

A background image of four business professionals in a meeting, overlaid with a yellow-to-white gradient. The image shows a man in a suit and tie leaning over a desk, looking at a laptop. A woman with glasses and a white shirt is looking at the laptop. Another woman with long dark hair is looking towards the man. A man with glasses and a beard is looking at the laptop. The scene is brightly lit, suggesting an office environment.

Regent Accelerated Management Program (RAMP)

22 NOVEMBER 2021

Think and Grow Rich

by Napoleon Hill

THE 3RD PRINCIPLE IS AUTO SUGGESTION

This chapter of the book tells us how, through repeated suggestion, the sub-conscious mind can be put to work for us. It is the ability to concentrate your mind on your burning desire until your subconscious mind accepts it as Fact and begins to devise ways to bring it about. Here is where hunches come from. Sudden flashes of thought or inspiration.

First, go into some quiet spot, perhaps in bed at night, close your eyes and repeat aloud so you may hear your own words the written statement of a careful affirmation of whatever your goal happens to be.

If it is a financial goal, then have an exact details of the goal, the time limit for its accumulation and a description of the service or merchandise you intend to give in return for the financial gain. As you carry out these instructions see yourself already in possession of your goal.

In return for this financial gain I will give the most efficient services of which I'm capable rendering the fullest possible quantity and the best possible quality of service in the capacity in the salesman of - and here describe the product or service you intend to sell or whatever it is you do for a living.



It goes on: I believe that I will have this wealth in my possession. My faith is so strong that I can now see this wealth before my eyes. It is now within transfer to me at the time and in the proportion that I deliver the service I intend to render in return for it. I am awaiting a plan by which to accumulate this wealth and I will follow this plan when it is received.

Second, repeat this programme night and morning until you can see in your imagination the desired goal you intend to achieve.

Third, place a written statement on your phone or computer where you can see it night and morning and read it just before retiring and upon arising until it's been memorized. As you carry out these instructions you are applying the principle of auto-suggestion.

THE 4TH PRINCIPLE IS SPECIALISED KNOWLEDGE

It is here that I think that Napoleon Hill makes a very important point. Knowledge is power only to the extent that it is organised into a definite plan of action and directed with a definite end. Your ability to transmute desire into its success you will require specialised knowledge of the product, merchandise or service you intend to offer in return for the fortune.

Perhaps you may need much more specialised knowledge than you have the ability or inclination to acquire and should this be true you may bridge your weakness through your aid of the mastermind group. More on this later.

For now, realise that you must learn all you can about your speciality. Set aside a definite time every day for learning more about what you do for a living. Take the courses that are offered on your subject and associate with others who know your business well.

THE 5TH PRINCIPLE IS IMAGINATION

The imagination is the workshop where all plans are created by humans. The impulse, the desire is given shape, form and action through the aid of the imaginative faculty of the mind. It has been said that humans can create anything they can imagine. As Napoleon Hill says and teaches, “Whatever the mind of man or women can conceive and believe, it can achieve.”

Men and women’s only limitation within

reason lies in his or her development and use of his or her imagination and subsequent motivation to action. The great leaders of business, industry, finance and the great artists, poets, musicians and writers became great because they developed the power of self-motivation.

As you go about your daily work think constantly of ways in which it could be done better, more efficiently. Think of the changes that are inevitable. Can they be made now? And if you feel limited remember the words of the late Frank Lloyd Wright. “The human race built most nobly when limitations were greatest. And therefore when most was required of the imagination in order to build at all. Limitations seem to have always been the best friends of architecture.”

As you build your future from this point onward don’t concern yourself with limitations but remember that they may be your best friends since they require imagination if we’re to rise above them. And as Beecher said, “The soul without imagination is what an observatory would be without a telescope.”



THE 6TH PRINCIPLE IS ORGANISED PLANNING

You've decided on your desire, your goal, now let's organise the plan for its accomplishment right on schedule. Let me quote again from Think and Grow Rich. "You have learnt that everything that men and women creates or acquires begins in the form of desire – the desire is taken on the first lap of its journey, from the abstract to the concrete, in the workshop of the imagination for plans for its transition are creative and organised.

In order to be successful humans need to take definite practical steps as the first move in translating the desire for whatever you want into its physical form. One of these steps is the formation of a definite practical plan or plans through which this transformation may be made. Provide yourself with one or more persons, a group of as many people as you may need for the creation of the carrying out of your plan or plans.

Before forming your mastermind alliance, decide what advantages and benefits the individual members of your group for their cooperation. No-one will work indefinitely without some form of compensation although this may not always be in the form of money.

Arrange to meet with the members of your mastermind group at least twice a week and more often if possible until you have jointly perfected the plan or plans for the accomplishment of your goal.

Maintain perfect harmony between yourself and every member of your mastermind group. Keep in mind these facts: First you're engaged in an undertaking of major importance to you. To be sure of success, you must have plans that are faultless. Second, you must have the advantages of the experience, education, native ability and imagination of other minds; this is in harmony with the methods of every person who has risen above the average.



Work at this until you have a well-executed formal plan for reaching your objective. In this way you're never confused or wondering what you should do next.

Every morning you know exactly what you're going to do and why. It is in this chapter of Think and Grow Rich Napoleon Hill gives us his 11 qualities of leadership; Unwavering courage, Self-control, A keen sense of justice, Definiteness of decision, Definiteness of plans, The habit of doing more than paid for, A pleasing personality, Sympathy and understanding, Mastery of detail, Willingness to assume full responsibility and Co operation.

The chapter on organised planning is one of the largest and most important in the book. It goes without saying that a man without a plan to follow is like a ship without a course - no place to go with disaster a probability.

THE 7TH PRINCIPLE IS DECISION

The mastery of procrastination. To quote: accurate analysis of over 25,000 men and women who had experienced failure disclosed the fact that lack of decision was near the head of the list of nearly 30 major causes of failure. This is no mere statement of a theory. It is a fact.

Procrastination, the opposite of decision, is a common enemy that every man or woman must conquer. Analysis of several hundred people who had accumulated fortunes disclosed the fact that every one of them had the habit of reaching decisions promptly and changing these decisions slowly if and when they were changed.

People who fail to accumulate fortune without exception have the habit of reaching decisions, if at all, very slowly, and of changing these decisions quickly and often. A definite objective makes reaching prompt decisions that much easier.

Napoleon Hill gives many examples, one of which is the example of Henry Ford. One of his most outstanding qualities was his habit of reaching decisions quickly and definitely and changing them slowly.

When you make up your mind, stay with it. The majority of people who fail to make the grade are generally easily influenced by the opinions of others. They are easily swayed. They permit the newspapers and their gossiping neighbours to do their thinking for them. Opinions are the cheapest commodities on earth. Keep your own counsel when you begin the put into practice the principles we are describing here.

By reaching your own decisions and following them take no-one into your counsel except the members of your mastermind group and be very careful

in your selection of this group that you choose only those who will be in complete sympathy and harmony with your purpose. Close friends and relatives who are not meaning to do so often handicap one through opinions and sometimes through ridicule. Thousands of men and women carry inferiority complexes with them all through life because some ignorant but well-meaning person destroyed their confidence through opinions or ridicule. If a decision is worth anything at all, it's worth sticking to until it's been completely worked.

THE 8TH PRINCIPLE IS PERSISTENCE

Napoleon Hill defines persistence as the power of will. Will power and desire when properly combined make an irresistible pair. Persistence to an individual is what carbon is to steel. In thousands of cases persistence has stood as the difference between success and failure. It is this quality, more than any other, which keeps the majority from great accomplishment. They'll try a thing but as soon as the going gets tough they fold.

Experience with thousands of people has proved that lack of persistence is a weakness common to the majority of man. It is a weakness that may be overcome by effort. If you want to accomplish the desire you set for yourself you must form the habit of persistence.

Things will get dark, it will seem as though there is no longer any reason to continue. Everything in you will tell you to give up and quit trying and it's right here that the man is separated from the boy. It's right here that if you go that extra mile and keep going that the skies will clear and you will begin to see the first signs of the abundance that is to be yours because you had the courage to persist. With persistence will come success?

Persistence is a state of mind. Therefore it can be cultivated like all states of mind. Persistence is based on definite causes. Definiteness of purpose – knowing what you want, Desire, Self-reliance, Definiteness of plans, Accurate knowledge – knowing that your plan is sound, Co-operation, sympathy, understanding and harmonious cooperation with others tend to develop persistence, Willpower and Habit – persistence is the direct result of habit.

THE 9TH PRINCIPLE IS POWER OF THE MASTERMIND

It is in this section that Napoleon Hill describes the importance of forming a group of individuals who are sympathetic to your desire. It may be individuals with similar plans. A mastermind group can be made up of two or more individuals. No two minds ever come together without thereby creating a third, a third invisible intangible force which may be likened to a third mind.

You may have noticed many times that by discussing something with another

individual you suddenly get good ideas as a result of this association. Ideas you would have not gotten without this association. The same thing happens to the other person. A lot of good ideas have been borne of individual minds as a result of having met in committee.

Associating with the mastermind group is not meant as a means of letting others do your thinking for you – far from it. It is to stimulate your own thinking through your own association with other minds. No-one knows everything.

The more sympathetic minds you get together, (and by sympathetic I mean working for a common purpose) the more related information is going to be available and great ideas are a combination of related information. So pick the member or members of your mastermind group with care. Make sure they are people you respect and who are hard-working and conscientious – you'll have a lot of fun and you'll all reach your goals that much sooner.



THE 10TH PRINCIPLE COULD BE CALLED ENTHUSIASM

That is the enthusiasm that comes from the channelling of all bodily drives and positive worthwhile outlets. It is in this chapter that Napoleon Hill describes the importance of the woman for a man and man for a woman; the one and only life partner in the achievement of this worthwhile goal. It seemed quite significant to Hill that practically every great leader, if it was a man whose achievement was largely inspired by a woman, it is equally correct for a woman a devoted husband is vital for success.

When things get tough, and you can count on that person that they will be with you, you may be deserted by what you thought were friends, but if you've got a good woman or a man you'll never be alone. Your true partner be willing to start over again if necessary and will give you a new enthusiasm that comes through the faith in you.

Having someone to love is having someone to share your praise and accomplishments, to give you the praise all of us need from time to time.

A man can become successful without a wife and family but all the real joy is taken out of it. Take care of your wife and children as your greatest possessions. This is equally correct for a woman to have a wonderful husband as well.

THE 11TH PRINCIPLE HAS TO DO WITH THE SUBCONSCIOUS MIND

The sub-conscious mind consists of a field of consciousness in which every impulse of thought that reaches the objective mind through any of the five senses is classified and recorded and from which thoughts



may be recalled or withdrawn as letters may be taken from a ling cabinet.

It receives and files sense impressions or thoughts, regardless of their nature. You may voluntarily plant in your subconscious mind any plan, thought or purpose which you desire to translate into its physical or monetary equivalent. The subconscious acts first on the dominating desires which have been mixed with emotional feeling such as faith and gratitude.

Your sub-conscious mind works night and day through a method of procedure unknown to humans. The sub-conscious mind draws upon the forces of infinite intelligence for the power with which it voluntarily transmutes one's desires into their physical form making use always of the most practical media by which this may be accomplished.

You cannot entirely control your subconscious mind but you can voluntarily hand over to it any plan, desire or purpose which you wish transformed in a concrete form. No-one knows very much about what we call the sub-conscious or unconscious mind. We do know that it is incalculably powerful and can solve our problems if we go about using it

the right way and the best way is to hold in your conscious mind as often as possible a clearer picture of yourself already having accomplished your goal.

You know what you want, define it clearly and then project it on the motion picture screen of your mind. Hold it, see yourself doing the things and having the things you'll have when your objective will have been reached. Do this as often as possible as you go about your daily work and particularly at night just before you go to sleep and the first thing upon arising. As you do this, your subconscious will begin to lead you in the most logical ways toward your objective.

Don't fight it; follow our sudden hunches, the ideas that come into your mind, knowing that it's your subconscious trying to get through to your conscious mind. If you keep at this, you'll be amazed and delighted at the wonderful ideas that just seem to come from nowhere. In the next principle we'll talk some more about this sixth sense that seems to control the lives of the great men and women but it comes from a systematic triggering of the sub-conscious mind.

The lives of the great men and women which seem miraculous to the average person are nothing more than the fulfillment of their burning desires through the power of their subconscious minds.

Time means nothing to your sub-conscious. A man or a woman can work steadily at his or her job for forty years and not accomplish as much as is possible in three or four years in the proper working of this principle. Your sub-conscious mind cannot remain idle; if you fail to plant desires in your sub-conscious mind it will feed upon the thoughts which reach it as a result of your neglect. Remember that you're living daily in the midst of all manner of thought impulses which are reaching your sub-conscious mind without your knowledge. Some of these impulses are negative; some are positive.

You are now engaged in trying to help shut out the flow of negative impulses and to aid in subconsciously influencing your sub-

conscious mind through positive impulses of desire. When you achieve this you will possess the key which unlocks the door to your sub-conscious mind.

Every human who observes vigilantly and resolves steadfastly grows unconsciously into genius." The key word there is unconsciously. Know what you want; decide once and for all that it will be yours, remain steadfast on course propelled by faith and your sub-conscious or unconscious mind will do the rest.

THE 12TH PRINCIPLE IS TO DO WITH THE BRAIN

If you had access to all the wealth in the world and took a penny you'd be doing what you probably have been doing in the use of your brain. Nothing in the world is more pitiful than the misunderstanding by the average person of the power of the brain and the minds to which it is connected: the conscious and the sub-conscious.

You own in your brain the most marvelous miraculous inconceivably powerful force the world has ever known. It has been determined that there are from ten to fourteen billion cells in the average human brain cerebral cortex. It is inconceivable that such a network of intricate machinery should be in existence for the sole purpose of carrying on the physical functions incidental to growth and maintenance of the physical body. This is the mechanism that has given us the supersonic aeroplane, our deep rocket probes into outer space, the sciences, the arts, all that we know and use today and will use tomorrow have hatched from this small grey mass each of us carries around.

Do you, can you doubt even for a moment that it can bring you and yours everything you want here on Earth? Of course it can. If you recognise your power as an individual and stop acting like those who have never even thought about it. Give it the job you've decided to accomplish and watch it handle it.

THE 13TH AND FINAL PRINCIPLE IS CALLED THE SIXTH SENSE

The sixth sense can be described as the sense through which infinite intelligence may and will communicate voluntarily without any effort from or demands by the individual. This principle is the apex of the philosophy. It can be assimilated, understood and applied only by first mastering the other twelve principles.

The sixth sense is that portion of the sub-conscious mind which has been referred to as the creative imagination. It has also been referred to as the receiving set through which ideas, plans and thoughts ash into the mind. The ashes are sometimes called hunches or inspirations.

The sixth sense defies description. It cannot be described to a person who has not yet mastered the other principles of this philosophy because such a person has no knowledge and experience with which the sixth sense can be compared. The sixth sense is not something that one can take o and put on at will. Ability to use this great power comes slowly through the application of the other principles we've outlined.

Many individuals come into a workable knowledge of the sixth sense later on in their lives and for this reason the spiritual forces with which the sixth sense is so closely related do not mature and become usable generally except through years of meditation, self-examination and serious thought.

But begin to develop it now by applying the principles we've talked about here. Remember this: humans can create nothing which we do not first conceive in the form of an impulse of thought. Human's thought impulses begin immediately to translate themselves into their physical equivalent. Whether those thoughts are voluntary or involuntary.

Keep fear out of your mind by concentrating on the mental picture of your goal, your greatest desire. What we have been talking about here can change your life, can bring you anything and everything worthwhile you want in life for yourself and your family. Cut yourself away from the average, from the mediocre and chart your course on the dream in your heart. These thirteen principles will never let you down as long as you use them.



IN CONCLUSION REGENT ETHOS OF SUCCESS:

The same principles which has bought happiness, peace of mind and financial success to countless thousands of people who have read and studied these principles of Think and Grow Rich.

The same principles which have made master salesmen out of ordinary order takers and the same secret which has brought friendship, love and marriage to men and women who have come under the spell of the thirteen principles.

You desire the better things in life or you wouldn't be listening to this lesson and subscribed to Thinking into Character. Come with me then and I'll help you chart your course so you may acquire whatever it is that you desire most in life by following Thinking into Character.

Condition your own subconscious mind to work for you while you are asleep as well as when you are awake. Before you go to sleep, after hearing the lesson, type a clear statement of what you wish to accomplish the following day in your handheld device and request your subconscious mind to work during the night and provide you with the plan you will need to achieve your purpose.

Form a personal mastermind group of two or more people who are closely associated with you. They can be members of your family, your business or professional associates or people who study or work.

Beginning now follow the habit of rendering more service and better service than that which is expected of you. Do it in a pleasing, positive mental attitude. This will make friends for you, it

will increase the value of your services, and it will attract opportunities by which you may get from life whatever it is that you most desire.

Your big opportunity may be right where you are now. Follow these instructions faithfully and it will reveal itself to you. "Don't search for opportunity in the distance but recognise it and embrace it right where you are."



FOUR POWERFUL CONCEPTS FOR BUILDING YOUR BUSINESS



With a conscious understanding of the meaning of each of these four words, **-PROFESSIONAL**, **-SELLING**, **-MANAGEMENT**, **-PSYCHOLOGY**, you will become very aware of the importance of the ideas in this seminar. It will also become obvious that anyone can improve their sales ability by continually developing their ability to effectively execute the ideas we are about to study.

PROFESSIONAL

1. One who engages in a pursuit or activity professionally.
2. One who attempts to do a better job today than they did yesterday.
3. One who is at their best regardless.

SELLING

1. To have your ideas accepted, adopted, or approved.
2. To lead another person in a path of agreement.

MANAGEMENT

1. The development of people.

PSYCHOLOGY

1. The science of mind and behavior.
2. The study of mind and behavior in relation to a particular field of knowledge or activity.

For an individual to become a professional salesperson, an understanding of the mind or psychology is an absolute prerequisite.

BANKRUPT IN THE PAST FEW YEARS...



A FAILURE OF LEADERSHIP

WHAT ARE THE BIGGEST OBSTACLES TO CHANGE IN LARGE, SUCCESSFUL ORGANIZATIONS?

Why do successful firms fail?

Four big themes...

Charles A. O'Reilly III

Michael L. Tushman

LEAD

—and—

DISRUPT



How to solve the
innovator's dilemma

THEME 1: STRATEGY + EXECUTION

“

A well - conceived strategy is important, but I could give our strategic plan to our competitors and not worry about it—because it’s all about execution. A second rate strategy perfectly executed will beat a first-rate strategy poorly executed.

”

**~ Dick Kovacevich
Former CEO, Wells Fargo**



THEME 2: CULTURE AS COMPETITIVE (DIS) ADVANTAGE

“

If you’re really going to transform an enterprise, you’ve got to understand culture...It took me to age 55 to figure that out. Culture is everything.

”

**~ Lou Gerstner
CEO, IBM, 1993 -2002**



THEME 3: AMBIDEXTROUS LEADERSHIP

“

Not many companies have what I call ambidextrous leadership—which is growth and cost consciousness—and sustained excellence at both.

”

~ Jeff Immelt
CEO, General Electric



THEME 4: IT'S ALL ABOUT CHANGE...

“

If you don't like change, you're going to like irrelevance a lot less.

”

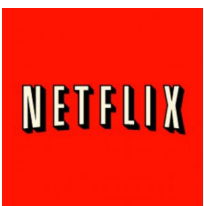
~ Alan Mulally
Former Chairman and CEO,
Ford Motor Company



WHY DO SUCCESSFUL FIRMS FAIL?



- » In 2002, Blockbuster was a \$5B firm with more than 8000 stores. Netflix went public with \$78M in revenue.
- » Blockbuster executives watched Netflix revenues grow for 58 straight months before responding.
- » In 2010, Blockbuster filed for bankruptcy and has been liquidated.
- » Netflix is closing distribution centers and today more than 98% of their revenue comes from video streaming.



Netflix's Content Budget for 2018 Balloons to \$13 Billion-Report

“

I was obsessed with not getting trapped by DVDs the way AOL got trapped, the way Kodak did, the way Blockbuster did...Every business we could think of died because they got too cautious.

”

~ Reed Hastings
Founder & CEO
Netflix

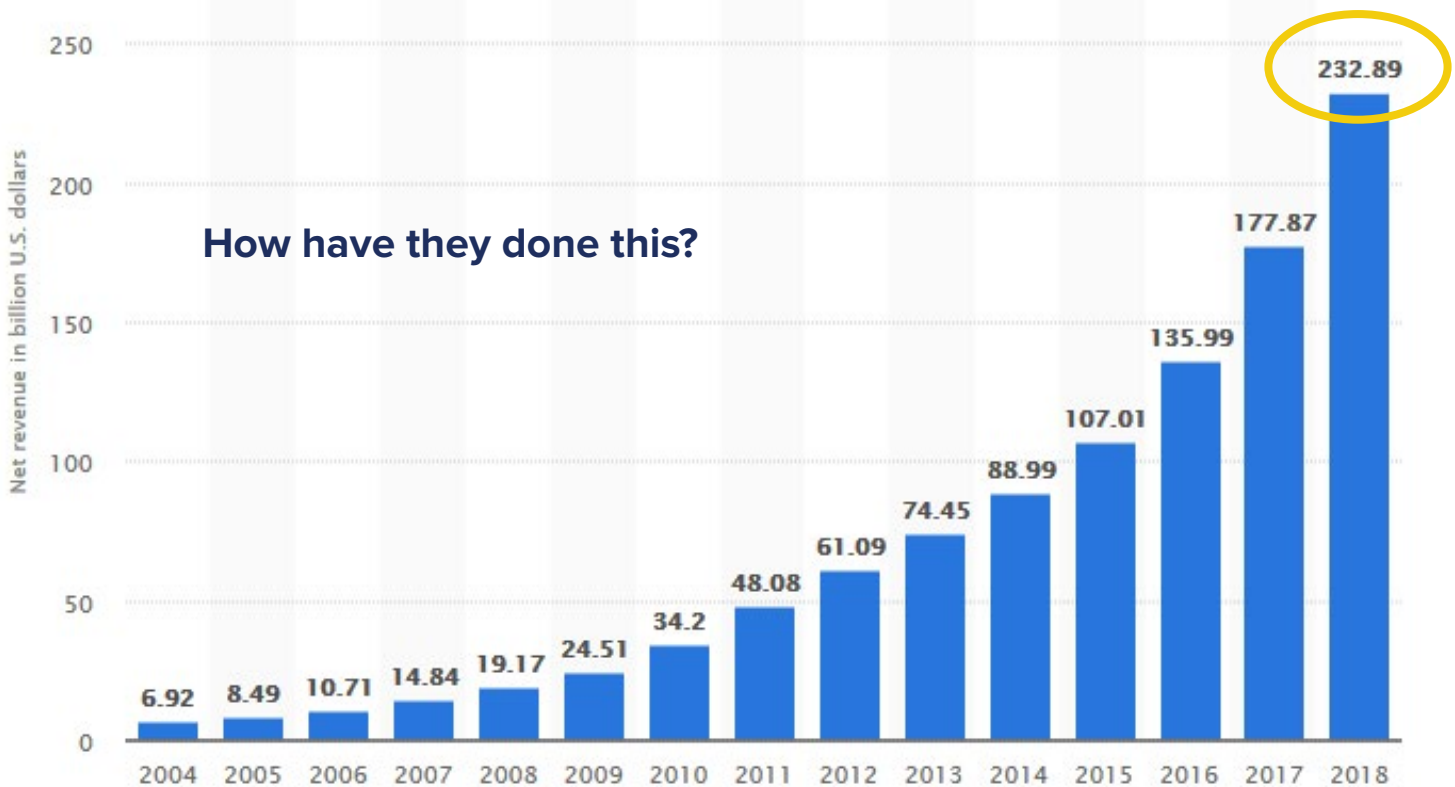


BARNES & NOBLE VS amazon.in

In 1996, Barnes & Noble had \$2B in sales. Amazon had \$16M. In 1996, B&N could have bought Amazon for \$50 Million

The leaders of Barnes & Noble “were reluctant to lose money on a relatively small part of their business and didn’t want to put their most resourceful employees behind an effort that would siphon sales away from more productive stores.”

amazon.in



647,000 employees

amazon.in

1994 –Founded as an on-line bookstore
1996 –Develops warehouses and fulfillment technology
1997 –Expands products to include music, DVDs, etc.
1998 –Begins selling others products and running websites
2001 –Decides that fulfillment is a core capability; investment.
2002 –Begins idea for Amazon Web Services (cloud computing)
2003 –Opens labs in Palo Alto (A9, Lab 126)
2005 –Amazon Prime (2-day shipping for \$99); AWS
2006 –Amazon Instant Video (video streaming); Kindle
2007 –Amazon Fresh (home food delivery)
2010 –Amazon Studios
2015 –Amazon Phone; On-line payments; Echo Prime Air
2017 –Amazon Go; Whole Foods; Finance; Health (pharma)

EXPLOIT



EXPLORE

“

I know our customers want low prices, fast delivery, and a vast selection. I know that's going to be true 10 years from now...When you have something that you know is true, even over the long-term, you can afford to put a lot of energy into it.

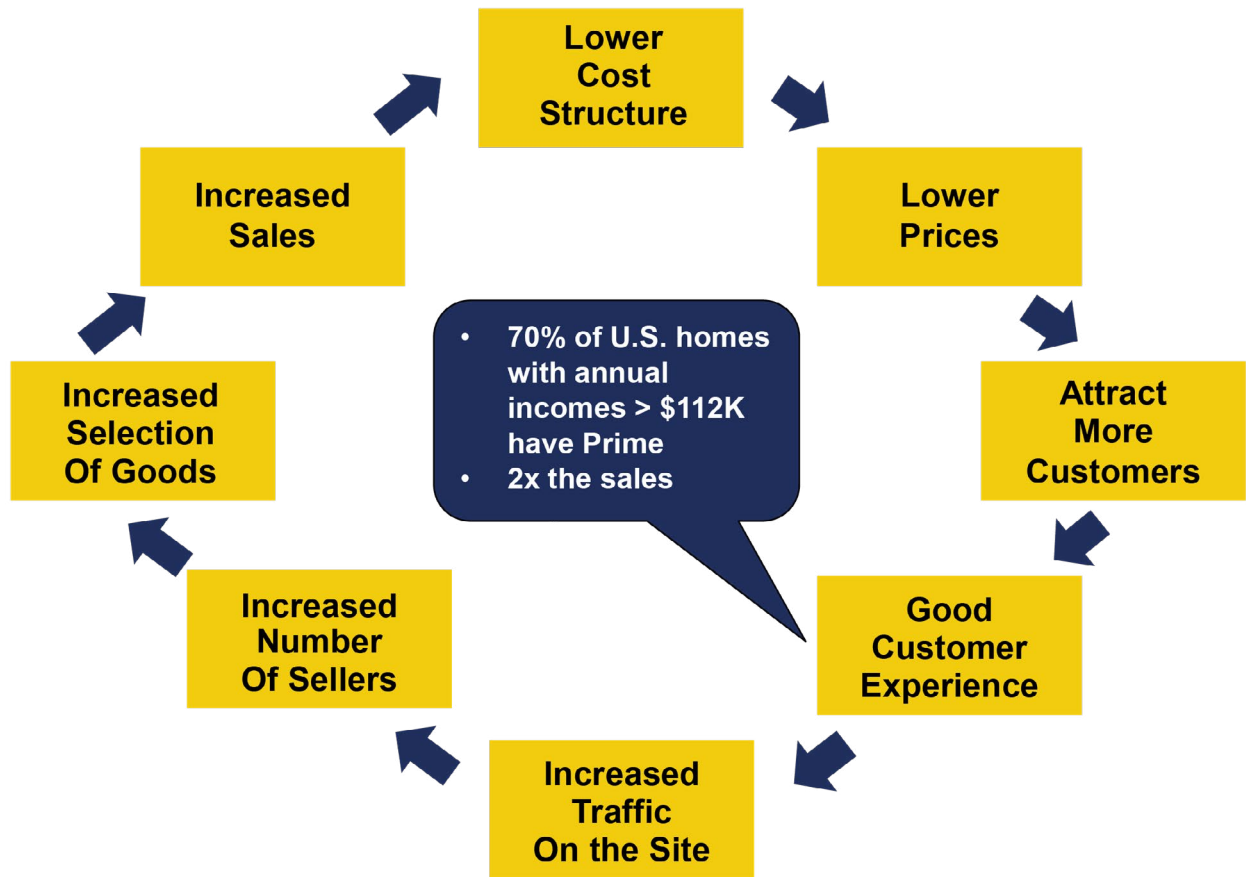
”

**Jeff Bezos
Founder & CEO
Amazon**





“EARTH’S MOST CUSTOMER-CENTRIC COMPANY”



“

Most large organizations embrace the idea of invention, but are not willing to suffer the string of failed experiments necessary to get there.

”

“

Big winners pay for many failed experiments

”

Jeff Bezos
Founder & CEO
Amazon



Kathleen Hogan Microsoft: www.youtube.com/watch?v=4kf7mhkG6cM



“

We need a culture that allows you to constantly renew yourself... the key is to keep learning and improving

”

Satya Nadella
CEO Microsoft

