



## The Compound Effect Jumpstart Your Income, Your Life, Your Success

Notes by Frumi Rachel Barr, MBA, PhD.

**Author:** Darren Hardy  
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**Author's Bio:** **Darren Hardy** is an author, keynote speaker, advisor, and former publisher of SUCCESS magazine. In addition to this book he also wrote *The Entrepreneur Roller Coaster*. He is a Success Mentor to CEOs and High-Performance Achievers, who choose to... Be The Exception.

**Author's big thought:** *The Compound Effect* is based on the principle that decisions shape your destiny. Little, everyday decisions will either take you to the life you desire or to disaster by default. *The Compound Effect* is a distillation of the fundamental principles that have guided the most phenomenal achievements in business, relationships, and beyond. This easy-to-use, step-by-step operating system allows you to multiply your success, chart your progress, and achieve any desire. If you're serious about living an extraordinary life, use the power of *The Compound Effect* to create the success you want.

### Introduction

- This book is about success and what it really takes to earn it. There is no magic bullet, secret formula or quick fix.
- Repetitive marketing messages with sensational claims have distorted our sense of what it really takes to succeed. According to commercials, we are always missing something.
- You can immediately implement in your life the exercises and time-tested success principles this book contains to produce measurable and sustainable results.
- You will learn to harness the power of the Compound Effect, the operating system that has been running your life, for better or worse. Use this system to your advantage and you truly can revolutionize your life.

- The author’s personal experience has proven that, no matter what you learn or what strategy or tactic you employ, success comes as a result of the operating system of the Compound Effect. This book contains a half-dozen fundamentals that comprise the Compound Effect.
- Here’s the bottom line: You already know all you need to succeed. New or more information is not what you need – a new plan of action is. It’s time to create new behaviors and habits that are oriented away from sabotage and toward success.
- The Compound Effect reveals the “secret” behind the author’s success. He’s a true believer in the Compound Effect because his Dad made sure that he lived it, each and every day, until he couldn’t live any other way if he tried.

## Chapter 1 – The Compound Effect in Action

- Consistency is the ultimate key to success, yet it’s one of the biggest pitfalls for people struggling to achieve. Most people don’t know how to sustain it. You haven’t experienced the Payoff of the Compound Effect
- The Compound Effect is the principle of reaping huge rewards from a series of small, smart choices. What’s most interesting about this process to me is that, even though the results are massive, the steps, in the moment, don’t feel significant. Whether you’re using this strategy for improving your health, relationships, finances, or anything else for that matter, the changes are so subtle, they’re almost imperceptible. These small changes offer little or no immediate result, no big win, and no obvious I-told-you-so payoff.
- What people don’t realize is that these small, seemingly insignificant steps completed consistently over time will create a radical difference.

### **Small, Smart Choices + Consistency + Time = RADICAL DIFFERENCE**

- The phenomenal power of the Compound Effect is simple. The difference between people who employ the Compound Effect for their benefit compared to their peers who allow the same effect to work against them is almost inconceivable. It looks miraculous! Like magic or quantum leaps. After thirty-one months (or thirty-one years), the person who uses the positive nature of the Compound Effect appears to be an “overnight success.” In reality, his or her profound success was the result of small, smart choices, completed consistently over time. The beauty is in its simplicity.
- Even one small change can have a significant impact that causes an unexpected and unintended ripple effect.
- The most challenging aspect of the Compound Effect is that we have to keep working away for a while, consistently and efficiently, before we can begin to see the payoff.
- As a nation, our entire populace seems to have lost appreciation for the value of a strong work ethic. Complacency has impacted all great empires because nothing fails like success. People get too comfortable. Having experienced extended periods of prosperity, health, and wealth, we become complacent. We stop doing what we did to get us there.

- If we want to succeed, we need to recover our grandparents' work ethic. It's time to restore our character, if not for the sake of saving America, at least for your own greater success and achievement.
- Understanding the Compound Effect will rid you of "insta-results" expectation— the belief success should be as fast as your fast food, your one-hour glasses, your thirty-minute photo processing, your overnight mail, your microwave eggs, your instant hot water and text messaging.
- Your only path to success is through a continuum of mundane, unsexy, unexciting, and sometimes difficult daily disciplines compounded over time.
- The Compound Effect is always working. You can choose to make it work for you, or you can ignore it and experience the negative effects of this powerful principle.

## Chapter 2 – Choices

- Everything in your life exists because you first made a choice about something. Choices are at the root of every one of your results. Each choice starts a behavior that over time becomes a habit.
- Every decision, no matter how slight, alters the trajectory of your life— whether or not to go to college, whom to marry, to have that last drink before you drive, to indulge in gossip or stay silent, to make one more prospecting call or call it a day, to say I love you or not. Every choice has an impact on the Compound Effect of your life. This chapter is about becoming aware of and making choices that support the expansion of your life.
- Your biggest challenge is that you've been sleepwalking through your choices. Half the time, you're not even aware you're making them! Our choices are often shaped by our culture and upbringing. They can be so entwined in our routine behaviors and habits that they seem beyond our control.
- Have you ever been bitten by an elephant? How about a mosquito? It's the little things in life that will bite you. Occasionally we see big mistakes threaten to destroy a career or reputation in an instant. For most of us it's the frequent, small, and seemingly inconsequential choices that are of grave concern. The decisions you think don't make a difference at all. They completely throw you off course because you're not mindful of them.
- As long as you're making choices unconsciously, you can consciously choose to change that ineffective behavior and turn it into productive habits. It's time to wake up and make empowering choices.
- A lesson the author credits for changing his life started with this question: "What percentage of shared responsibility do you have in making a relationship work?" The answer: "You have to be willing to give 100 percent with zero expectation of receiving anything in return." "Only when you're willing to take 100 percent responsibility for making the relationship work will it work. Otherwise, a relationship left to chance will always be vulnerable to disaster."
- You alone are responsible for what you *do*, *don't do*, or how you *respond* to what's done to you. This is the empowering mindset that revolutionized Hardy's life.

- Everyone has the opportunity to be “lucky,” because beyond having the basics of health and sustenance, luck simply comes down to a series of choices.

### The (Complete) Formula for getting Lucky:

**Preparation** (personal growth) +  
**Attitude** (belief/mindset) +  
**Opportunity** (a good thing coming your way) +  
**Action** (doing something about it) =  
**Luck**

- Luck is an equal-opportunity distributor.
- From this day forward, choose to be 100 percent responsible for your life. Eliminate all of your excuses. Embrace the fact that you are freed by your choices, as long as you assume personal responsibility for them. It’s time to make the choice to take control.

### Your Secret Weapon – Your Scorecard

- The first step toward change is awareness. If you want to get from where you are to where you want to be, you have to start by becoming aware of the choices that lead you away from your desired destination. Become very conscious of every choice you make today so you can begin to make smarter choices moving forward.
- To help you become aware of your choices, *track* every action that relates to the area of your life you want to improve. Write it all down. Every day. Without fail.
- The biggest difference between successful people and unsuccessful people is that successful people are willing to do what unsuccessful people are not.
- Tracking is a simple exercise. It works because it brings moment-to-moment awareness to the actions you take in the area of your life you want to improve. You’ll be surprised at what you will observe about your behavior. You cannot manage or improve something until you measure it. Likewise, you can’t make the most of who you are— your talents and resources and capabilities— until you are aware of and accountable for your actions.
- Just track one habit for one week. Pick the habit that has the greatest control over you; that’s where you’ll start. Once you begin reaping the rewards of the Compound Effect, you’ll naturally want to introduce this practice into other areas of your life. In other words, you’ll choose to choose tracking.
- What will the tracking look like? It will be thorough, as in organized. And relentless, as in constant. Each day you’ll start with the date at the top of a fresh page, and start keeping track.
- Now, keep going. Track this one area for *three weeks*.
- When you track with this awareness, you’ll find yourself showing up in your life very differently. You’ll be able to ask yourself, “Is having a coffee once every workday worth the eventual price of a Mercedes-Benz?” Because that’s what it’s costing you over time.
- Once you start tracking your life, your attention will be focused on the smallest things you’re doing right, as well as the smallest things you’re doing wrong. And when you choose to make even the smallest course corrections consistently, over time, you’ll begin to see amazing results. But don’t expect immediate fanfare.

- The earlier you start making small changes, the more powerfully the Compound Effect works in your favor.
- All you have to do is improve yourself, your performance, and your output and earnings by 1/10 of 1 percent each workday (you even get to slack off on weekends). That is 1/1,000. By year ten, you can be performing and earning 1,000 percent what you are now.
- Since your outcomes are all a result of your moment-to-moment choices, you have incredible power to change your life by changing those choices. Step by step, day by day, your choices will shape your actions until they become habits, where practice makes them permanent.

## Chapter 3 – Habits

- If you've been living on autopilot and allowing your habits to run you, here is why. Psychological studies reveal that 95 percent of everything we feel, think, do, and achieve is a result of a learned habit! We're born with instincts, of course, but no habits at all. We develop them over time. Beginning in childhood, we learned a series of conditioned responses that led us to react automatically (as in, without thinking) to most situations.
- Great achievers all share one common trait – they all have good habits. A daily routine built on good habits is the difference that separates the most successful amongst us from everyone else.
- Their habits take them in the direction of becoming more informed, more knowledgeable, more competent, better skilled, and better prepared.
- With enough practice and repetition, any behavior, good or bad, becomes automatic over time. Since you learned every habit you have, you can unlearn the ones that aren't serving you well.
- Start by thinking your way out of the *instant gratification trap*. Our need for immediate gratification can turn us into the most reactive, non-thinking animals around.
- The problem is that the payoff or instant gratification derived from bad habits often far outweighs what's going on in your rational mind concerning long-term consequences.
- The habits you indulge in could be compounding your life into repeated disaster. The slightest adjustments to your daily routines can dramatically alter the outcomes in your life.
- Most people drift through life without devoting much conscious energy to figuring out specifically what they want and what they need to do to take themselves there.
- When you're having trouble doing the hard work of achieving goals, it's common to believe you simply lack willpower. As soon as you get the slightest bit uncomfortable, you're tempted to slide back into your old, comfortable routine.
- Forget about will-power. It's time for *why-power*. Your choices are only meaningful when you connect them to your desires and dreams. Your *why* must be something that is fantastically motivational to you.
- What motivates you is the ignition to your passion, the source for your enthusiasm, and the fuel of your persistence.
- The power of your why is what gets you to stick through the grueling, mundane, and laborious. All of the hows will be meaningless until your whys are powerful enough.
- To truly ignite your creative potential and inner drive, you have to look beyond the motivation of monetary and material goals.

- The access point to your why-power is through your *core values*, which define both who you are and what you stand for. Your core values are your internal compass, your guiding beacon, your personal GPS. They act as a filter through which you run all of life's demands, requests, and temptations, making sure they're leading you toward your intended destination.
- Getting your core values defined and properly calibrated is one of the most important steps in directing your life toward your grandest vision.
- Defining your core values also helps make life simpler and more efficient. When faced with a choice, check if it aligns with your core values. If it does, do it. If not, don't and don't look back.
- People are either motivated by something they want or something they don't want.
- Enemies give us a reason to fight. Having to fight challenges your skills, your character, and your resolve. It forces you to access and exercise your talents and abilities.
- What matters is that you feel fully motivated. Sometimes that motivation can help you use a powerfully negative emotion or experience to create an even more powerful successful end.
- We can all make powerful choices. We can all take back control by not blaming chance, fate, or anyone else for our outcomes. It's within our ability to cause everything to change. Rather than letting past hurtful experiences sap our energy and sabotage our success, we can use them to fuel positive, constructive change.
- The Compound Effect is always working, and it will always take you somewhere. You can harness this relentless force and have it carry you to new heights. But you must know where you want to go.
- The one skill most responsible for the abundance in the author's life is learning how to effectively set and achieve goals. Something almost magical happens when you organize and focus your creative power on a well-defined target. The highest achievers in the world have all succeeded because they mapped out their visions. The person who has a clear, compelling and white-hot burning *why* will always defeat even the best of the best at doing the *how*.
- When you define your goals, you give your brain something new to look for and focus on. It's as if you are giving your mind a new set of eyes from which to see all the people, circumstances, conversations, resources, ideas, and creativity surrounding you. With this new perspective (an inner itinerary), your mind proceeds to match up on the outside what you want most on the inside— your goal. It's that simple. The difference in how you experience the world and draw ideas, people, and opportunities into your life after you have clearly defined your goals is profound.
- Consider goals in all aspects of your life, not just for your business or finances. Be wary of the high price of putting too much focus on any single aspect of your life, to the exclusion of everything else. Go for whole-life success— balance in all the aspects of life that are important to you: business, finances, health and well-being, spirituality, family and relationships, and lifestyle.
- Don't ask what you need to do. The question we should be asking ourselves is: "Who do I need to become?" Success is something you attract by the person you become.
- What stands between you and your goal is your behavior. Do you need to stop doing anything so the Compound Effect isn't taking you into a downward spiral? Similarly, what do you need to start doing to change your trajectory so that it's headed in the most beneficial direction?
- Your life comes down to this formula:

You → Choice + Behavior + Habit + Compounded = Goals  
(Decision) (Action) (Repeated action) (Time)

- That's why it's imperative to figure out which behaviors are blocking the path that leads to your goal, and which behaviors will help you accomplish your goal.

### **Game Changers: Five Strategies for Eliminating Bad Habits**

1. *Identify your triggers.* What triggers each of your bad habits? Figure out "The Big 4's"— the "who," the "what," the "where," and the "when" underlying each bad behavior.
  2. *Clean house.* Get rid of anything that enables your bad habits.
  3. *Swap it* – can you replace them with healthier habits or drop-kick them altogether?
  4. *Ease in.* you may have spent decades repeating, cementing, and fortifying those habits, so it can be wise to give yourself time to unravel them, one step at a time.
  5. *Or jump in.* Not everyone is wired the same way. Some researchers have found that it can be paradoxically easier for people to make lifestyle changes if they change a great many bad habits at once.
- *Run a vice check.* You don't have to cut out every "bad" thing in your life. Most everything is good in moderation. But, how can you tell whether a bad habit is becoming the boss of you? Test your vices. Pick a vice— something you do in moderation, but you know doesn't contribute to your highest good— and take yourself on a thirty-day wagon run. If you find it seriously difficult to abstain for those thirty days, you may have found a habit worth cutting out of your life.

### **Game Changers: Six Techniques for Installing Good Habits**

- Eliminating a bad habit means removing something from your routine. Installing a new, more productive habit requires an entirely different skill set.
  - According to research, it takes three hundred instances of positive reinforcement to turn a new habit into an unconscious practice – that's almost a year of daily practice! Fortunately, we know we've got a much better chance of cementing a new habit into our lives after three weeks of diligent focus. That means that if we bring special attention to a new habit daily for the first three weeks, we have a far better chance of making it a lifelong practice.
  - The key is staying aware. If you really want to maintain a good habit, make sure you pay attention to it at least once a day, and you're far more likely to succeed.
1. *Set yourself up to succeed.*
  2. *Think addition,* not subtraction.
  3. *Go for a PDA: Public display of accountability.* Tell your family, your friends, Facebook and Twitter. Get the word out that there's a new sheriff in town, and you're in charge.
  4. *Find a success buddy.* To up your chances of success, get a success buddy, someone who'll keep you accountable as you cement your new habit while you return the favor.
  5. *Competition & camaraderie.* There's nothing like a friendly contest to whet your competitive spirit and immerse yourself in a new habit with bang.
  6. *Celebrate.* There should be a time to celebrate, to enjoy some of the fruits of your victories along the way. You can't go through this thing sacrificing yourself with no benefit. You've got to

find little rewards to give yourself every month, every week, every day— even something small to acknowledge that you've held yourself to a new behavior.

### **Change is hard**

- If change were easy, and everyone were doing it, it would be much more difficult for you and me to stand out and become an extraordinary success. Ordinary is easy. Extra-ordinary is what will separate you from the crowd.
- When you press on despite difficulty, tedium, and hardship, that's when you earn your improvement and gain strides on the competition. If it's hard, awkward, or tedious, so be it. Just do it. And keep doing it, and the magic of the Compound Effect will reward you handsomely.
- When it comes to breaking old bad habits and starting new ones, remember to be patient with yourself.

## **Chapter 4- Momentum**

- *Big Mo* is, without doubt, one of the most powerful and enigmatic forces of success. You can't see or feel *Mo*, but you know when you've got it. You can't count on *Mo* showing up to every occasion, but when it does— WOW! *Big Mo* can catapult you into the stratosphere of success.
- Objects in motion tend to stay in motion, unless something stops their momentum. To adopt change, you get started by taking one small step, one action at a time. Progress is slow, but once a newly formed habit has kicked in, *Big Mo* joins the party. Your success and results compound rapidly. Couch potatoes tend to stay couch potatoes. Achievers – people who get into a successful rhythm – continue busting their butts and end up achieving even more.
- Momentum works on both sides of the equation – it can work for or against you. Since the Compound Effect is always working, negative habits, when left unchecked, can build up steam and send you into a tailspin of “unlucky” circumstances and consequences.
- To build momentum do the things mentioned so far:
  1. Make new choices based on your goals and core values
  2. Put those choices to work through new positive behaviors
  3. Repeat those healthy actions long enough to establish new habits
  4. Build routines and rhythms into your daily disciplines
  5. Stay consistent over a long enough period of time
- What do Michael Phelps, Apple, Google, and YouTube have in common? They were doing the same things before and after they achieved momentum. Their habits, disciplines, routines, and consistency were the keys that unlocked momentum for each.
- Your new attitudes and behaviors must be incorporated into your monthly, weekly, and daily routines to affect any real, positive change. A routine is something you do every day without fail, so that eventually, like brushing your teeth or putting on your seatbelt, you do it without conscious thought.
- The greater the challenge, the more rigorous our routines need to be. Developing a routine of predictable, daily disciplines prepares you to be victorious on the battlefield of life.

- High-achievers and business owners, along with good habits, have developed routines for accomplishing necessary daily disciplines. It's the only way any of us can predictably regulate our behavior. There simply isn't any way around it. A daily routine built on good habits and disciplines separates the most successful among us from everyone else. A routine is exceptionally powerful.
- Every so often interrupt your routines. Otherwise, life gets stale and you will plateau.
- Once your daily disciplines have become a routine, you want the succession of those steps to create a rhythm. When your disciplines and actions jibe into a regular weekly, monthly, quarterly, and yearly rhythm, it's like laying a welcome mat at the front door for Big Mo.
- If you want to drink more water or take more steps each day or acknowledge your spouse more affectionately – whatever behavior you need to move toward your goal – you'll want to track it to make sure you're establishing a rhythm. Create a Weekly Rhythm Register along with a weekly plan.
- The Compound Effect— the positive results you want to experience in your life— will be the result of smart choices (and actions) repeated consistently over time. You win when you take the right steps day in and day out. But you set yourself up for failure by doing too much too soon.
- Winning the race is all about pace. Be the tortoise. The person who, given enough time, will beat virtually anybody in any competition as a result of positive habits and behaviors applied consistently. That'll put the mojo in your momentum. And keep it there!

## Chapter 5 – Influences

- Your choices, behaviors and habits are influenced by very powerful external forces. For you to sustain your positive trajectory toward your goals, you'll need to understand and govern these influences so they will support rather than derail your journey toward success.
- Everyone is affected by three kinds of influences: input (what you feed your mind), associations (the people you spend time with), and environment (your surroundings).

### i. Input:

- If you want your brain to perform at its peak, you've got to be vigilant about what you feed it. Controlling the input has a direct and measurable impact on your productivity and outcomes. We need to prevent our brains from absorbing irrelevant, counterproductive or downright destructive input.
- Your brain has only one agenda in mind: survival. Your brain is programmed to seek out the negative – dwindling resources, destructive weather, whatever's out to hurt you.
- Left to its own devices, your mind will traffic in the negative, worrisome and fearful all day and all night. Instead we can be disciplined and proactive about what we allow in.
- You get in life what you create. Expectation drives the creative process. What is influencing and directing your thoughts is whatever you allow yourself to hear and see. Instead of listening to talk about murders and bad news, listen instead to positive, inspirational, and supportive input and ideas. Strategies of success, prosperity, health, love, and joy. Ideas to create more abundance, to grow, expand, and become more.

### *Step 1: Stand Guard*

- You can take steps to limit your exposure to negativity. Maybe you can't avoid the tabloids stacked up at the checkout register, but you can cancel your subscriptions. You can refuse to listen to the radio to and from work and instead put in an instructional and inspirational CD. You can turn off the evening news and talk to your loved ones instead. You can buy a DVR and record only those programs you feel are truly educational and life-affirming— and speed through the commercials aimed at making you feel inadequate or lacking unless you buy more crap.
- Put yourself on a media diet. The great danger of the media is that it gives us a very perverted view of the world. Because the focus and the repetition of messaging is on the negative, that's what our minds start believing. This warped and narrow view of what's not working has a severe influence on your creative potential. It can be crippling.

### *Step 2: Enroll in Drive-Time U*

- By listening to instructional CDs as you drive, you can gain knowledge equivalent to two semesters of an advanced college degree— every year. Think about it; using the time you're currently wasting by listening to drive-time radio, you could obtain the equivalent of a Ph.D. in leadership, sales success, wealth building, relationship excellence, or whatever course you choose.
- This commitment, in combination with your reading routine, separates you from the herd of average— one CD, DVD, or book at a time.

## **ii. Associations: Who's influencing you?**

- The people with whom you usually associate are called your "reference group" which determines as much as 95% of your success or failure in life.
- Jim Rohn taught that we become the combined average of the five people we hang around the most. Rohn would say we could tell the quality of our health, attitude, and income by looking at the people around us. The people with whom we spend our time determine what conversations dominate our attention, and to which attitudes and opinions we are regularly exposed. Eventually, we start to eat what they eat, talk like they talk, read what they read, think like they think, watch what they watch, treat people how they treat them, even dress like they dress. The funny thing is, more often than not, we are completely unaware of the similarities between us and our circle of five.
- The influence your friends have over you is subtle and can be positive or negative; either way, the impact is incredibly powerful. Watch out! You cannot hang out with negative people and expect to live a positive life.
- The best way to increase your potential for whatever traits you desire is to spend the majority of your time with people who already possess those traits. You will then see the power of influence work for you, rather than against you. The behaviors and attitudes which helped them acquire the success you admire will begin to become part of your daily routine. Hang around them long enough and you're likely to realize similar successful outcomes in your life.
- It's time to reappraise and reprioritize the people you spend time with. It's powerful to evaluate and shift your associations into three categories: dissociations, limited associations, and expanded associations.

- After weeding out those relationships that have a negative influence on you, you'll want to reach out. Identify people who have positive qualities in the areas of life where you want to improve – people with the financial and business success you desire, the parenting skills you want, the relationships you yearn for, the lifestyle you love. And then spend more time with them. Join organizations and businesses and health clubs where these people gather and make friends.
- Another way to increase your exposure to expanded relationships is by teaming up with a peak performance partner, someone as equally committed to study and personal growth. This person should be someone you trust, someone bold enough to tell you what they really think about you, your attitudes, and performance. The point is to get (and give) an unbiased, honest, outside perspective.
- Find people who care enough about you to be brutally honest with you and ask for feedback on how you show up, sabotage yourself, and where you need to improve.
- Invest in mentorship – you will be amazed how successful businesspeople are willing to be mentors to people. “Mentoring is your true legacy” said John Wooden.
- Develop your own personal board of advisors. Hand-select a dozen people because of their areas of expertise, creative thinking ability, and/or your respect for who they are. The benefits can be profound.

### **iii. Environment: Changing Your View Changes Your Perspective**

- The dream in your heart may be bigger than the environment in which you find yourself. Sometimes you have to get out of that environment to see that dream fulfilled.
- By environment the author doesn't mean just where you live. He is referring to whatever surrounds you. Creating a positive environment to support your success means clearing out all the clutter in your life. Not just the physical clutter that makes it hard for you to work productively and efficiently (although that's important too!), but also the psychic clutter of whatever around you isn't working, whatever's broken, whatever makes you cringe.
- Additionally, when you're creating an environment to support your goals, remember that you get in life what you tolerate. This is true in every area of your life— particularly within your relationships with family, friends, and colleagues. What you have decided to tolerate is also reflected in the situations and circumstances of your life right now. Put another way, you will get in life what you accept and expect you are worthy of.
- Protect your emotional, mental, and physical space so you can live with peace, rather than in the chaos and stress the world will hurl upon you.

## **Chapter 6 – Acceleration**

- When you've prepared, practiced, studied, and consistently put in the required effort, sooner or later you'll be presented with your own moment of truth. In that moment, you will define who you are and who you are becoming. It is in those moments where growth and improvement live— when we either step forward or shrink back.
- Hitting the wall isn't an obstacle; it's an opportunity. Hear the author tells us stories of Lance Armstrong and Mohammed Ali.

- When conditions are great, things are easy, there aren't any distractions, no one is interrupting, temptations aren't luring, and nothing is disturbing your stride; that too is when most everyone else does great. It's not until situations are difficult, when problems come up and temptation is great, that you get to prove your worthiness for progress. As Jim Rohn would say, "Don't wish it were easier; wish you were better." When you hit the wall in your disciplines, routines, rhythms, and consistency, realize that's when you are separating yourself from your old self, scaling that wall, and finding your new powerful, triumphant, and victorious self.
- **Multiply your result.** Viewing yourself as your toughest competitor is one of the best ways to multiply your results. Go above and beyond when you hit the wall. Another way to multiply your results is pushing past what other people expect of you— doing more than "enough."
- **Beat the expectations.** Where in life can you do more than expected when you hit the wall? Or where can you go for "WOW"? It doesn't take a lot more effort, but the little extra multiplies your results many times over. Whether you're making calls, serving customers, recognizing your team, acknowledging your spouse, going for a run, bench pressing, planning a date night, sharing time with your kids, whatever... what's the little extra you can do that exceeds expectations and accelerates your results?
- **Do the unexpected.** In our attention-deficit, propaganda-saturated society, sometimes doing the unexpected is required to get your voice heard. If you have a cause or ideal worthy of attention, do what it takes, even the unexpected, to make your case heard. Add a little audacity to your repertoire.
- **Do better than expected.** Find the line of expectation and then exceed it. Even when it comes to the small stuff— or maybe especially then. Doing better than expected becomes a big part of your reputation. Your reputation for excellence multiplies your results in the marketplace many times over. Giving a little more time, energy, or thought to your efforts won't just improve your results; it will multiply them. It takes very little extra to be EXTRAordinary. In all areas of your life, look for the multiplier opportunities where you can go a little further, push yourself a little harder, last a little longer, prepare a little better, and deliver a little more. Find as many opportunities for "WOW," and the level and speed of your accomplishments will astonish you... and everyone else around you.

## Conclusion

- Learning without execution is useless.
- Motivation without action leads to self-delusion.
- For you to get those results, you have to take immediate action on your new insights and knowledge.
- The last principle shared is this: Whatever you want in life, the best way to get it is to focus your energy on giving to others. If you want to boost your confidence, look for ways to help someone else feel more confident. If you want to feel more hopeful, positive, and inspired, try to infuse that in someone else's day. If you want more success for yourself, the fastest way to get it is to go about helping someone else obtain it.
- The ripple effect of helping others and giving generously of your time and energy is that you become the biggest beneficiary of your personal philanthropy.

**Recommendation:** At the end of each chapter there are summary action steps. If you are serious, buy the book to read all the illustrative stories and do the exercises.

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Contact Frumi at 949-394-9201  
[DrFrumi@Scaling4Growth.com](mailto:DrFrumi@Scaling4Growth.com)  
[www.100mustreads.com](http://www.100mustreads.com)  
[www.Scaling4Growth.com](http://www.Scaling4Growth.com)

**About the reviewer: Frumi Rachel Barr, MBA, PhD**

Dr. Frumi Rachel Barr is truly an entrepreneur having started and run 5 entrepreneurial adventures prior to following her passion for guiding the success of CEOs and their teams to Scale Up.

#### **Money and a plan don't guarantee execution**

Execution depends on communication, cascading priorities throughout the organization and an external guide that holds the team accountable and keeps the momentum going. Lots of companies know **what** to do – it's the **doing** that needs an external guide. That's what we provide. We use the best systems on the planet, Gazelles and the Rockefeller Habits, as well as software to track team initiatives and progress.

Dr. Frumi's "Why" is to create a safe place for leaders and teams to discuss what matters most. She is known as The CEO's Secret Weapon. Her Who: Dr. Frumi guides creative, ambitious CEOs who want to grow their businesses so they have more freedom and a fabulous culture. The Gazelles system focuses on People, Strategy, Execution and Cash, using practical tools to create greater revenue and profitability, with greater collaboration and accountability.

Dr. Frumi is the author of a *CEO's Secret Weapon: How to Accelerate Success*. The book was ranked top business book of 2012 by ExecRank and has a forward by her colleague Simon Sinek, international author of best-selling *Start with Why*.

The Compound Effect contains the essence of what every super achiever needs to know, practice, and master to obtain extraordinary success. Inside you will hear strategies on: -How to win-every time! Eradicating the bad habits that are derailing your progress. - Painlessly installing the few key disciplines required for major breakthroughs. -The real, lasting keys to gaining and sustaining motivation. -Capturing the elusive, awesome force of momentum. -The acceleration secrets of superachievers. Inside you will learn how to get the success you desire and the life you deserve. Kieli: Englanti Kat The compound effect is simple, effective in every aspects of your life. You believe it or not, doesn't matter, because it still happens (for or against you - you decide!). To Darren Hardy: I admire you. Additionally, he gives lots of concrete examples from his own life as well as the lives of many uber successful people he has interviewed and studied as part of his role at Success magazine. I have gifted this book to ten of my former students for graduation. Pair this with Scott Trench's Set for Life, and any 18 year old has an unstoppable recipe for success and freedom in their life. Highly, highly recommend!!! Read more. His new book, out today, is The Compound Effect: Jumpstart Your Income, Your Life, Your Success. I had the opportunity to pass a few questions by him. Q: What's the "Compound Effect"? A: It is based on the principle that you can reap huge rewards from a series of small, smart choices. Success or failure is earned through the consistent habit forming practice of making smart choices over time, culminating into what Einstein called the 8th wonder of the world: compound results, or The Compound Effect. Q: Significant success from lots of very small changes, rather than one big swag, is a theme people are gravitating toward more and more.