

# Chapter Seven: Tweens

*“The greatest asset that you have is vision. You see what is possible,  
but the imitators just see what you have done.”*





## **Chapter Seven Challenge: Developing Respect.**



In business, as well as in life, you will find that doing the ‘right thing’ carries multiple benefits and one of these benefits is, without a doubt, respect. I have shared an excerpt from **The Birth of a Brand** below to provide you with a personal example of how this lesson specifically applies to business partnerships and what I learned while building my brand.

**Enjoy this excerpt from The Birth of a Brand:**

*“While my customer service to the retailers was designed to create more sales and loyalty, my service in the warehouse was an unconscious act of helping the team through tough periods. I certainly wasn’t sucking up to Neil for brownie points, but it was pleasing for me to watch his attitude changing, even to the point where he recognized me as more of a team member than Joe, and this unconscious helping out would come full circle for me the next year when Neil overrode Joe’s objections and began the process of issuing my shares. There is a Universal law wherein every act of giving has to go full circle to complete its karmic journey.”*

**Let’s revisit the idea of maintaining a growth mindset.** In a growth mindset, people believe their abilities can be developed by hard work and dedication. This point of view creates a love of learning and a drive to learn from new experiences. People with fixed mindsets have an internal chatter, “I’m not ready to do this”, “She’s smarter than I am”, I’m afraid I’ll miss out.” The growth mindset says “What can I learn from this?” or “How can I help my partner do this better?”

This is the difference when you shift from a judging mindset to one of constructive growth. When you are able to make this shift you will recognize your ability to grow more mutually respectful relationships much easier and much quicker.

**Your Challenge** Think about one specific relationship you have been struggling with. Using what you’ve just learned, I want you to come up with three ways you can grow this relationship into one that is more mutually respectful for everyone involved:

- 1.
- 2.
- 3.



**Don’t Forget** About acting on these. Put a reminder on your calendar to do one thing each day this week that you have listed above. Repeat! Repeat! Repeat!

**“Without  
appreciation and  
respect for other  
people, true  
leadership becomes  
impossible.”**

**-George Foreman**