

Leadership Book series: John Maxwell's "Your Roadmap for Success"  
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John Maxwell is a former pastor who has written numerous excellent leadership books:

- "21 Irrefutable Laws of Leadership"
- "21 Indispensable Qualities of a Leader"
- "17 Indisputable Laws of Teamwork"
- "Developing the Leader Within You"
- "Developing the Leaders Around You"
- "Failing Forward"

Each of these books describes clearly the Leadership Principles that will make you a superior leader. Maxwell took a different strategy with his "Your Roadmap for Success"; similar to Stephen Covey's "7 Habits for Highly Effective People", this book gives you a step-by-step plan to help you achieve success. Maxwell uses the analogy of preparing for a road trip to highlight his key points.

Maxwell begins by reviewing the definition of success. First, he describes what many of us subconsciously view as success:

- The wealth of Bill Gates
- The physique of Arnold Schwarzenegger or Cindy Crawford
- The intelligence of Albert Einstein
- The athletic ability of Michael Jordan
- The business prowess of Donald Trump
- The social grace and poise of Jackie Kennedy
- The imagination of Walt Disney
- The heart of Mother Teresa

We shouldn't try to be like even one of these people, because we would be a bad imitation. Maxwell also describes other common misconceptions. Most people wrongly equate success with achievement of some sort, such as arriving at some destination or goal. Success is NOT indicated by:

- 1) Attainment of wealth
- 2) A special feeling
- 3) Specific and worthwhile possessions
- 4) Power
- 5) Achievement

Maxwell offers a different picture of success:

- Knowing your purpose in life
- Growing to reach your maximum potential, and
- Sowing seeds that benefit others

By this definition, you can see that “success is a journey” rather than a destination. No matter how long you live or what you decide to do in life, you will never exhaust your capacity to grow toward your potential or run out of opportunities to help others.

### Knowing Your Purpose

If you could go anywhere, where would you like to go? We’re all on a journey, traveling inevitably toward the ends of our lives. The real question is whether we are going to select a destination and steer a course for it, or allow ourselves to be swept along with the tide, letting others determine where we’ll end up. The key is to have a dream. Dreams do many things for us:

- 1) Gives us direction
- 2) Increases our potential
- 3) Helps us prioritize
- 4) Adds value to our work
- 5) Predicts our future

Dreams must be coupled with a positive attitude:

- A dream without a positive attitude produces a daydreamer.
- A positive attitude without a dream produces a pleasant person who can’t progress.
- A dream together with a positive attitude produces a person with unlimited possibilities and potential.

Your **attitude** (not intelligence, talent, education, technical ability, opportunity or hard work) is the MAIN factor that determines whether you will live your dream.

Signs of a Great Attitude:

- 1) Belief in yourself
- 2) Willingness to see the best in others
- 3) Ability to see opportunity everywhere
- 4) Focus on solutions, not the problem
- 5) Desire to give
- 6) Persistence
- 7) Responsibility for your life

Top tips for getting your attitude in Tip-Top shape:

- 1) Claim responsibilities, not rights
- 2) Associate with positive people
- 3) Make the present moment your happiest
- 4) Find ways to relieve stress
- 5) Don’t take yourself too seriously
- 6) Take action to change your attitude

How do I get there from here?

As previously discussed, dreams are the motivator for us, but dreams must be broken down into manageable goals to create the route for success:

- 1) Goals draw out your sense of purpose
- 2) Goals give you “go”
- 3) Goals show you what to do
- 4) Goals get your focus on improvement, not activity
- 5) Goals create mile markers of progress

Maxwell states:

Your dream determines your goals  
Your goals map out your actions  
Your actions create results  
And the results bring you success

How do you get started in the process of plotting goals? (You need a “ROADMAP”)

“R”: Recognize your dream

“O”: Observe your starting place

“A”: Articulate a statement of purpose

“D”: Define your goals

“M”: Move into action

“A”: Adjust your plans

“P”: Point to success and celebrate

The rest of this wisdom-filled book discusses such essential items as:

- 10 principles for personal growth
- Avoiding detours: how to Face your Fears and Fail Forward
- How to include your family in your success journey

It is impossible to truly share all of Maxwell’s acquired wisdom in a short article. I strongly encourage you to spend some time with his wonderful, life-changing guidebook (“Your Roadmap for Success”).