

The New Path to True Greatness

While many readers will consciously endorse the lessons of this book, subconsciously they are living by a very different set of rules. Conscious-versus-subconscious misalignment is often the difference between business and life greatness and frustrating failure.

It is important to draw a clear line between what you know on a conscious level and what you truly act on subconsciously. Realigning these two mental levels launches all sorts of new, powerful, and purposeful behavior. It releases intentionality. Influencing your subconscious thinking is your best hope to reveal the greatness hiding within you.

The Perplexed and the Knowing

We like to separate people into two groups: the perplexed and the knowing. Many professional people are doing what they've been told to do to reach success, yet a sense of success eludes them. They've worked toward a life that has the appearance and