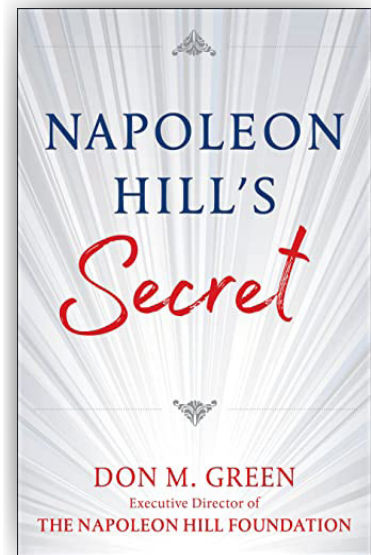


Napoleon Hill's Secret

Don M. Green

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KEY TAKEAWAYS

- *To get what you want, you have to know what you want.* Discovering your purpose is your first step in pursuing your goals. It creates the foundation for decisive action.
- *Getting what you want in life is a process of mind over matter.* When you know what you want, you can set about pursuing it. A positive mindset allows you to make the right decisions and take the right actions to achieve your goals.
- *More minds thinking and working together create better results.* Collaboration is a force multiplier that delivers exponential benefits to you and those around you. Choose cooperation over competition.
- *You'll do better when you work in alignment with the universe.* There are natural universal laws and cosmic forces that have direct bearing on your success. When you understand them, you can harness them to your advantage.

OVERVIEW

Dr. Napoleon Hill, author of *Law of Success* and the subsequent famous 1937 best-seller *Think and Grow Rich*, believed you could have anything you really wanted if you knew exactly what that was and put your mind to it. In **Napoleon Hill's Secret**, entrepreneur and leadership expert Don M. Green leverages the principles from these two books to help you discover what you want and then make a plan to achieve it.

BEING POSITIVE

Napoleon Hill said, "Whatever the mind can conceive and believe, it can achieve." Getting what you want out of life starts with a positive mindset. Though you can't always control the circumstances in your life,

you have complete control over how you think and feel about them. By having a *positive mental attitude* (PMA), you'll be able to achieve better outcomes, even in adverse circumstances.

Recognize the negative thoughts in your life, then purge them from your mind through positive affirmations. Eventually, positive thinking will become a habit and your PMA will become a core strength for achieving your goals.

THINKING IN SYNC

The power of one mind can be very strong. The power of multiple minds thinking in sync can be even stronger. *Master Mind alliances* occur when people with complementary strengths and abilities choose to pool their mental energy toward achieving a specific outcome. These alliances are deliberately constructed, maintain a "formal" structure, and require oversight to ensure they continue to be productive. Master Mind alliances can take place in your home, at work, in your community, or within the educational experience.

UNDERSTANDING WHAT YOU WANT

You can't get what you want out of life if you don't know what that really is. Discovering what you want is a process of introspection. Think about all the areas of your life (home, career, leisure, finance, etc.), write down all your ideas, then begin weeding them out until the most important ones emerge. Shape these ideas into a written statement that describes what you want out of life. This statement of purpose will serve as a touchstone as you work to make your dream a reality. Read your statement of purpose several times a day as reinforcement.

MAKING YOUR PLAN

With your purpose clearly defined, you're ready to create a framework for your plan. This framework should:

- Be very specific.
- Address everything you want to achieve.
- Be expressed in the most positive terms.

Strong plans typically include most or all of the following details:

- Deadlines for significant events.
- The amount of time allocated to activities.
- Any time you'll spend waiting that could be used constructively.
- The specific people who'll play a role in your success.

As you implement your plan, shake off any criticism that comes your way and recalibrate if you experience a setback.

STARTING THE FIRE

Enthusiasm is the fuel for your plan. However, you must make sure it's a controlled burn and not a bonfire. Otherwise, you could find yourself making some impulsive decisions and going down in flames.

Manage your enthusiasm by:

- Keeping your PMA proportional to the situation.
- Evaluating each decision carefully.
- Avoiding being sidetracked.

When you feel your enthusiasm waning, use motivational *triggers* and *tokens* to reenergize yourself. Do your most challenging work during the time of the day when you have the most energy. Act with enthusiasm even if you don't feel enthusiastic.

SURVIVING DISAPPOINTMENT

Setbacks are inevitable. Overcoming them takes positive thinking along with persistence, fearlessness, and a willingness to be vulnerable. You can turn a setback into an opportunity by understanding that:

- You have the power to choose how you feel about it.
- There's always something to be learned from a setback that can move you forward.
- Setbacks are temporary if you're able to put them behind you.

Use your PMA to refocus on your goal, learn from whatever mistakes you may have made, and power forward.

STAYING THE COURSE

Self-discipline is your key to persevering in the face of adversity. Your PMA creates the foundation for self-discipline, which you'll apply to both your actions and your emotions. With self-discipline and a positive attitude, you'll be able to transform any negative emotion to a positive one through a two-step process of recognizing the emotion and then asserting control over it.

You'll also be equipped to follow through on the right actions that can help you achieve your goals, even when you're tired, discouraged, or simply bored by the tasks in front of you. By structuring your tasks and creating *sparks* that serve as triggers to inspire you to keep going, you'll develop the fortitude to stay the course.

TAKING SOME RISKS

Rewards require risk taking. If you follow the rules the universe offers around placing your bets, your payoffs could be great. While it may not be obvious to us, there is a cosmic order to the universe that drives consistency in the physical world. You can use *Infinite Intelligence* to take advantage of the forces that are occurring naturally to achieve your goals.

Applied faith is acting on the belief that you can achieve what you want if you prepare yourself properly to achieve it. Much like an athlete, your goal is continual mental training and self-improvement. You use your applied faith to take all the right steps in the direction of your goal, and stretch yourself to achieve your next level of personal best. In that stretching, you'll be taking risks. Don't let common fears deter you.

DREAMING BIG AND SMALL

To be successful, you have to dream. Making dreams come true is a two-step process of allowing your imagination to flourish and then turning those imaginings into reality. You can train your imagination to be more fruitful with the following exercises:

- Sit quietly for two minutes and tell yourself to think about anything you want to except one specific topic, then reverse the process and think about only that topic.
- Plot five alternative routes to the same destination, with special criteria for each route.
- Make a list of positive statements about yourself that each begin with the letters in your name.
- Pick a color and write down everything in your home that has that color in it.
- List negative statements about yourself, then write opposing statements.
- Make deliberate changes in things you do routinely.

PUTTING THE WORLD ON A STRING

If you want to inspire and engage others, you need to develop a *pleasing personality*. It will open doors of opportunity for you and help you achieve your goals. A pleasing personality includes the following elements:

- A positive mental attitude.
- Flexibility in the face of frustration.
- A sincere belief in yourself.
- Firm decision making.
- Common courtesy.
- A tactful manner.
- Polite frankness.
- A tone of voice that suits the situation.
- Clear communication.
- Smiling and appropriate facial expressions.
- A sense of humor.
- A solid handshake.
- An attitude of fairness.
- Showmanship.
- Humility.
- Applied faith.

LIVING A VALUE-ADDED LIFE

True greatness comes from making the world a better place. Always go the extra mile without the expectation of reward; the returns will be exponential. As going the extra mile becomes a habit, your level of indispensableness increases, and you'll find yourself in a loop of continuous self-improvement. Your self-confidence increases as well, leading to new and greater opportunities.

THINKING LIKE A BOSS

To achieve what you want in life, you must set the agenda—not wait for others to do it for you. By taking personal initiative on both a day-to-day basis and for the long term, you'll attain dominion over your life and be in the perfect position to direct your energy toward getting what you want. "Thinking like a boss" will garner you respect, attention, and trust from others.

BECOMING MENTALLY FIT

We pay way too much attention to toning our bodies and not nearly enough attention to toning our minds. Mental fitness allows you to think accurately and control your attention, which are crucial elements in achieving success—an effort that requires sharp and nimble decision making.

To make good decisions you must be able to distinguish fact from fiction and sort out what's important from what's not important. Ask the right questions to ascertain what's true, use your sense of purpose to determine what's most important, and learn to use your conscious and subconscious minds in a complementary manner.

CREATING HARMONY

You'll achieve more in your life by cooperating rather than competing with others. Create harmony by developing and emanating a spirit of cooperation that draws others in. Cooperation begets cooperation. The more welcoming to collaboration you are, the greater the benefit.

Whenever you help someone else, you're also helping yourself. Seek to create reciprocal relationships with a wide variety of people and nurture harmony by:

- Keeping communication channels open.
- Expressing your appreciation.
- Going the extra mile with generosity.

MANAGING YOUR RESOURCES

No matter how mentally prepared you are to achieve success, your journey will be difficult if you don't manage your time and money well. People tend to manage their time and money through one of the following styles:

- *Engineers* are extremely organized but falter when something doesn't go according to plan.
- *Improvisers* are very flexible but lack the organization and long-term planning that can help them achieve their goals.
- *Theorists* are capable of developing very sophisticated plans but struggle to apply them to real life.

No matter which style you lean toward, it's important to understand your approach so you can make the right adjustments to achieve success.

You can improve time management by:

- Making priority lists.
- Scheduling downtime.

- Testing your progress against your predictions.

You can improve money management by:

- Regularly setting aside savings.
- Creating a realistic budget.

LIVING SMART

Taking charge of your life is tremendously empowering and can give you a great sense of personal pride. Living smart by paying attention to maintaining a strong mind and body keeps you in charge. Your PMA leads to a healthy mental attitude. Together, they can help you achieve your goals and weather any stumbling blocks along the way.

MAKING THE GREAT CONNECTION

Your thoughts and actions create the reality of your life. Essentially, you can think your way to success if you focus on the things that are most important to you and take the right steps to achieve them. This is Napoleon Hill's concept of *Cosmic Habitforce*, which can also be viewed as *connectivity*.

Every action creates a reaction. Nothing happens without something causing it to happen. You can't make something out of nothing. Humans are governed by these universal principles of nature. How you harness them determines how likely you are to be successful. When you commit yourself to the concept of connectivity and align your thoughts and actions with your purpose, you can achieve whatever you want.

ABOUT THE AUTHOR

Don M. Green brings nearly 45 years of banking, finance, and entrepreneurship experience to his role as Executive Director of the Napoleon Hill Foundation. Since 2000, Green has traveled worldwide and used his finance skills to grow the Foundation's funds in order to continue the Foundation's educational outreach to prisons. Green has both modeled leadership skills as a CEO and taught them through the PMA Science of Success course at the University of Virginia's College at Wise. Green specializes in discussing his personal experiences in leadership and providing audiences with proven methods of applying Dr. Hill's success philosophy to business. He was recently featured in a presentation on the Importance of Entrepreneurship in a National Economy by Dr. Peter Yun at a United Nations Forum.

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