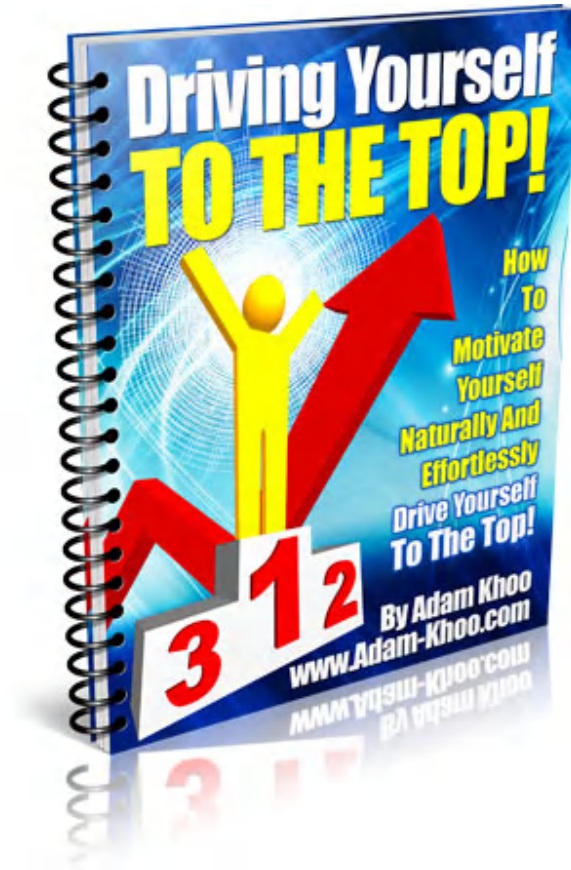


Driving Yourself To The Top!

By Adam Khoo



How To Motivate Yourself *Naturally* And Effortlessly Drive Yourself To The Top...



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From: Adam Khoo

Re: Driving Yourself to Success

Dear Success Seeker,

One of the most important things you need for success in life is **motivation**. To be able to do monumental things like run a business, maintain and manage people, write a book, etc all require motivation right? Yet, so many of us are still procrastinating.

Many people ask me how I keep working so hard, like more than 18 hours a day and then throughout my weekends. They ask me how they can find such motivation, since the first thing that happens to them is they start to procrastinate.

First things first, allow me to share my two cents about **hard work**. I have always believed that there is no such thing as easy money. I say this because **I believe it is only when you work really hard at something that you excel and become the best in it**. To me, this is business — if you are not #1, you are nowhere. And so you have to work very, very hard. I can attest to this myself!

A lot of people look at how hard we work and go, “That’s crazy. Why do you work so hard? What drives you?” You see, whenever someone asks, “Adam, what motivates you or me?” I ask them back, “What motivates you to shop?” or “What motivates you to play computer games or watch TV or play golf?” You know what they reply? “It’s just natural.” And there you have it. That is the key.

The best way to get motivated is to do something naturally. The reason why I am so motivated is because I love what I do. **When you love what you do, it is no longer work.** It becomes fun! So when people ask me, “Adam, why do you work 18 hours a day?” I tell them I don’t, I play 18 hours a day. Every single day. Because the moment you love what you do, you will never have to work a single day in your life. Isn’t that exciting? For me, I love to create businesses. I love to solve people’s problems. I love to entertain people on stage. I love to write down ideas. I love to share. Those are what I love to do.

If you are saying to yourself now, “But I don’t feel motivated and find it hard to motivate myself!” That is because you don’t love what you do. You know, honestly, if you were to ask me to do something I don’t love, I too would not be motivated and would become lazy. I mean, you may say you are a lazy person but ask yourself, “Is there something in your life you are motivated about naturally?” I am sure there is.

You see, a lot of people have the mindset that they must have a lot of discipline, be motivated and work really hard; and only when they make all the money and

achieve all that success, then they can finally retire and do what they love to do. That's insane. It's like you torture yourself for 5 days, Monday to Friday, to enjoy 2 days of your life. Or you exist for 5 days just to live for 2 days. It's like torturing yourself for 50 years just to enjoy the last 10 years of your life — it doesn't make sense.

So my formula is to do what you love and the money will come. It is only when you do what you love, you will be the best in it. When you eat, breathe and sleep what you do, the money will come and when it comes, you then continue to love what you love to do. Of course, there are other factors that also come into play like whether you can spot opportunities and grab them, and whether you have the know-how to market and sell what you love to do. Otherwise, money can simply slip you by right under your nose.

Take Tiger Woods for example. When he first started playing golf, he worked extremely hard at it. He hit, like, 500 golf balls a day! At the age of 3, he was out there playing every single day. Do you think he said to himself in his mind, "I am going to be the best golfer in the world. I am going to make all that money so I want to play golf"?

No, he did it because he loved to. Today, he's worth hundreds of millions of dollars but why is he still out there playing golf? He doesn't have to. Yet he does it because he loves it. What about Bill Gates? He is probably the richest man in the world, worth 46 billion. Why does he still work? That's because he loves doing it. And that is the key.

Pain and Pleasure

Perhaps you are thinking that you cannot do what you love because you are stuck in a job or place you do not enjoy but have no choice at this point in time. A lot of people tell me that. **But all of us do have a choice.** No, I am not saying that you should do something rash right now and quit your job, no. If you have a family to feed, then you must be responsible.

What I am saying is, yes, **it is painful inside that job but it is not painful enough.** Let me give you a metaphor. Let's say you have a neighbor whose dog is howling away. You ask your neighbor why. Your neighbor tells you he is sitting on a nail. So why doesn't the dog get off the nail? That's because it is not painful enough. So in the same way, perhaps you are in a place where you are not happy, but the situation is not painful enough for you to make it a must to leave. If you cannot leave now, then **you need to start planning.**

If you are doing something you do not love to do, you are never going to be good at it. You are always going to be mediocre because someone else who loves to do it will

naturally be more motivated and put in more effort to do it better. But if you have to do it to pay the bills, then continue to do so, but **start to search for something you love to do and build experience in it**. When you finally have enough resources, you can then make the move. The important thing is to plan your move now.

In my Wealth Academy program, we teach people to have a three- to six-month reserve security bucket before they move into a new career, job, business venture or whatever you love to do, so that you have funds to sustain you. **But you have to start planning now.**

A long-term goal and direction in and of itself can give you that motivating force that says, "I must leave this." It is not just about what you are doing now, but rather what you are doing to get yourself out of where you are right now to where you want to be.

Get to the Root of it

You may be wondering if getting motivated is simply a matter of applying a technique. For example, in Neuro-Linguistic Programming (NLP), we learn that motivation is a state and you can shift this state instantly by changing your physiology, i.e. breathing faster, speaking faster, etc. However, you have to understand that these techniques are temporary. They do not last. You can change your physiology all you want but **if deep down inside, you don't love what you are doing, it isn't going to work.**

Let me give you an analogy. Say you had a disease and you went to pop all these pills to cure the symptoms. Sure, you can treat the symptoms so they go away but **if the root cause is still not addressed, the symptoms will manifest in a different way or form!**

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Now, am I saying that I am always motivated? No! There are times when I get lazy as well. So even though I love what I am doing, I get days when I don't feel like doing things right away. Ah, that's when the techniques come in, and I shift my physiology. That's when I get up and go "Hallelujah!" and boom! My state comes back.

That's also when I use the technique of internal representation. Sometimes when I get lazy, what I do is I ask myself, "What am I doing this for?" Then I start thinking, "Ok, I am doing this so that eventually all my businesses will be able to achieve these results in seven countries. I will have all my best-selling books on the shelves." I will imagine and fantasize. **The more I think about it in my mind, the bigger and brighter I make those pictures.** Like in a movie, I will make them closer. I turn up the volume, the sound, so that it becomes so real. That gets me really excited and it drives me. These are very powerful techniques, yes, **but the root of it is you have got to love and enjoy what you do.**

Values, Your Hot Buttons

The psychological impact of using those techniques I've mentioned can be very powerful. The question is: **have you built them into a pattern of excellence?**

We know that it is not easy for a lot of people who want to develop their own business or write their own book. **The reason is these people do not stretch themselves enough.** Before I went into authoring books, I started out by writing articles. What did writing these articles do for me? **I was actually taking a small step out of my comfort zone and it continued to be that way until it accumulated.**

To get out of your procrastinating state, besides thinking about what you love doing, you need to think about what taking that action will actually do for you. For example, I may not be passionate or may even hate programming. Let's say I look at the codes and get all confused. But what really motivates me are problem solving and meeting a challenge. These are my **value sets.** Value sets per se are very powerful. No matter what kind of challenge or issue presents itself, it becomes exciting and even fun.

So when you find yourself lacking motivation, don't simply fall back on psychological techniques. Understand yourself first. Once you know yourself a bit better, you may realize, "Oh I am not motivated because of certain things that are not within my control." I find that a lot of people tend to shirk the responsibility of being motivated. They go, "Oh well, I am not motivated because the situation is bad", "Someone didn't motivate me" or "My dog ate my breakfast." When this happens, any sense of motivation that you might have had is no longer within your control.

To be able to enhance intrinsic motivation, look at yourself first. Look at what works, and what doesn't. **One of the powerful ways of modeling your own state of motivation is to think about times when you were motivated in the past.** What actually motivated you — what was the reason or purpose? Once you have that, you may go, "Oh I was motivated to shop because I love the freedom of window shopping. I enjoy the sensation of looking at new things in large variety." Perhaps those are your value sets — you love variety, exploration and freedom. In that case, **think about how you can create the same sense of freedom and satisfaction inside of you with your behavior and the things that you do.**

This is a very powerful thing. **Remember, all of us are naturally motivated.** You have to believe that we are naturally motivated when our hot buttons are pressed. And all of us have certain hot buttons. For me, what motivated me to write a book and those articles was my love for sharing. The moment I think of sharing my ideas because I love to share, it hits my hot button. That's what keeps me going. It may not be someone else's values but it's what I like. For example, I have a friend who loves it when people say he is smart. He loves it when people recognize him. Recognition is his value.

So you have to find a way to push your own value hot button when you are doing what you need to do. In my Patterns of Excellence program, you will learn there are two kinds of values: **Towards Values** and **Away-from Values**. Towards values are pleasurable emotions when pressed will motivate you. Away-from values are painful emotions that you want to avoid.

How To Leverage Your Hot Buttons

Like I've mentioned, I love to share. I love it when people thank me. I love to be recognized too. I love the feeling of winning, which makes me very competitive. So I leverage on these three things to connect to my goals.

Remember, goals do not motivate you. Goals merely provide you with direction and a benchmark to reach. **What really drives you are these emotional hot buttons called values.** For me, I have certain away-from values that trigger me. I hate to feel inferior because since I was young, people used to look down on me a lot. They used to laugh at me and said I was from a lousy school. They would jeer at my failure in my tests and made me feel very angry. That anger drove me to want to prove them wrong. Inferiority drives me in that way.

So whenever I see someone who is better than me, or who can write a better book, you know what happens? I get more motivated and I want to be better, because that is one of the values that trigger me. Another away-from value that I have is poverty.

I have a fear of being poor. Perhaps when I was young, I felt deprived. My father did not buy me a lot of stuff and I hated it when I wanted to buy a toy but couldn't. I hated that feeling. I told myself I would never be in a situation where I cannot buy something because I cannot afford it.

So there, inferiority and poverty drive me. Again, values are only a very intellectual concept but how do you make it real for you? The key is **visualization** because in our program, we said that **your mind cannot tell the difference between what is real and what is clearly imagined.**

When you imagine something vividly enough, it becomes real to you. Let me give you an example. Writing a book is something that is not easy right? I mean, you may write the first chapter and feel motivated. After a while, it's like, "Oh my goodness, I still have another 20 chapters to go." What happens when you feel that way?

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Well, what I do is this: I will sit down, close my eyes and imagine myself in the future, say four months from now. I will see myself in the bookshop, and all the people approaching me for my autograph. I will feel the great feeling of sharing my ideas. I will imagine people reading my book and improving their results; I imagine myself in the bookshop signing autographs and people praising me, "Adam, you did a fantastic job!" When I imagine these things, my hot buttons for sharing, love and excitement are fired off, and I'd be like wow! And I'd go write the book right away.

At the same time, I imagine what if I didn't complete the book. I'd imagine other people's books out there, which are better than mine, and the fact that they have a book but I don't. That fires my inferiority hot button and boom! It drives me. And so I play with my mental movie a lot. Remember, inside our minds, we have this little movie theatre that you can use to your advantage to push yourself because if you don't, your movie theatre is going to play the wrong stuff that will demotivate you.

Inch by inch, it's a cinch!

Another great strategy to motivate you is to break a big task down into smaller chunks. Like, when you think about writing a book, you think, “Oh my goodness, I am going to write a BOOK.” We procrastinate because it seems too difficult to begin, too painful, too overwhelming. So you break it down into parts. I tell myself that I’m not going to write the whole book right now, but I am just going to write one chapter a month. Let’s say one chapter has 30 pages. That’s 1 page a day.

Now when you think of just writing one page every day, does it seem a lot more doable? Yes. You have to break it down so it seems easy. **When something is easy, then it is easier for you to start doing it and keep the momentum going.**

Gaining Self-Awareness

We heard from one of the early pioneers of NLP, Sid Jacobson, that a mutual colleague in NLP called Robert Dilts, the most prolific writer in NLP today, does nothing from seven-thirty till nine-thirty a.m. but writing. That is all he does during that period. It’s amazing that someone has that kind of, what others would call discipline, but to him, it is more like a calling. It’s not even a habit. To him, writing is a calling to do something for the community — to help people and to share.

That is why clarity of values is very important. The people who go through my Patterns of Excellence program get clear on their values but for some, all they do is clarify their values in the seminar, which is rather sad. There should be a higher strategy to identify your values and be self-aware. **If you have self-awareness, when one of your emotional hot buttons gets pressed for some reason and you get upset or angry or frustrated, you know which values were triggered.** Understanding oneself and self-awareness are extremely important. What are the things that affect you? The answer to this question gives you a very clear indication of what your values are.

If you feel extremely happy or satisfied, you know that your value hot buttons have been pressed. So you see, you can use these emotional hot buttons in either way to drive you to do the things you want to do.

For instance, let’s say a person values money. Another values friendship. Say both of them have to sell. The person driven by money will go, “Let me help you solve the problem.” At the back of his mind, he is going, “Okay, by solving this person’s problem, I am going to earn 500 bucks.” The other person whose value is friendship

will go in and solve the problem in a slightly different manner but he will still be doing the thing called problem solving. So there is a layer of distinction.

Once you get clear on your ability to be self-aware, on the emotions and things that trigger and affect you, you will realize what your value sets are. Then your behavior and skills that you put into practice will be driven by these sets of values; motivation will come naturally to you. That is why we have never viewed selling as “selling”. We see it as educating and sharing knowledge, one of our hot buttons. **So if you would really like to kick-start your motivation, start by getting self-aware.**

The metaphor I like to use in my Patterns of Excellence program is this: Imagine you are a rocket. When you set a goal — for example, your goal is to start a business that generates a million dollars a year — the goal provides you with the direction to head, like the moon. So the moon is your goal. But what gets you to the moon is your rocket fuel. Here, the rocket fuel refers to your values or your emotional hot buttons. You must find out what your hot buttons are. If you do not know, do attend the Patterns of Excellence program. If you have already done the program and know your values, you must make use of them.

Motivation that Lasts... and Lasts!

People whom I have met in my programs complain that their motivation lasts only for a few days or weeks before dying out. Of course it does. It is like eating. Can you eat a plate of chicken rice and never go hungry for the rest of your life?

I don't think so. You have to keep eating to ensure you are filled up. Same thing goes for motivation: **you have to keep on motivating yourself all the time.** I have found that the trouble with a lot of people is they have a mindset that someone else has to motivate them. This is not taking responsibility. And so they come to the program to get motivated. I tell them that the Patterns of Excellence is not a motivational seminar. **This is because motivation does not last.**

What the Pattern of Excellence program does is to **teach you strategies and techniques to understand yourself and hence help motivate you constantly.** You will get there when you realize that you alone are responsible for your own motivation and no one else. **You must take ownership of constantly motivating yourself every single day.** Does this mean that after attending Patterns of Excellence, you will never ever feel lazy? No. I mean, I feel lazy at times too. In fact, this morning when I woke up, I felt lazy.

The difference is not recognizing that hey, you are lazy, but rather **knowing you have the choice to get out of that state and be motivated.** That's the power that you will learn from this program and the Patterns of Excellence. I understand myself

very well; I know what gets me excited, what makes me happy and what makes me really angry. So I use those to drive myself all the time.

Others find it hard to believe that we can go for a couple of weeks with merely three to four hours of sleep a day. To them, sleep is important. Yes, sleep is important but if you looked at the set of values in this way: perhaps you attached a certain weight to values like rest, relaxation, enjoyment, peace of mind, etc. Yet you could have higher order values that overtake those like challenge, being able to solve other people's problems and being able to contribute, then you find that sleep actually loses its overall purpose.

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For us, if we had three hours of sleep but we feel all right to get started and moving, then we just go. At the end of the day, what are you motivated by and in relation to what other things? I mean, if you think about it, why are some students so motivated to play computer games as compared to studying? Is it because studying has lost its importance and value whereas computer games will probably never?

In fact, I love to play computer games myself. And I can tell you why most kids love computer games. It's because they love to win. They love to win the computer, opponent, their friend or whomever they are playing with. It's that winning sensation. I love to win too. At the same time, computer games are fun.

So how I got myself really motivated towards studying was to treat studying and exams as a computer game. I told myself I was going to win because when you go for your exams like 'O' Levels or PSLE, you are fighting with 60,000 students in the whole of Singapore for places in RJC, VJC, and NUS. I treated it like a computer game and all those students were my opponents. I was going to beat all of them. And so I leveraged my value of winning, since I love to win; at the same time, I made it fun for myself by using Accelerated Learning Techniques like mind mapping and Super Memory.

If you or your kid right now loves to play computer games, great. Use these values and transfer them to your work or your child's study by treating it as a game and Bam! You'll find that most students become a natural.

The thing is: in order for you to shift your focus, **you have to start evaluating yourself, be very clear about your values and discover how you can see things from a different perspective.** Only then can you experience a shift in yourself that allows you to be even more motivated as time goes by.

Life is a...?

For me, I treat running a business as a game. Some people look at life as a game and so everything they do in life is fun, is a competition. We have talked about it in the Ultimate Success Formula as how you see yourself. **If you see yourself as someone who's winning at a game or a winner, there is a certain type of neurology that's being fired off there.** Then the behavior you exhibit is completely different. It would be productive for you to explore as you ask yourself: Who are you? What is the metaphor for your life?

All right now, grab a piece of paper and pen and do this exercise now. Complete the sentence: **Life is a _____.** Go on, write down as many words you can think of that life means to you. We mentioned that life is a game to some people. To some others, you know what they say? Life is a test. Now, if you think of life as a test, would life be very stressful for you?

Some people would say: Life is a bitch. I've heard that one before. Imagine if that were your metaphor for life, how would you wake up every single day? Then there was a guy whose mother said, "Life is a box of chocolates. You never know what you're gonna get." And that's what drove this guy called Forrest Gump to live life the way he did because to him, life was like a box of chocolates. What else do other people say? They say life is a journey. So there you have it, your metaphor for life will affect how you play this thing called LIFE.

The Problem with Life is...

In fact, embedded within this metaphor for your life is how you look at and deal with problems. I treat a problem as a game. To me, every time I encounter a problem, I always feel that **behind the problem is an opportunity to learn more or make more money.** That's how I frame a problem so I love problems as well.

Everyone has problems so it is important to learn how to deal with them and therefore get stronger over time. It's like writing one article at a time. In the same way, solving one problem at a time, becoming stronger and dealing with your

problems beat sweeping it under the carpet and eventually realizing everything is one big mess. Instead, clean things up step by step and you'll find they become much clearer for you.

A lot of people seem to have this belief that the more successful you become, the fewer problems you have. Like the more money you make, the less problems you have. And if you can make all the money in the world, then you've got no problems. But that's not true. In fact, I can tell you that **the more success you have, the more problems you're going to have**. The more money you make, the more problems you're going to have. I can tell you something right now: both of us probably have more problems than any of you reading this now.

I worry about 80 staff every single month. I have to worry about three to four businesses, \$300,000 of overheads very month, customers complaining sometimes, programs not meeting the sales mark, not generating enough revenue... I've got to worry about staff fighting one another, partnership issues, problems overseas with overseas partners... there are so many problems!

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Bill Gates, a lot of people look at him and say, "You know, he's so lucky," but I am sure he has got bigger problems than you and me, all right. So again, **it's your belief about what a problem means**. If you see a problem as something that's there to stop you, that it's there to make life difficult, then you know what, you are going to be really miserable. But for me, I believe **problems are doorways to opportunities**. That behind every problem is an opportunity to learn more and make more money. **And problems are really there to, in a way, teach us lessons**. So when I see it that way, it's great. I mean, the only time you are not going to have any problems is when you are in the grave. That's when you don't have problems, all right.

So yeah, the root cause of all problems is life itself. But it's how you look at it. I mean, I am not going to kid you and say when I face a problem, I never get upset, okay. I do. I get upset sometimes. It's natural; it's only human. I must be a robot to not get upset but I tell myself I only allow 20 minutes to be upset. So for the 20 minutes, I get really pissed off, I get really angry, I curse the whole world, and I blame everybody.

After 20 minutes, you know what happens? I take responsibility for it. So I let it out, all right, I am not saying you should keep it in.

You have to know that I face failures all the time. We both fail all the time. In fact, I would say my failure rate is probably 50%. But because I do so much stuff, like probably out of a hundred ideas I have or things I start, 50 would fail. But so what? 50 succeeded. It's a lot of numbers **but if you don't even do that one or two, you're never going to get any kind of success.** And again, the fear of failure and rejection is what prevents people from winning, because it's a lot about probability and numbers.

How to Turn Problems into Opportunities

If you are now thinking this is just a whole bunch of common sense that's not helping you, perhaps you are experiencing a problem on a different level. For instance, I know there are some people who have start up businesses, but for some strange reason, whenever they walk into the office, they feel disempowered. They get into fights and stuff like that.

Now just take a step back from all that ruckus for a moment and begin to take a good look. Look at your system. Look at the people involved. **Can you find any positive payout for this negative behavior?** Sometimes there is.

Another example: there are some people who complain just to get attention and guess what? Attention is the number one value on their list. Can you imagine if that's the case, lots of trouble can occur and these people will just complain and complain to seek attention. Then there are some people who love to complain, because the driving force behind their complaining is that they finally get to see you! Sometimes it's important for these people to see you so if they can't do so by the normal way, they will get through by the *abnormal* way. **Take a look at your system and realize that if you were to change everything inside it, it would be pretty much impossible.**

Important: Take Heed!

1. Accept responsibility for the problem.
2. Change yourself so that the response to you from the external environment changes.

When you follow these two steps, you'll find that you can step into the same system elsewhere and because you are a different person now, you will react differently to that failure, problem or rejection, whatever it might be. As a result, you will turn out to be a much stronger person.

We would say that a lot of us actually ignore things that are happening around us. Sometimes we fall into a state of denial. We stop being honest to people in a business. The same thing happens with ourselves too. Can you be honest with yourself? Are you able to be in a position where you say, "Okay, I honestly say that I failed," or "I honestly say that I created this problem myself." Once you have reached that point of recognition, then all you need to do is to ask, "How do I deal with this failure, rejection or negative things that happen?"

Here's what I do personally. Every time something doesn't go my way is I ask myself a better question. **The questions you ask yourself are going to determine what you focus on.** So if something bad happens, and you say "Why did this happen to me?", "Why is God so unfair?", "Why am I so 'suay'?" or "Why am I so unlucky?" Then you are just going to remember all the times you had been unlucky before. You are just going to focus on all the miserable stuff in your life, and you are going to feel even more miserable, all right.

So I ask myself a better question: **What can I learn from this? How can this be a blessing in disguise?** These are the questions I always ask myself. And when I think hard enough, I will always find a blessing in disguise. Say, you got retrenched. You could say, "Why did this happen to me? Why is my company so unfair?" Or you could ask yourself this question: "How can this be a blessing?" or you might realize how you can finally start that business you've always wanted but never had the chance. Wouldn't that be a better question?

How Virgin Airways was Born

My favorite example is one of my role models Richard Branson who started the Virgin brand. He owns Virgin Records, Virgin Brides, Virgin Cola, Virgin Mobile — he owns 300 companies under the Virgin brand. You can read his book called *Losing My Virginity*. And do you know Virgin Airways is one of the very few airlines in the world that's making money? But do you know how he started Virgin Airways? It was because of a problem he had.

One day, he found himself stranded on an island called Beef Island, in the Virgin Islands territory. But that's not why he named it Virgin Atlantic, okay, it just

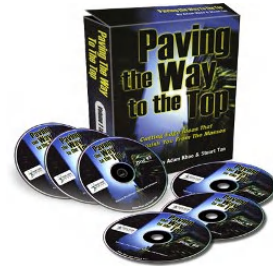
happened that way. He was stuck there — he was supposed to fly back to Puerto Rico for a very important meeting but his flight got cancelled. Along with him were hundreds of passengers who were also stranded.

Now at that point in time, a lot of people would say, “It’s a problem. Why did this happen? Who’s in charge? Who’s at fault?” But instead, Branson asked himself this, “How can I get back to Puerto Rico?” And boom, his answer came, “I would charter my own plane.” So he looked around for a plane chartering company and found a plane he could charter for \$2000.

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Most people at that point in time would probably say, “Why should I pay for this? Why should I spend a couple of thousands of dollars? It’s not fair,” right? But instead he asked himself this: **How can I charter this plane, get back to Puerto Rico and make money?** So he came up with the solution: he would sell tickets to people who were also stranded like him. He took a cardboard and wrote “**Virgin Airways \$39 Single Flight to Puerto Rico**” and went round the airport.

Within an hour, he filled up his entire plane. And so he not only managed to fly back to Puerto Rico, he made money! What’s more, when he brought all those passengers back, you know what they said to him? “Thank you so much. By the way, what’s the name of your airline?” Branson said “Virgin Atlantic.” They went, “Fantastic, keep going.” And that was how it got started.

So it could be a blessing in disguise. I can assure you: **the greatest things I have achieved today are the result of the worst things that happened to us last time.**

Scrambling for Inspiration...

Next, we teach this technique in Patterns of Excellence program called the Scramble technique. You know when you think of something that upsets you, or you think of a person who is saying something that hurts you, you can do what I do. **What I do in my mind is I change the way I represent it.** I imagine the person with a clown

nose. I imagine a bird sh*tting on his head. I imagine him talking in a Mickey Mouse voice. When I see all those images, it gets so funny that I start laughing away. It doesn't upset me anymore.

I mean, some people may look at this as very childish, very infantile, but who cares? **It works, you know, the thing is it works!** Do whatever works. The last thing is drawing parallels to other people. I ask myself this question: Does Bill Gates have problems? Does George Bush have problems? You bet. I remember I admired Clinton a lot at that point in time. I mean, think about his problems, he was about to be impeached. He was accused of all those sexual misconduct. He had a war. Do you think you have bigger problems than him? So the moment I think of these things, my problem in relation to theirs becomes really, really small. And that's how I reframe everything in my mind. That works for me.

Some of you who are looking for motivation sometimes look for inspirational messages. We think those are a great way to help us reflect. For instance, the Hurricane Katrina that devastated New Orleans and certain parts of Louisiana. There were probably a lot of strange things and bad things that happened there. While it might make you feel sad, at the same time, notice there were other people like writers in the local newspapers who began to observe what was going right. Like people helping people. People helping to drain other people's houses of water. **And it's the extraordinary things that you see in ordinary situations that help create that kind of motivation.**

So be inspired, go and look for that motivation yourself and I am very confident that you will find the world is a much better place, as long as you begin to turn away from the shadows and start to face the sun!

About Adam Khoo



Adam Khoo is an entrepreneur, a best-selling author and peak performance trainer. A self-made millionaire by the age of 26, he owns and runs several businesses in education, training, event management and advertising, all with a combined annual turnover of \$30 million.

He is the Executive Chairman and Chief Master Trainer of Adam Khoo Learning Technologies Group Pte Ltd and a director of seven other private companies. Adam is also a director of the Singapore Health Promotion Board (HPB).

He is also the best-selling author of ten books including *I Am Gifted, So Are You!* that was ranked MPH #1 Best-seller in 1998 and 1999. His other books include *How to Multiply Your Child's Intelligence* and *Clueless in Starting a Business*.

His book ***Master Your Mind, Design Your Destiny*** which was the **second-highest selling book in Singapore in 2004**, was on the **best-sellers' list for 36 consecutive weeks**. His more recent books *Secrets of Self-Made Millionaires* and *Secrets of Millionaire Investors* have both stayed at the **#1 spot on The Straits Times Bestsellers List for more than 52 weeks**. His most recent books include *Nurturing the Winner & Genius in Your Child*, launched in April 2008, *Secrets of Building Multi-Million Dollar Businesses*, launched October 2008 and *Profit from the Panic* launched in January 2009. His most recent book *Secrets of Successful Teens* was launched in November 2009.

Adam holds an honors degree in Business Administration from the National University of Singapore. As an undergraduate, he was ranked among the **top one percent of academic achievers** and became a pioneer in the Talent Development Programme, which is the university's Gifted program.

Over the last 15 years, he has trained over 550,000 students, teachers, professionals, executives and business owners to tap their personal power and achieve excellence in their various fields of endeavor. Some of his corporate clients include ST Engineering, Singapore Police Force, F&N Coca-Cola, Infocomm Development Authority of Singapore (IDA), Ministry of Defence, AIA, Prudential Assurance, Ernst & Young, Exxon Mobil, Unilever, Citibank, UOB, ABN AMRO, NETS, Great Eastern Life, Hewlett-Packard, Sun Microsystems, Texas Instruments, MediaCorp and many more.

His success and achievements are regularly featured in regional media like The Straits Times, The Business Times, The New Paper, Lianhe Wanbao, Channel NewsAsia, MediaCorp Channel U and Channel 8, MediaCorp 938LIVE (formerly NewsRadio 938), The Hindu, The Malaysian Sun and many more.

He was ranked among the **top 25 richest Singaporeans under the age of 40 by The Executive Magazine** in 2007. In 2008, Adam was conferred the NUS Business School Eminent Business Alumni Award for being **one of Singapore's most successful and prominent business leaders**.

He made his million at 26

Teachers found him capable but lazy. He found himself not interested in studies. Adam Khoo was expelled from St Stephen's Primary School for being disruptive. His parents hunted for a school which would accept him. Ngee Ann Primary finally did. At Ping Yi Secondary, he finished at the bottom of the express stream. In desperation, his parents sent him to Superteen, a motivational training camp. He came out a changed lad. Not only did his studies improve, he also began hatching ideas to make money off his fellow students! Today, Mr Khoo (right) is 27 and a multi-millionaire. And he co-owns Superteen, along with four other companies with an annual turnover of \$20 million.

The Y scene

MR. Adam Khoo was recounting stories of his growing-up years before 100 Nanyang Polytechnic students on Saturday. As a member of the Singapore Chapter of the Young Entrepreneurs Organisation (YEO), he spoke to them: "My parents went through a number of schools before Ngee Ann Primary finally accepted me. It didn't really bother me. I levels, made it to Yale, made the Dean's list in the Business Administration Society at NUS, was a member of the university's Talent Development Scheme for scholars, and a millionaire by 26."

GROWING THE MONEY

"The money came from three avenues," he told The Y forum. "First, there was the training I conducted for schools. I was paid \$2,000 a day for motivational talks. At some schools, it events like The New Paper Big Walk and the President's Charity Challenge's Project Y. His third money-making scheme involved investing shrewdly -- as he put it: "Making use of what I had learnt in my finance management course at university. I traded in equities, unit trusts and property." He bought a condominium unit and rented it out. And why not... when he had a Changi bungalow to share with his parents?"

Find Out The Secret To His Success And How You Can Apply It In Your Life Instantly!

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