DECODING SUCCESS
The 3 R's of Highly Successful People
RESILIENCE

Is having the ability to withstand or recover from difficult conditions or unfortunate events. You bend but you don't break, you bounce back when something unexpected happens in your life.
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**RESOURCEFUL**

Is having the ability to find quick and clever ways to overcome difficulties.
RELENTLESS

Is having the determination to find a way where there seems to be no way. You never give up! You continue to move forward with Massive Action until you find a way.
If you study the most successful people in history, you'll discover that behind every breakthrough they've applied one or more of the foundational 3 R's.

Now, go back to your own history. Have you applied any of these? If so, write them down. Whether you consciously have or haven't, you're about to learn the tools to start applying these to get proven massive results!

If you want something bad enough, something that you've never had, you have to be willing to do what you've never done.
"If Tommy Edison gave up on the third light bulb that blew up in his face, we wouldn’t have the experience we have today." -Magie Cook

I want to share with you a very powerful story that DEEPLY touched my heart this year. The Grupo Modelo is a large brewing company in Mexico that makes and exports beer to most countries of the world. Its largest export brands include Corona, Modelo and Pacifico. When COVID-19 hit the world, they were faced with a massive unfortunate event. People stopped buying CORONA, which immediately impacted the livelihood of their company. The interesting thing here is that people began associating their Corona brand of beers with the coronavirus. Just to give you an example; I remember shopping at several different stores and couldn’t help but notice that the beer aisles were empty, but the only brand fully stocked and available was CORONA. Also, I couldn’t ignore the fact that one of my cousins in New Mexico shared a story in social media telling her mom not to bring Corona to a party because she thought the virus was associated with this product.

A month after COVID-19 hit the world, The Grupo Modelo announced that they would stop the production of their Corona products. Their sales dropped immensely, but they decided to do something that made me absolutely LOVE WHO THEY ARE as a company, converting me into one of their customers for life!

This is what they did!
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With their tremendous RESILIENCE backed by an amazing CREATIVE IDEA, they developed a new simple product called ‘AGUA’, which means ‘WATER’ in English. Their tag line? ‘Por Nuestro Mexico’, meaning ‘For Our Mexico’.

They began bottling drinkable water in their Corona bottles and began distributing FREE water to hospitals all over Mexico who have been affected by COVID-19. What made me tear up was the message in the back of their bottle which read:

“Everything changes. Challenges change, we change and from those changes, great ideas emerge, like this bottle. Today it doesn’t have beer, it contains drinkable water. HAPPINESS AND HOPE. It’s filled with solidarity and good will FOR THOSE THAT TODAY FIGHT FOR A BETTER WORLD. This one’s for you. #pornuestromexico”
Challenges are our greatest TEACHERS. They show us opportunities to GROW, but we must be willing to see every challenge as an opportunity. We must be willing to CHANGE, to be resilient, resourceful and relentless. This is the only way we can move forward and prosper. You just need to have the right TOOLS and the ability to be able to shift your mentality, to see with different eyes, to take full responsibility of your current standing, to see yourself as a VICTOR, not a VICTIM.
If I would have given up on the first 90 stores that told me they didn't want my products, I wouldn't be where I am today. With the 3 R’s, I changed my creative approach and got to the first company that said YES which made the rest history for me. I went from making $1,250 in gross sales each week (selling to friends by the $5-pint container), to making $40K per week overnight and eventually selling my company to the Campbell Soup Company for $231M.

So, what is the current GREATEST CHALLENGE that you're facing right now?

What can you do?

It takes more than just your average thinking. Albert Einstein said that “We cannot solve our problems with the same thinking we used when we created them.”

Here is a TOOL that you can use to implement your success today! It requires TOTAL FOCUS and MASSIVE ACTION.
TOTAL FOCUS

GUIDE TOOL

Challenges are our greatest teachers. They show us opportunities to grow, but you must be willing to see every challenge as an opportunity for change and growth.

What is the biggest challenge you are facing?

What are the possible solutions to your challenge?

What is an opportunity you want to capitalize on?
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What are the best strategies or ideas to optimize this opportunity?

Who or what do you need to eliminate or decide not to listen to (people or events in your life) that are bringing you down?

What can you do to replace these?

How can you give back as a result of this challenge?

Below are 5 strategies you can implement to see your challenges from many different points of view and master the most important first step to solving it.

Clearly Define What the Challenge is.

Too often we quickly jump into solving a challenge without defining what it really is. You must spend time refining what the challenge is. The quality of the solution we come up with is in direct proportion to the quality of the description of the challenge we are trying to solve.
The way that we communicate, in other words, the words that we use have an implied meaning and play a major role on how everyone perceives a challenge. For example, ‘improve production’ might seem like a sacrifice you have to do for the company, while ‘make your job easier’ might seem more like something you’re doing for your own benefit, but from which the company also benefits. With this exercise, you change the ‘feelings and the point of view of the challenge’.

This is where you get to have fun! Reword your challenge in different ways, several times. You can take single words and substitute variations of them, or you can completely change the words all together. If you want to increase the sales of your company, what words would you use? I would personally substitute ‘increase sales’ for ‘treasure hunter’. Do you see how that changes how your team would see themselves in that process? Play with different vocabulary!

Getting different perspectives to clearly define a challenge is a gift that will give you successful results.

1. Rephrase the challenge

When I asked my team to brainstorm with me “how do we find ways to improve production?”, what I got was confused stares. When I rephrased it to “How do we find ways to make your jobs easier?”, we got so many suggestions that it was hard to keep up. This, coupled with a reward system when they found ways to improve production that saved us money (with proven results), added so much fire to their creative capacity for challenge solving that they started thinking like owners. Now, that is a gift!
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If you make this engaging and enticing, your brain will thank you later. One thing is to ‘increase sales’, another is to ‘wow your customers’. One thing is to provide an online business success program’, another completely different is to ‘provide the 230M formula that every entrepreneur needs to know to live fully’.

“You may consider using this formula: 'In what ways (action) (object) (qualifier) (end result)?'

Example: ‘In what ways might I package (action) my products (object) more attractively (qualifier) so people will buy more of them (end result)?

2. Expose the villain and challenge Assumptions

No matter how big or small the challenge might seem, it always comes with a list of assumptions attached to it, and as you know assumptions are lies or limitations that we have that could make the problem statement inadequate or misguided.

Write a list of as many assumptions that you can think of and expose them. This will bring more clarity to the challenge. What you must do next is go a little further and test each assumption for validity. Think in ways that they might not be valid and their consequences. Here, what you find will surprise you! You find that many of those assumptions are self-imposed. With a little bit of proving you will be able to drop them safely.
Gather the facts, investigate the causes and circumstances of the challenge. Prove the details of its origins and discredit all assumptions.

For example, let's say that you want to expand your product line. One of your assumptions might be “I'm so busy, where do I find the time”? This actually happened to me in the early stages of my business which gave me tremendous anxiety for quite some time because I had such a hard time finding balance. When I challenged my villain, I came up with the ‘Surrender List’ which is a Tool that I created to effectively delegate systematically to my team.

The fact is that I could focus on the 20% of the things that I loved to do, my 'Superpowers’, which ended up being the things that made the most revenue, freeing up my life to have more time for myself, with family and friends.

*Remember to frame your challenge in the form of a question because our brain loves questions.

3. Chunk up

Every challenge is always a small part of a greater challenge. You can also explore a challenge at different ‘heights’ by looking at it from a more general perspective. You can ask questions like ‘What is this challenge a part of?’, ‘What is the intention behind it?’, ‘What is this an example of?’ A better-quality question will give you a greater quality answer.
*Remember to turn your challenge into a **positive** question. For example: instead of ‘how do I find ways to reduce employee turnover?’ you may find that ‘how do I hire, retain and empower the right people for my business?’ will be have more worthwhile goals to act upon. This question inspired me to create a Tool based on my VALUES that I have used to hire and retain people indefinitely.

4. **Chunk down**

Just as every challenge is a small part of a greater challenge, it is also part of smaller challenges. If you break down a challenge into smaller challenges (and make them more specific than the original), it can provide you with great revelations about it.

This is very helpful to do especially if you find the challenge to be very overwhelming. Word substitutions here can be a great asset. You can ask questions like ‘What are the different parts of this challenge?’ or ‘What are some examples of this?’.

5. **Find multiple points of view**

It is **ALWAYS** a good idea to look at your challenge from different perspectives, with different eyes. This will give you instant insights on overlooked directions. For example, looking at a challenge from the customer’s perspective will give you insights on adding things to your products that they would be willing to pay more for.
One of my GREATEST fears when I was growing my manufacturing business was seeing large successful companies like Sabra (who is famous for making hummus, salsas, and dips) enforce major recalls on their products because their customers got very sick throughout the country. I have personally seen companies destroyed and shut down because of this. Initially I thought that by having a million-dollar insurance policy would protect my business, but it still didn't eliminate my greatest fear of having a recall, so, this is what I did...

I hired the Health Department (partnered with the FDA – Food and Drug Administration) and had them visit my facilities every week to inspect how we made our products. I did this to ensure we were doing the BEST we could with our Good Manufacturing Practices to make sure that every surface was safely sanitized and all fresh produce washed properly. What I found was that they were able to see things that were happening in production that I wasn't able to see because I was used to being around those processes every day.

Do you have any idea how much companies HATE for the Health Department to show up unexpectedly at their facilities for their annual inspection because they are afraid of getting shut down? Here, I was having them inspect us every week!
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What I asked myself was this... What would it cost me if I ever had a recall? My answer was: ‘EVERYTHING!’ As a result of finding multiple points of view, in 11 years of growing my company, I never had a recall, and that gave me a great peace of mind. This is why I absolutely LOVE doing masterminds in small groups with high-minded, successful entrepreneurs, because I have seen how much value participants get from the multiple points of view others have to offer which allows for challenge solving and the discovery of new ideas that make them more millions, thus, their ROI (return on investment) and ROT (return on time) is invaluably spent.

*Remember to Reverse the Challenge on the Challenge. If you want to win, find out what would make you lose. By turning the challenge on its head, you can uncover the rather obvious solutions to the original problem.

When writing this gift for you, notice that I never used the word 'Problem'. When a team member would come to me and say "Magie, we have a problem", I always got into the habit of saying "I see no problems, only opportunities". I said this enough that they started adopting this to their vocabulary to the point that they started applying it and seeing the opportunities in every challenge. The success of your company is a reflection of who you are and what you do. Remember to focus on the 'opportunity that every challenge presents for you and CELEBRATE your victories!
Schedule a Call

If you'd like personal support to help you take your business to the next level, reach out to me. I'm here to serve you. Apply for a Complimentary Strategy Session (value $750) click on the link below.

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Meet Magie

Magie Cook is a Business Strategist who works with successful entrepreneurs who have the challenge of feeling overwhelmed, frustrated and alone while trying to do everything for everyone. She helps them get the skills and resources to scale to 7 figures or more with her 7 proven secrets that she has used to grow her business from $800 to $231M. She is the author of Mindful Success: How to use your mind to transform your life. Featured on Fox, NBC, CBS, ABC & Bloomberg! Contact: info@magiecook.com
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