



**Annette Estes**  
**Columnist**

## Professional Development

### Are You Motivated?

Traffic was tied up, people were late for work, and the BI-LO Center was filled with people anxiously waiting to “Get Motivated” at the Peter Lowe seminar on August 16<sup>th</sup>.

It was quite a show, with fireworks rising from the stage as each motivational speaker was introduced. And it was quite a day with messages of how to be successful, happy and, yes, motivated.

I’d like to share some of the highlights of what I took away from each of the speaker’s messages.

Zig Ziglar will turn 80 this year and he’s still one of the most dynamic speakers on the circuit. He repeated his lifetime message that attitude is everything and that we are all born to win. His success formula is to change the picture, change the performer, and change the performance. He says it’s vital that we have an attitude of gratitude.

Peter Lowe says the way to creating breakthroughs in our lives is whole-heartedness – to be passionate about what we do. We need to have congruence in mind, body, and spirit. One thing he said that stood out for me is that “most of us think our words describe our experience. The reality is our words *determine* our experience.” He says our words (positive and negative) are like the rudder of a ship and determine the direction of our lives.

Lowe brought a volunteer to the stage who was able to break a board with his hand using his own and the audience’s positive energy.

Dr. Robert Schuler, pastor of the famed Crystal Cathedral, has long preached the belief that if you can dream it, you can do it. He told us a touching story about his daughter who lost a leg in an accident. She wanted to continue playing softball, but he told her to be realistic – that she couldn’t run with one of her legs missing. She said, “But, Dad, you don’t have to run the bases when you always hit home runs.” What an attitude!

Sales training expert Bryan Flanagan talked my language. He talked about one of my areas of expertise – DISC behavioral styles. He said, and I agree, that it’s important to understand people’s different behavioral styles and manage them accordingly. He said manage them as people, not units of production. Hear, hear!

Tom Hopkins, billed as “America’s #1 authority on selling,” said the ultimate secret to success is our ability to handle failure and rejection. He says the key to getting everything we want in life is to stop telling and start asking the right questions.

Even Clemson fans could benefit from USC coach Steve Spurrier’s message on the qualities of achievers. He began with the importance of attitude in achieving success. He says achievers stop making excuses, have a plan, have confidence, and believe in themselves (and their team). He says achievers take responsibility; have courage, passion, and enthusiasm; they thoroughly prepare, take creative risks, bounce back from adversity, transcend their previous accomplishments (lose the ego), and love to compete.

Steve Forbes and Phil Town coached us on how to make and invest money, a topic that always inspires me!

The keynote speaker was former NYC mayor Rudolph Giuliani, who talked about leadership – a quality he exhibited during the 9-11 tragedy. He says leaders have convictions, a set of beliefs; they stand for something. They set goals, take action, and have a destination.

Leaders have courage, which he says means management of fear, not absence of fear. They take a positive approach, offer solutions, and envision success. He talked about the importance of clear communication among team members. He also said leaders take time to prepare. And, above all, they love people.

I’d say most of the people there loved the motivational messages they heard.

Now let’s get out there and put them into action!

Annette Estes is a Certified Professional Behavioral and Values Analyst, Coach, and Consultant. She is a professional speaker and author of the book, *Why Can’t You See it My Way? Resolving Values Conflicts at Work and Home*. Annette won Matrix Awards in 2004-05 from Women in Communications for her columns in *The Easley Progress*. Contact her through her website at [www.CoachAnnette.com](http://www.CoachAnnette.com).

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