



NEW YORK TIMES BESTSELLING AUTHOR

JOHN C.  
MAXWELL

ANNIVERSARY  
10<sup>TH</sup>  
EDITION

LIVE THEM  
AND REACH  
YOUR POTENTIAL

15 INVALUABLE  
LAWS OF GROWTH

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- Trade-offs are available to us throughout our lives.

- We must learn to see tradeoffs as opportunities for growth.

(1) What are the pluses and minuses of this tradeoff?

**(2) Will I go through this change or grow through this change?**



- Tradeoffs force us to make difficult personal change.

— Change is personal — to change your life you need to change.

— Change is possible — everyone can change.

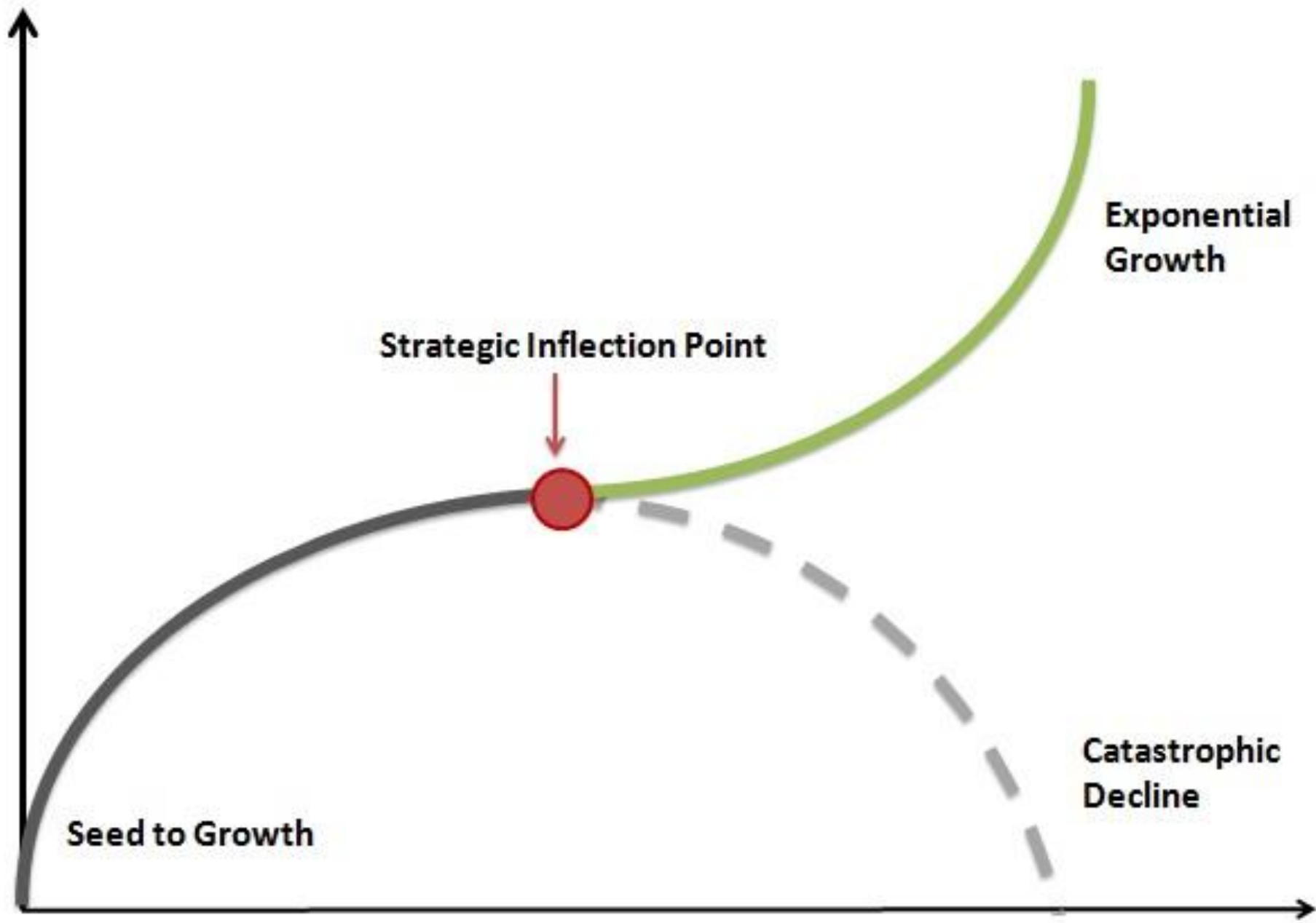
— Change is profitable — you will be rewarded when you change.



- The loss of a tradeoff is usually felt long before the gain.

- **Most tradeoffs can be made at any time.**

- A few tradeoffs can be made only once.



Seed to Growth

Strategic Inflection Point

Exponential Growth

Catastrophic Decline

- The higher you climb, the tougher the tradeoffs.



- Tradeoffs never leave  
us the same.

- **Some tradeoffs are never worth the price.**

**1. I am willing to give up financial security today for potential tomorrow.**

**2. I am willing to give up  
immediate gratification  
for personal growth.**

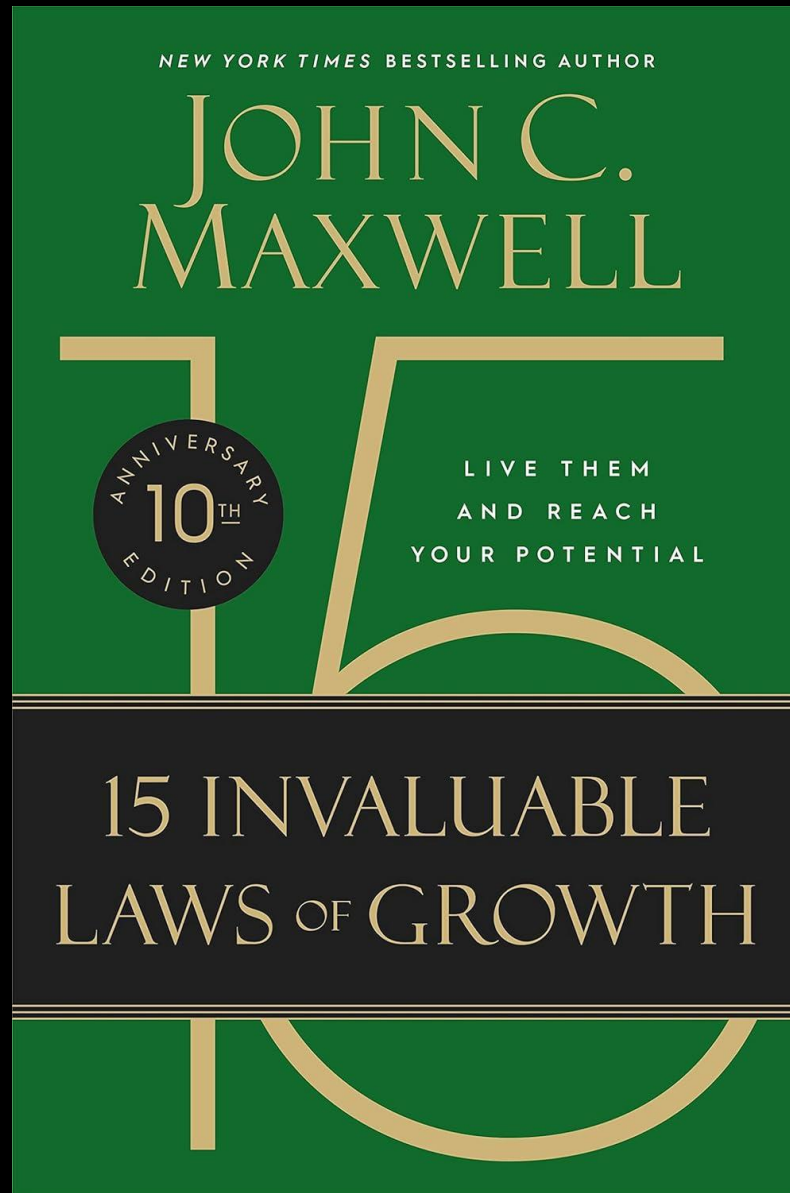
**3. I am willing to give up the  
fast lane for the good life.**

4. I am willing to give up  
security for significance.

**5. I am willing to give up  
addition for multiplication.**







## ***Law #12: The Law of Curiosity***

***Growth is  
stimulated by  
asking, "Why?"***

1. Believe you can be curious.

2. Have a beginner's mindset.

**3. Make “Why?” your  
favorite word.**

4. Spend time with other  
curious people.

**5. Learn something  
new every day.**

**6. Partake in the fruit of failure.**

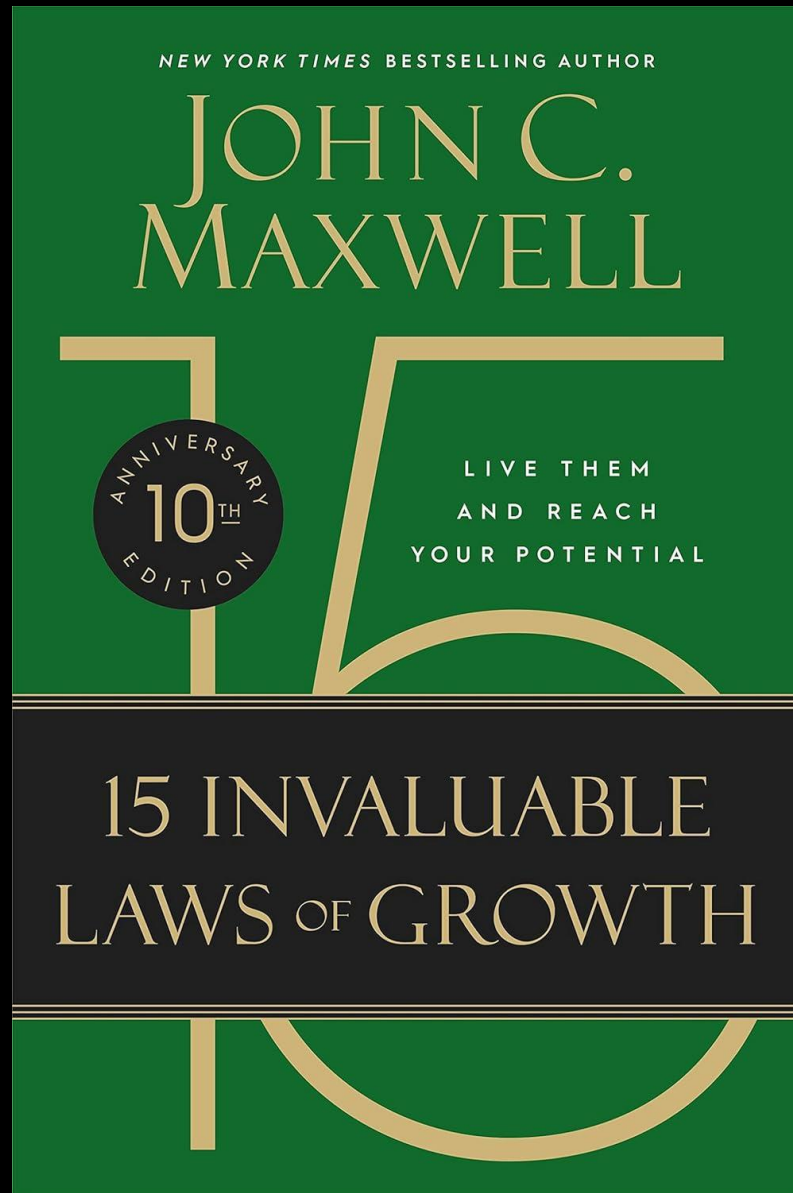
7. Stop looking for THE right answer.



8. Get over yourself.

9. Get out of the box.

10. Enjoy your life.



## ***Law #13: The Law of Modeling***

***It's hard to improve when you have no one but yourself to follow.***

1. A good mentor is a worthy example.

**2. A good mentor is available.**

**3. A good mentor has  
proven experience.**

4. A good mentor possesses wisdom.



**5. A good mentor provides friendship and support.**

6. A good mentor is a coach who makes a difference in people's lives.

## GOOD COACHES...

- C – CARE for the people they coach.
- O – OBSERVE their attitudes, behavior and performance.
- A – ALIGN them with their strengths for peak performance.
- C – COMMUNICATE and give feedback about their performance.
- H – HELP them to improve their lives and performance.

**This Week's Assignment: Read Laws 11-13**

**Next Week's Subject (March 20)  
— Laws 14-15**

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