

THE CONFIDENT LEADER

LEADING YOUR WAY TO AN ABUNDANT LIFE



CHAD COE



THE CONFIDENT LEADER
The Best Practices of Elite Leaders

Chad Coe

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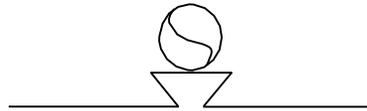
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Dedication

Every day I feel the gratification of knowing smart, caring, supportive people. This book is dedicated to them—too numerous to mention.

Chad Coe

Confident Leaders have a plan for their career, family, health, and money.

Introduction

Why, you might wonder, would I—a financial advisor—write a book?

I write to share my excitement about a philosophy called PEOPLETIZING—a philosophy that has helped me create a life I cherish in which I am able to make a difference in the lives of others.

“The more people I help, the better I become.”

-Chad Coe

PEOPLETIZING is a life philosophy that developed as I built my business and founded a children’s charity. PEOPLETIZING is about investing in relationships in all areas of life. It’s about getting to know people. It’s about developing mutually helpful connections that allow everyone involved to capitalize on the talents, skills, and abilities that create great businesses, generous not-for-profit organizations, and loving families.

The adults who helped me through a childhood defined by learning disabilities were sowing the seeds of my PEOPLETIZING philosophy long before I articulated its concepts. I started from a place

where I always had to try harder and work harder and not give up. I know that it's beliefs, not events that shape our lives.

Countless people contributed to who I have become. Even now I continue to discover that every day is an opportunity to help others, and that who you are is more important than what you have.

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Chapter 1

PEOPLETIZING Emanated From My Early Struggles

“An incredibly high percentage of successful entrepreneurs are dyslexic. That's one of the little-known facts.”

–Malcolm Gladwell

If I can make it, anyone can. Make what? A life that is balanced and fulfilling. An abundant life. Yes, if I can make it, anyone can.

A rough start

Attention Deficit Disorder would have been my label. But in the 60s, there was no formal or specific diagnosis. I was in “Special Education”—special schools for kids with special needs. No homework. No tests. Really, just custodial care. My days were filled with playtime. I was disorderly, sometimes even wild. I never felt I was learning anything. I was very outgoing and desperately wanted friends, yet felt like I didn't fit in. In addition to the fact that I didn't go to school with the kids in my

neighborhood, my family frequently moved and peer connections were few and far between.

Mainstream school

Just before I was scheduled to start fourth grade, I broke my leg and was in the hospital for six weeks. When I started school, I was on crutches—not exactly the ideal introduction to mainstream academia. Although I was “mainstreamed,” school was difficult. I was enrolled in remedial programs and received daily one-on-one help. In the school library, dedicated adults worked with me to improve my reading, math, and writing skills.

“Having the support of others was a wonderful way to overcome my difficulties. That experience colored the way I do everything.”

—Chad Coe

Life changes

When I was in seventh grade, my parents divorced, and my brother, sister, and I went to live with our father. While I was often the class clown and frequently involved in playground fights, it was

during those transition years that I began to develop a greater sense of self and independence. I took care of myself. I got where I needed to be by hitchhiking or riding my bicycle. I realized that I was going to have to work hard and take nothing for granted. Perhaps my greatest discovery was realizing that when I was challenged, I did better in school.

High School

High school provided more than academic lessons. I also played on the tennis team. The lessons of tennis are still with me today. Focus and strategy are paramount to succeeding, winning, and achieving goals. Tennis also provided friendships and a sense of belonging.

At sixteen I started a window-washing business and worked as a caddy when there were no window-washing jobs. The CEO of Bally's Gaming was the first person I caddied for. He took me under his wing and taught me the fine points of caddying. To this day, I still can't believe how kind he was to me.

I developed deep friendships—ones that offered me support and understanding. They saw my

potential and were always patient with the indecision that surrounded my career aspirations.

My ACT and SAT test results were pretty dismal— (ACT Score: 13 out of 36; SAT Score: 720 out of 1600)—yet I found my way to Parkland Junior College in Champaign, Illinois, and then transferred to the Business School at the University of Illinois where I earned my Bachelor’s Degree.

College days and early work

During college and after, I engaged in a variety of small business ventures. Despite no sales experience, my first venture was traveling from city to city selling jewelry at flea markets. Several additional retail businesses provided important lessons but not much income.

Likely the greatest training ground for my current career came through State Accounting, a family business founded by my grandparents. During my ten years with State Accounting, I modernized and computerized processes, expanded the client base through marketing, managed more than two

hundred business relationships, and personally completed more than four hundred tax returns every year.

A First Entrepreneurial Venture

I left State Accounting to pursue a partnership to create Bingo City Flea Market. Our 50,000-square-foot building housed a 400-seat bingo hall, three restaurants, and 200 vendor spaces. What we needed most—an outdoor selling area—was not available, and so we closed. To some, this experience might seem disastrous. Yet for me, it was life-changing.

The failure of Bingo City Flea Market forced me to quickly find a new job, one of the first steps toward establishing my own financial consulting business. Rather than accept an offer to work at Smith Barney (through one of my colleagues who knew of my contributions to State Accounting), I chose instead to work with my brother at Paine Webber. It was an opportunity to work with someone who knew me and believed in me while I worked and pursued the education and licenses necessary to become a financial planner.

The Road to My Own Business

My employment at Paine Webber became tenuous because I was frequently away from my desk and out of the office. Rather than waiting for the telephone to ring, I was out meeting clients and building relationships. Though I didn't label it "PEOPLETIZING" at that time, that's exactly what I was doing.

My experiences at Paine Webber reinforced my high school tennis lessons: focus and strategy. They also led me to realize that I wanted to establish my own financial planning and consulting firm. Although some questioned my abilities, I took the plunge.

Coe Financial Group started small and today is an extraordinarily successful business. We work as a team, advising clients and managing more than \$100 million in assets and grossing more than \$1,000,000 annually.

The challenges continue

My life story is not meant to generate sympathy. It's just my story. Every life experience has brought me to the place I am at today. From a few connections,

I've developed innumerable relationships and associations by listening and helping. From a place of struggle and deficit, I've worked hard to learn, experiment, and not be diminished by failures. In my life, struggle created passion and challenge created success.

Success has brought me pleasure, yet I continuously remind myself that every day must be approached with the same determination, with an eye to the future, seeking new challenges and opportunities.

What I know most of all is this: what I am, what I know, and what I do have all emanated from everything that has happened in my life and have laid the foundation for the philosophy I now call PEOPLETIZING. While I am proud of my accomplishments, I am still humbled by the place I find myself. I only hope that the time, the affection, and the support I give others can in some small measure repay the time, affection, and support that was—and continues to be—provided to me. It is in giving that I continue to learn to accept the affection and support of my family, friends, clients, and professional acquaintances.

May my story and the ideas offered between these covers inspire you to PEOPLETIZE to achieve an abundant life.

“Helping others succeed has been my mantra since I got out of college and entered the workforce. I always believed that if I could help people, I would be helped in return.”

–Chad Coe

Chapter 2

Leadership

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

—John Quincy Adams

Leadership means that you’re out there in the world communicating with others in a way that guides, mentors, and supports the needs of others. They can be clients, employees, friends, or family members. If you are a good leader with a methodology that honestly relates to people, you can accomplish anything you want.

Over the years, I have attracted people who want to be part of my journey, on my path, in my world, and participate in what I have created. It started out with just organizing a baseball team. My vision expanded to founding a charity, Special Kids Network, and having a company where others wanted to work because I was involved.

A large part of being a leader is acknowledging that one should delegate tasks that others do better. I've learned what my strengths are, and I focus on those. I find people who like to do the tasks I don't want to do and delegate those tasks to them. Because of that, I have executives in my office who ask me what they can do to make my day, and as a result, theirs better.

Empowering people is the core of my philosophy for success. I like supporting others to help guarantee their successes, not in micromanaging what they do. A leader who micromanages and constantly hovers over their employees dissuades them from experimenting, growing, and feeling valued and empowered to make changes for the company's good. Empowering others to do what they're good at and letting them do it in their own way has led my employees to deliver impressive results.

Chapter 3

The Confident Leader

“If the only reason you’re not taking on a challenge is because the idea scares you, then that’s the reason to take it on.”

–Steve Farber, *The Radical Leap*

A leader’s confidence comes from within. You must want to be a leader. There are some people in this world who want to be followers. There are some people who want to drive a truck. There are some people who want to lead a fleet of trucks. You have to pursue what you want. If you want to be a leader, then you have to understand what your leadership strengths are. Pay attention to the kinds of people who come to you for leadership. That will enable you to create a game plan to reach ultimate success.

“Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma—which is living with the results of other people’s thinking. Don’t let the noise of other’s

opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become.”

–Steve Jobs

Too many people are influenced by other’s beliefs and by those who think they have the answers. They’re influenced by micromanagers, including family members who may not have the right vision for them or the right guidance for them.

When I began my business career in money management, I started networking. People would tell me how and with whom to network. It wasn’t working. Everything I was doing seemed wrong. I had to develop techniques that worked for me— not follow other people’s rules. Because I stayed true to my vision and my goals, today I am in the top percentile of advisors in my industry. I’m also leading a charity that has donated more than \$2 million dollars to vital causes. I run successful think tanks for people, change their lives, and build their self-esteem and their confidence by teaching them to listen to their own voice. Learning to listen to my own voice made this possible.

To be an effective leader, you must find your own voice—what will make you successful. Write down what success looks like to you from a monetary, a charitable, and a family standpoint. Then follow your planned path to get there on your terms. Yes, you have to make compromises, but it's important to identify YOUR vision, YOUR goals, YOUR voice to achieve your vision while staying true to yourself.

Following your own path doesn't mean ignoring others. Great leaders have to be great listeners. Throughout the years I have learned from coaches, mentors, and being around incredibly successful people.

When you come from a place of love, caring, and generosity and let people know you believe in them and trust them, they will jump through hoops and work overtime to help you achieve your goals as their leader.

Chapter 4

A Leader's Enthusiasm

“Enthusiasm is the mother of effort, and without it nothing great was ever achieved.”

–Ralph Waldo Emerson

Stress and overcoming challenges in life becomes an overachiever's “energy bar.” We constantly learn from those challenges, and they make us stronger and more successful.

Start every day without boundaries or fear. Moving forward takes energy and focus. To accomplish things beyond your wildest dreams, you must let go of fear. Our minds are the single biggest hindrance to achieving greatness. Cultivate a vision of what greatness looks like for you, start implementing steps toward that vision, and success is guaranteed. I very rarely, if ever, fail at anything I set out to do. That's because, after developing a thorough plan, I don't overthink my process or let my limiting beliefs stop me.

You're able to train the brain relatively quickly. If you have fears (and we all do), you can push through them. Don't dwell on the negative. Focus on opportunities for continual improvement, and act on these out of enthusiasm, not fear.

Showing this enthusiasm will invigorate you and help you to live a life of significant influence. People will enjoy being around you more if you live vibrantly.

One of the great keys to enthusiasm is having a strategy for everything you do. It is a great way to reduce stress and guarantee success in every area of your life. Every great leader I've known uses the word "strategy." Their companies revolve around strategy. If you have goals and you have a written formula—a strategy—for reaching them, then enthusiasm is the natural byproduct. Knowing where you want to go and that you have a strategy to get there will give you confidence.

I deal with hundreds of people, and everyone who acts with enthusiasm, engages others with vibrancy, and adheres to a clear vision of success nearly always achieves greatness. Such greatness is

also rarely, if ever, solitary. It inspires and draws others.

“Your energy, enjoyment, drive, and dedication will stimulate and inspire others.”

—Chad Coe

When I am around negative people, I’m aware that I have to remove them from my life. They can be poisonous.

I’ve had employees who were negative, mean, and overly aggressive communicators. When they were let go other people inevitably stepped up, picked up the slack, and made up for lost sales, all because they weren’t burdened by the negativity of others.

When you let something go, something more positive will show up in your life to replace it. When you get rid of the negative, you now have room for positive forces to show up in your life. Be aware of the yin and yang. When you have black, you have white. When you have day, you have dark. And when you have successes, you have failures. Let them go. That’s the world of an entrepreneur. Entrepreneurs fail ten, twelve, fifteen times in a

short period of time. As they let go of their failures, they learn from each of them so that success can evolve.

Reward yourself. It's very important to plan three- to four-day trips, maybe even a week. Schedule your workweek so that you have one or two intensely focused days, one or two buffer—slow—days. Every couple of weeks, take an extra day off just to enjoy life, relax, and do things that feed your soul. Once or twice a year, take one or two weeks off to invigorate, reenergize, and strengthen your mind. If you do this, your life will run more like a well-oiled machine rather than staggering along and breaking down from stress overload.

Chapter 5

Faith & Patience

*“Success is walking from failure to failure
with no loss of enthusiasm.”*

–Winston Churchill

Success will always show up, often not on our timeline, but it will show up. With faith and patience, you will always accomplish what you set out to do. I have faith that everything I touch, I believe in, and I have a strategy around will happen. That’s my definition of abracadabra—what I speak I believe, and because I believe what’s going to happen in the future is real, I have the faith and the patience to see it through. One of the reasons many of us fail is we believe that we have to work on our timeline. My company is going to succeed, my team members are going to reach their goals, and we’re going to succeed based on our strategy. That doesn’t mean it’s going to work the day I say it’s going to work. I have to be patient and give it time to unfold and to grow.

Earl Nightingale tells a story about a farmer who lived in Africa and became tremendously excited about searching for diamonds. He sold his farm to find them. The next owner picked up a large rock and had it analyzed. The farm turned out to be the Kimberly Diamond Mine, the richest the world has ever known. The original farmer was literally standing on “Acres of Diamonds” until he sold his farm.

I’m very familiar with not giving up too early. But I’m also a great believer that if you fail and you give up because you have a bigger, greater vision, you can learn from your mistakes and go for it. Remember the flea market and bingo hall I bought? I knew, based on some ordinance changes that it would fail the day after I signed the lease. I let go of the flea market and bingo hall because I had a new vision that I could succeed in the money management business. That would be my future. Faith and patience paid off.

It is extremely important to learn how to have patience. We can’t react to everything and be alarmists. In *The Untethered Soul*, Michael A. Singer states that there is nothing more important to true

growth than realizing you are not the voice of the mind. You are the one who hears it. Ninety-nine percent of your thoughts are a complete waste of time. They do nothing but freak you out.

In 2008, the markets crashed. My clients were losing a ton of money. Everyone was stressing out and having a hard time. My job was to reassure them, offer advice, and encourage patience—remind them that the markets are cyclical and there would be a turnaround. Clients of mine who are leaders supported and encouraged me; they knew that the crisis was just a moment in time.

When you have a plan to reach your goal but it's not happening as quickly as you would like, take that opportunity to reset or modify the goal. A successful business is a journey, not a sprint. As long as you have the pieces in place, it's a well-thought-out plan, and you've taken the time to put the right people on board to help you implement the plan, then it's inevitable that it will succeed.

You will go through times when you will struggle, but given that you know there will always be peaks and valleys, you'll know it will be temporary. Stay

true to the course and be patient. Live positively, with the knowledge that people are attracted to passion and optimism. Remember to keep good counsel. Don't be shy about asking people you trust and admire to brainstorm with you. People love to help others that have enthusiasm and a strategic objective. That objectivity will help you keep your vision in line and others will rejoice in your success. You have to train your brain to have faith and patience, stay in the positive, to speak positively, and to encourage others to reach their goals and dreams. If you do can do all of this, they will help you to achieve yours.

Chapter 6

Trust

“The glue that holds all relationships together—including the relationship between the leader and the led—is trust, and trust is based on integrity.”

—Brian Tracy

As leaders, we must first trust. I will venture to say that half of the readers of this book do not. Trust is, for some people, immediate. These people are willing to work with others based on their instincts or a gut feeling.

You only have one reputation, and you need to guard it so that others will be confident that you are trustworthy. They must trust that what you're sharing with them comes from a desire to help them and to give more than take.

You must come from a place of trust in your business endeavors. You are sharing a relationship with your customers and clients. In order for them to buy from you, they need to feel that you are

engaged and that you want to be on the same side of the table as they are.

LinkedIn is a genius tool. In the past, it was extremely hard to locate, communicate, and connect with people around the globe. If used properly it is also a brilliant tool to build trust. It helps people get to know who you are before you meet with them, to be able to decide whether or not they want to do business with you, and to be able to seek out and build relationships.

Being vulnerable helps to build trust quickly. People have a hard time relating to “perfect.” The more vulnerable you are, the more open you are about your life and the struggles you’ve had, the more you will build trust and relationships. That’s the reason I’ve shared my story with you.

People trust others who listen to them and ask good questions. They show empathy and are there for each other. If you can make 90% of a conversation about others, they will trust you, like you, and appreciate you.

Trust also comes from being a good listener and understanding how to ask great questions. Put your pen down, sit back, look people in the eye and be truly engaged with what they're sharing. Ask questions to make sure you are on the same page.

Chapter 7

Teamwork

“Talent wins games, but teamwork and intelligence win championships.”

–Michael Jordan

Teamwork means you have others who are counting on you as much as you are counting on them. The team members participating with you want to succeed because they are working with you.

It's your responsibility when working on a team to do what you say you're going to do in a timely manner.

We've all experienced being part of a group that has a weak link. For example, you're going to a high stakes meeting at 10 a.m. The group agrees to leave the hotel at 9 a.m. The one person who doesn't show up happens to be the one who has the presentation on their laptop. You don't have a backup. Terrifying.

It is imperative to be impeccable with your word. You will never need to worry about telling the truth or worry about what you said. Live to the highest degree that you can. Be straight and honest with the people you're working with and encourage them to do the same with you.

We all know people who take shortcuts, steal ideas, and work through manipulation. Some call them "empty suits." We don't want to work with them because people see right through them. Their word is worth nothing.

Teamwork and accountability are crucial. Good leaders bring out that quality in people. Everyone on the team matters. If you're going to be the presenter, you need people who can help you with the technology if you don't know how to set it up. That means the technology person is just as important as you. The smallest cog in the wheel can ruin the best-laid plans.

Some people will be stronger than others, but as a leader, it's your job and responsibility to make everyone understand their importance to the team.

Chapter 8

Love

“To be successful, you have to have your heart in your business, and your business in your heart.”

–Sr. Thomas Watson

As a mentor and motivator of others, having an open heart is critical to my success. In life, you're going to have days when you have an open heart where business and opportunity and all great things are showing up. But there will be days when great things are nowhere to be found. Instead, there are problems and issues and missteps. Being able to work with an open heart during the difficult times will make you a better leader. People are looking to you to set the tone. Showing confidence in others and trust in the future will attract positivity and loyalty.

When you believe in yourself and love yourself, it is easier to love others. You have to love yourself first to inspire a shared vision about where you want to go. Others will wake up every day and want to work with you and for you, and they want to help you

accomplish your goals and your dreams. Everything is easier because you're all on the same page, looking at the same vision, and pulling for the same success. Everyone wins.

When I'm out on the tennis court I play competitively, but at the same time I'm always encouraging and trying to be supportive of my opponent. When it's good, I acknowledge by saying "nice serve," "good hustle" or "good try." There are people who are always telling you how to play, where to stand or what to do or how to do it. I always play better and enjoy myself more when my opponent is encouraging and complimentary, whether or not I am playing well.

I encourage you to be a complimentary, thoughtful, caring, helpful mentor. During the stressful times, don't become more stubbornly committed to your way of doing things. Continue to encourage others to do their best, their way. There's a high probability that what works for them will create better outcomes with fewer mistakes.

Chapter 9

Self-Awareness

“I think self-awareness is probably the most important thing towards being a champion.”

–Billie Jean King

Let's consider self-awareness. For example, how conscious should you be of your appearance? It depends on what you want to be and what you want to do. There are some people who don't care what other people think. The problem with that mindset is people will judge them and their capabilities first by how they look. You don't want a negative reaction to hinder you from getting their help in achieving your goals.

Be sure that you do not project negativity. If you act tired, if you constantly walk around with a frown, if you often raise your voice and get angry, frustrated, and miserable, then you are a negative force. You're the person nobody wants to be around, and it could mean the difference between the loss of a job or promotion. If you're the CEO or president, you'll attract people who are similar to you, which

can keep your company from growing and prospering because you're living in a negative world instead of a positive one.

There are storms in life, especially in business. You have a choice: lose your temper or remain calm. Either way, you're being judged, your reputation is at stake. People will not forget if you make a scene. For those who remain calm and stay focused, things have a way of working out.

When situations don't work out, it's often for the better. Chances are you'll be happier in the long run with a different but more successful outcome than the one you'd planned.

When you confront people who are creating noise or gossip, you'll find that going directly to the source, confronting them with a smile, and remaining calm will stop the negativity. When you hear gossip from third or fourth parties, more often than not what they're saying is untrue; the truth will come from going directly to the source and asking for it.

I have been a student of people who have appropriate boundaries when interacting with others. Whether you are dealing with family or business associates, it's important to establish boundaries around what you should or should not discuss. Crossing boundaries and talking about things that are inappropriate can be very hurtful and destructive.

Both people with whom you work and your family members are often dealing with a lot of pressure. If they verbally attack you or act negatively, know that if you always do your best, the problem lies with them, not with you. Their behavior typically reflects their circumstances, their weaknesses, and their vulnerabilities. This is an opportunity for you to deepen a relationship with someone.

It is important for you to be respectful of others' time. Asking, "Is now a good time?" will get their attention and they will be able to engage. If you don't ask, and it's not a good time, they'll be distracted, and you will not get the results you want.

Chapter 10

Goals

“If you set goals and go after them with all the determination you can muster, your gifts will take you places that will amaze you.”

–Les Brown

It is important to have concise, focused goals that are **SMART: Specific, Measurable, Attainable, Relevant, and Timely**. I didn't invent the idea of smart goals, but I certainly live by them. Write them down, modify often, and have a specific date for completion.

Listen to your gut. Be patient, have faith that what you're doing is going to work, and when necessary, go back to the drawing board and develop a new strategy or enhance your current strategy. There is never a reason to give up.

When you focus on your goals, rewrite and modify them on a daily basis, and develop a timeline, your subconscious mind will figure out ways to achieve them.

For example, if you want to double the income of your business, write that down and focus on it. Your subconscious will come up with the answers for you to be able to achieve that goal. Many people give up and don't even write down their goals because they're afraid of failure. Or they don't believe that their goals can be reached quickly enough, so they stop trying.

Over time I have observed that when I focus on my affirmations and goals, my subconscious kicks in and helps me find ways to succeed. As time passes, your subconscious will give you answers and solutions to the problems that will appear. We all know the adage: sleep on it. When you walk away for a moment, suddenly the answer seems obvious. Think of achieving your goals as your personal journey. Reaching some of your goals might require a sprint that you can accomplish that day or that week, but many of your goals, and in particular, your bigger goals will be a marathon. Say that you're going to build a business during a five-year period to be worth "x" amount so that you can sell it to a private equity firm in five years. It might take six to seven years, but start with a specific number

for your goal. Write it down, create the strategy around what five years looks like, and then modify your goals as needed. The process must be ongoing to achieve success.

Chapter 11

Ultimate Goal: An Abundant Life

“Life is no ‘brief candle’ to me. It is a sort of splendid torch which I have got hold of for a moment, and I want to make it burn as brightly as possible before handing it on to future generations.”

–Bernard Shaw

I challenge you to be a positive force of nature. Live your best life, rather than just meandering through the life you've been given.

Your ultimate goal is to have a full, balanced life. To be happy. I call that an abundant life. If you conducted a survey of people who take the time to be self-aware and live their best, the goal of most is to be happy.

Dan Sullivan, The Strategic Coach, describes what the happy, successful people in his life look like:

- The outstanding business innovations they've created;

- Their fascinating global adventures;
- The deep, caring relationships they've started or been able to rekindle in their work, their communities, and at home;
- The lives they've brightened through their tremendous charitable work.

The antithesis of all of that would be limiting beliefs. We all have limiting beliefs regarding what we're capable of and who we are. You can come from a place of fear that the glass is half empty, or from the view that the world is a feast and you can have anything that you want. Try everything, manage the risk, and enjoy the successes that come from being a happy, enthusiastic, motivated, passionate, persistent person.

Put your mind to having abundance and having everything that you want and watch it show up. People are not millionaires by accident. People are millionaires because they single-mindedly focus on how to be a millionaire.

Be a force of nature in all aspects of your life, constantly focusing on how you can grow. From that comes true happiness.

“If you can dream it, you can do it.”

–Walt Disney

Epilogue

Chad Coe's journey as a special needs child from a broken home to the president of one of the largest individually owned financial firms in the country is inspirational. In this book, he presents a holistic guide to leadership, ethical behavior, and personal responsibility. Being a success in business is only part of what he calls an "abundant life." Giving back through charitable work and committing wholly to relationships is central to Coe's vision of a complete, happy life. Coe reveals the principles that give us the security to lead others, adapt to change, and turn failure into success.

Everyone who aspires to their most fulfilling and rewarding life should read this book.

"Chad Coe is a force of nature. I know of no one else who is more generous in sharing the life lessons that have made him a leader among leaders."

"Businessman, philanthropist, fundraiser, and coach, Chad is an expert on leadership in business and life. Chad's message will entertain and inspire

audiences to pursue a more confident and fulfilling life."

Chad Coe is a highly respected businessman and a leader in the community. His personal mission is to motivate others to live their greatest lives by sharing his success strategies with enthusiasm, passion, and optimism. He inspires success in others by encouraging them to assert themselves positively in the world and, ultimately, give back. He presides over several prominent networking groups and is the author of *The Power of Peopletizing*. Chad is a highly sought after keynote speaker whose keen insight into human interaction and making quality business connections is in great demand in today's "relationship economy." Chad Coe is imbued with a tremendous philanthropic spirit. He is the Founder and President of Special Kids Network, a fundraising arm for several charitable organizations that assist children with special needs.

Notes

