired through highly organised and intelligently directed specialist knowledge. But that knowledge does not necessarily have to be in the possession of the person who is creating that success. Building successful businesses requires good leadership and management, which is often about harnessing the skills of others.

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Successful people in all callings never stop acquiring specialist knowledge relating to their major purpose, business or profession. Those who are not successful usually make the mistake of believing that learning ends when they finish school or university. The truth is that school does little more than teach us the ways of learning, showing young people how best to acquire practical knowledge.

Never accept a free lunch: anything acquired without effort is always under-appreciated. This may explain why so many of us take so little from the marvellous opportunities that we are offered through our free education.

We must appreciate what we are getting and make use of it.

Often people cannot go to school because they have a family to support or are poor, they are distracted by national problems or war, or they say they will gather the information later. Yet the person who stops studying simply because they have finished school is forever destined for mediocrity. The way to achieve success is only through the ongoing pursuit of specialist knowledge.

Specialist knowledge plus imagination are the ingredients needed to create success. Never mistake temporary defeat for failure. You need to persist, and with a passion you see what is possible.

Once you have gained your specialist knowledge, there is no fixed price for sound ideas. The bedrock of all ideas is specialist knowledge. We will not find success in abundance without ideas, which are harder to acquire than specialist knowledge.

Capability feeds imagination, which is the one quality needed to combine specialist knowledge with ideas in order to create plans. If we can understand all of these things and put these ideas into work, we can achieve what we want to achieve.



Every person, in reality, is in business for themselves, in that they are building their own life regardless of who happens to pay their pay cheque or how they are generating their revenues. You are the president, the CEO, the leader. You are responsible for your success or failure. Part of the operational role of running yourself as a business is to gain a knowledge and understanding of finance and to understand production. What you produce in your life and your business, you need to be able to provide to other people in the form of a service that sells.

A company that is growing tends to continue to grow, just like humans. Conversely, a company that is going backwards tends to go backwards until acted upon by an outside force. All responsible human beings, family leaders, company officers and leaders of governments, know that unless we are growing, we are developing the first signs of death. I'm not talking about physically dying but ceasing to grow. As the head of your own corporation, you need to ensure you continue to grow.

The world now talks about lifelong learning. A recent report by London Business School explored the concept of the 100-year life, suggesting we will have two, three, even four careers in our lifetimes. With Covid-19; the world is going to shift. Some sectors are going to grow and some will change. The only way to bounce back is by improving yourself and your specialist knowledge.

It is important that we understand the concept of general knowledge in the context of enjoyment. There are many good things you can learn for fun, for enjoyment. Learning the presidents of the United States for the last 200 years is useful, but you can just Google it. If you want to memorise that, that's great because you are firing up your intellectual faculties. But, the knowledge that is valuable for the specific achievement of your goals and the fulfilment of your success in your chosen passion or career, that is specialist knowledge.



Our population is getting smarter. The customer is getting smarter every day, and if they are going to continue to make demands and you are going to provide a service, you better get smarter too.

The question to ask yourself is: 'How much am I worth right now, today, as a company or an organisation? What is my value, to myself, to my family, to my company, to my country and to the whole world?' If you can convince yourself that you are giving everything you can, then you are learning every day and acquiring specialist knowledge, so you have done a great day of work.

PLANNING



If you really want to achieve something, you need a decent plan. If the first plan you adopt does not work successfully, replace it with a new plan. If this new plan fails to work, replace it again, until you find a plan that does work. The majority of men and women meet with failure because of their lack of persistence in creating new plans to take the place of those that fail.

Most intelligent men and women cannot succeed in any undertaking, whether increasing wealth or studying at school, university or college, without plans that are practical and workable.

Thomas Edison is a great example; it took 10,000 attempts before he perfected the electric light bulb. He met with temporary defeat 10,000 times before he was crowned with success. Temporary defeat should mean only one thing – there is something wrong with your plan.

Your achievement can be no greater than your plans are sound. That fairly straightforward statement comes from Hill's teachings.

No man or woman is defeated until they give up. Once you have made up your mind, it will be set, and it will happen. The problem is that we are influenced by our senses, our habits and other people's opinions, so sometimes we give up.

But if you have a strong will and you say in your mind you are going to do something, it will happen.

When you select people to discuss your plans with, be careful. If you have people around you who do not understand these concepts, you risk getting into the wrong psyche. There are two types of people in the world – leaders and followers. It is important to decide at the outset whether you intend to become a leader or remain a follower. The difference in compensation is vast. The follower cannot reasonably expect the compensation to which a leader is entitled.

It is no disgrace to be a follower, as long as you are an intelligent follower. On the other hand, it is no credit to remain a follower. Most brave leaders began in the capacity of followers and became great leaders because they were intelligent followers. A man or woman who can follow most efficiently is usually the man or woman who develops into leadership most rapidly.

Planning is linked to leadership, because when you are planning you must take action and in order to take action, you need leadership. An intelligent follower has many advantages, among them the opportunity to acquire knowledge from a leader.

Take ideas, but do not follow blindly. If you want to plan and execute a strategy, you have got to have leadership and take action. You also need unwavering courage. You cannot have fear; bravery and courage are critical to leadership. No intelligent follower will be dominated by a fearful leader.

Hill set out a list of attributes required for successful leadership, including self-control. The man or woman without self-control can never control others. This is where discipline comes in.

A keen sense of justice is also important. Without a sense of fairness and justice, you are never going to execute your plans. You must do more than you are paid to do and give everything you can. You may not get immediate rewards, but nature will reward you.

A pleasing personality is important. Be pleasing, be approachable; that doesn't mean you cannot be assertive, but you need sympathy and understanding to execute your plan.

You also need an eye for detail. Successful executors zoom in on the detail. You need to know what is core and what is incidental.

Leaders need a willingness to assume full responsibility – the buck stops with them. No matter if you are leading a company, a community or a country; at every level, there is a position of responsibility. A successful leader must be willing to assume responsibility for the mistakes and shortcomings of their followers.

Cooperation – the successful leader is a person who can execute and can understand and apply the principles of working together. Obviously, there are two types of management and leadership – leadership by consent and leadership by



force – leadership by force will never work.

You need mutual respect based on an equitable division of profits of the business. Without employees, an organisation cannot achieve anything; we have got to make our own success in our own life, but we have got to give to the nation without expecting anything back.

Leaders need a willingness to render humble service. Genuinely great leaders are willing, and occasionally demand, to perform any sort of labour that they would ask another to do for them.

Expectation of pay for what you know instead of what you do is an issue, while the focus must be creation, not competition. Men and women are paid not for what they know but for what they do with what they know.

Disloyalty never gets us anywhere; a leader who is not loyal to his colleagues and followers is of less value than the dust on the earth. Titles are needed in organisations, but should not influence how you treat others.

If you have an unfavourable background, that should never stop you, but you cannot ignore the fact that it will have an impact.

Many people have lost their wealth, everything, because they were not able to control their emotions. Some human emotions are incredibly difficult to control, but they must be managed.

Finally, you should never have ego.

To wrap up, the message is that once you set a goal, once you want to achieve certain things, you have got to take action. Over time, as your awareness increases, your plans will get better and better, you will achieve better results, and you will reach your goals.

