

What People Are Saying About Tony, Peter and This Book...

“Their writings are a success ‘playbook’ that will raise the performance of top leaders across the business world.”

- RICKY RICHARDSON, PRESIDENT, TGI FRIDAY’S, USA

“Peter Thomas is a master visionary as Tony Jeary is an extraordinary strategist. Together they have collaborated on a book I wish I had twenty years ago. It would have saved a whole heap of trial and error.”

- VINCE POSCENTE, *NY TIMES* BESTSELLING AUTHOR,
THE AGE OF SPEED

“I have found Tony’s insights to be both practical and helpful.”

- JAMES O’CONNOR, PRESIDENT, FORD MOTOR CO.

“I am not only impressed with your coaching skills, but more importantly your genuine commitment to supporting your clients and building a true partnership.”

- TOM GRIMM, FORMER PRESIDENT & CEO, SAM’S CLUB

“If you want to learn how to think clearly in evaluating your opportunities, strategize wisely, and execute successfully, then this is the book for you! Lives will be changed by this one.”

- DON HUTSON, CO-AUTHOR OF *NY TIMES* INTERNATIONAL BEST-SELLER, *THE ONE MINUTE ENTREPRENEUR*

“This book shares collective wisdom from a countless number of extremely successful leaders. Tony’s passion for helping people learn in an accelerated fashion comes to life on these pages.”

- JIM GREENWOOD, PRESIDENT AND CEO, VISIONSOURCE

“Dedicated to advancing serious entrepreneurs growing their organizations... Tony’s pro bono contributions have dramatically impacted the success of our entrepreneur students with the content in this work.”

- JAY RODGERS, FOUNDER, BIZ OWNERS ED

“Young Entrepreneurs’ Organization (YEO) and Entrepreneurs’ Organization (EO) would not exist if it weren’t for Peter Thomas, first and foremost. Peter’s leadership and passion drove a handful of other young entrepreneurs and a few full-time staffers to develop the most comprehensive and respected entrepreneurs peer group in the world. Peter has been a mentor to many.”

- MATT MLADENKA, VICE PRESIDENT MARKETING OF
CONSUMER INSIGHT, DIGITAL AND BRANDING

“Peter is ‘A Tour De Force’ with extraordinary insight as to what is in us all to be the very best that we can be.”

- MICHAEL O’BRIAN, PRESIDENT - NAIRBO INVESTMENTS INC.

“This book is a must read for entrepreneurs! Peter Thomas and Tony Jeary provide you with 100 key rules for accelerating success and having a richer life.”

- TONY HARTL, FOUNDER OF PLANET TAN, CEO OF PAH
CAPITAL, LLC

“Invest 10 minutes a day reading three short Ground Rules, and in one short month you will re-energize your business.”

- DAVID HUMPHREY, FORMER PRESIDENT MESSAGE ENVY

“My life is better because Tony is in it.”

- RON LUSK, SERIAL ENTREPRENEUR AND INVESTOR

“Tony Jeary is a phenomenon! I have always been mesmerized at his incredible gifts, skill sets, expertise, and knowledge base in working with and helping clients maximize their potential. He has the unique ability to help any level of Senior Executive, Owner, and Entrepreneur.”

- DENNIS WINDSOR, CO-FOUNDER & PRESIDENT AT NERIUM
INTERNATIONAL

“I swear I got more mileage from the money I spent with you than probably any money I’ve ever spent. I’m still using the tactics years later. Thanks again.”

- DAVE LESH, FOUNDER, DALE DENTAL, E.O. MEMBER, DALLAS

“*Business Ground Rules* is the latest edition showcasing Peter’s keen ability to remind us all about what it means to truly achieve success in life.”

- ADAM R. KAUFMAN, BILTMORE ADVISORY GROUP,
FOUNDER UP2

“I had the opportunity to work with Peter at last year’s Global Student Entrepreneur Awards. From the moment I met Peter, I knew he was a person of Integrity and Honor. His warmth and generosity of spirit overflows. His exceptional kindness and mentorship is evident in the many successful young faces he interacts with. I am proud to know Peter and look forward to working together more.”

- ADAM SIETZ, AWARD-WINNING ENTERTAINMENT
PROFESSIONAL & CONSULTANT

“Thanks for challenging all of us into moving from good, to great, to Mastery!”

- JOHN WRIGHT, SALES MANAGER, MITSUBISHI

“Thinking through all aspects of our strategic planning has been quite helpful moving from strategic to tactical execution... All things remain at rest until energy is applied, and Tony will transfer his energy to you and your team.”

- RAY GREER, CEO, BNSF LOGISTICS

“Peter Thomas knows there is more to success than a job title or bank balance. His passion, enthusiasm, and commitment will infect every aspect of your life.”

- CATHERINE CRIER, AUTHOR OF THE NY TIMES BESTSELLER,
A DEADLY GAME

“You bring all new meaning to efficiency and effectiveness.”

- JOEL BARKER, FUTURIST AND AUTHOR OF *THE NEW BUSINESS OF PARADIGMS*

“If you want to truly love your life, Peter and Tony will show you how by living with intention.”

- BOB CAMPANA, CAMPANA CAPITAL

“My success in selling deals and inspiring people to commitment to a deal, is a direct result of the lessons I learned from Peter. Whenever I am challenged in motivating or inspiring anyone, I always ask myself, ‘What would Peter say?’”

- MARK PEERS, RESIDENTIAL DESIGN & CONSTRUCTION,
PROJECT MANAGEMENT, SAMOTH CAPITAL CORPORATION

“Tony has always been excellent at helping top leaders develop their communication skills and their personal brands.”

-TONY BINGHAM, PRESIDENT & CEO, THE AMERICAN SOCIETY
FOR TRAINING & DEVELOPMENT

“Whether you are in sales or the CEO of a billion dollar corporation, let Tony Jeary be your personal coach.”

- MARK VICTOR HANSEN, AUTHOR OF *CHICKEN SOUP FOR THE SOUL*

“Tony is the best strategist I have seen in action . . . He brings energy, focus, and actionable ideas that impact businesses immediately. Engage Tony today if you want to dramatically drive growth in your company.”

- ALLAN DZIWOKI, MITSUBISHI ELECTRIC HVAC

“In my experience, it is not often someone promises to meet and exceed my expectations and then actually does so!”

- JON MCKILLIP, PRESIDENT,
WORLD VENTURES INTERNATIONAL

“Peter’s mature, calm advice resonates to all levels of self-improvement, making life’s greatest challenges seem more manageable.”

- BRENT T. BARKER, STRATA CAPITAL GROUP

“This book should be turned into a mandatory college course at all universities across America.”

- CARSON LYNCH, YOUTH ADVISORY BOARD

“. . . invaluable in making our company leaders objectively evaluate the company, and in establishing goals for better performance.”

- RUSSELL LAUGHLIN, HILLWOOD PROPERTIES, A ROSS PEROT
COMPANY

“Tony Jeary has been a mentor of mine for years. *Business Ground Rules* is not just a book, it is a manual for life!”

- RYAN CHAMBERLIN, AUTHOR OF *NOW YOU KNOW*

“Peter Thomas’ books have changed the lives of many for the better; I am grateful to be one of the many.”

- MARK HORNE

“Tony Jeary is a master... Tony truly does give value and does more than is expected!”

- MIKE ARCANGELO, SANOFI PASTEUR

“Tony Jeary’s methods are the most critical and final step in assuring maximum success in any organization, be it the largest corporation or even your household. Without utilizing his methodology, even the best strategy will be sub-optimized!”

- MIKE GADE, CHIEF MARKETING OFFICER, 7-ELEVEN

“Your library of information, ideas, and systems is a real treasure.”

- R MORRIS SIMS, CORP. VP, NEW YORK LIFE

“Excellent investment!”

- KEITH CARGILL, PRESIDENT, TEXAS CAPITAL BANK

“You rock!”

- STUART JOHNSON, OWNER, *SUCCESS MAGAZINE*

“Great ideas, great contacts, and great action items.”

- CARSON CONANT, EVP, NIGHTINGALE CONANT

“Peter Thomas has given an understanding to how one can continue to succeed while living a happier life.”

- FADI E. KHOURY

“You are a true Master. We have seen and worked with the best... the best investment we have made in years... Thank you for coaching!”

- KEITH AND SANDI CUNNINGHAM, AUTHORS OF *KEYS TO THE VAULT*

“My relationship with Tony has had a profound impact on my thinking as an executive. His executive coaching and counsel continues to have a positive effect on focusing my team and me on what matters. His principles and methodology provide a powerful tool set to increase employee engagement.”

- PETER GALANIS, PRESIDENT, HEWLETT PACKARD, CANADA

“Tony, you have a truly outstanding Rolodex: you live up to your credo of action, execution, and connecting your network. You always exceed expectations! . . . Much needed content for business – this has the makings of a bestseller!” ”

- ROMAN KIKTA, VENTURE CAPITALIST

“Tony helped me personally and my organization to clarify what’s important and increase the tempo of my business.”

- MITCHELL ALLEN, DEBT FOUNDATION ORGANIZATION, EO-DALLAS, TEXAS

“A person’s life is richer when they find someone who lives their life on purpose and serves others with their unique gifts – thank you for enriching my life and continually pouring value into others!”

- ROSS LIGHTLE, CANADIAN BUSINESS COACH AND MENTOR

“Tony helped us get things done in hours, days, and weeks that might have taken months and years with less clarity and focus.”

- DICK METZLER, EXECUTIVE, GREATWIDE LOGISTICS

“It doesn’t matter where you start as every page has something you can take and use to improve your life or business.”

- NORM FRIEND, CANADA’S LEADING FRANCHISE EXPERT

“By following the proven wisdom found in *Business Ground Rules* I am convinced that people will turn vision into reality faster and be much happier and more successful along the way.”

- DAVID MATTSON, CEO, SANDLER SELLING SYSTEMS

Business Ground Rules

Be Great in Business

100 Lessons for Success

*It's not just about getting rich.
It's about having a richer life.*

TONY JEARY
THE RESULTS GUY™

PETER H. THOMAS
CHAIRMAN EMERITUS EO

With TAMMY KLING

Business Ground Rules: 100 Lessons for Success

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Introduction

“The best way to predict the future is to create it.”

- PETER DRUCKER

In order to be successful in life, you must start with focus and clarity. If you don't have clarity on your values, goals, and dreams, you can't get focused, and you won't get what you want.

This book will help you gain clarity on what it takes to be extraordinary—both in business and in your life. Inside you'll find the business principles that have transformed hundreds of high-achieving individuals, leaders, entrepreneurs, and companies we've worked with over the years.

Why are we writing this book?

Both of us have decades of experience in coaching others to success and operating successful businesses. Peter's *LifePilot* program has helped executives and CEOs across the world. Tony's strategic coaching with global CEOs has impacted millions, accelerating results. We've both observed that successful people share certain traits. Unsuccessful people do too. In fact, very few people have the kind of focus needed to become wealthy and make their goals a reality.

We hope the wisdom we share with you will transform your thinking and inspire you to take action. Both of us have studied, implemented, refined, lived out, advised, failed at, improved, and documented the distinctions we've included in this book.

It was the concept of goal setting that first brought us together, and it's the concept of goal setting—along with the rules for being your best in business—that brings us to you today. We met because we share a passion and commitment for designing our personal and professional lives, as well as how we choose to intentionally live our lives. Here's the story.

Tony's long-time coach and friend knew of someone who had more clarity and more documented goals than Tony. That was hard for Tony

to believe because, at the time (in 2001), he had about fifty pages of documented goals covering what he wanted to become, share, and experience. Tony's friend gave him a copy of Peter's goals and that day was a catalyst in his life. Tony was inspired and began incorporating many of Peter's goals with his own because there was so much alignment. He eventually ended up with over one hundred pages of goals to live his life by.

Over the next twelve years, Tony and Peter met only once, at the home of mutual friends in North Dallas.

Three years after that meeting, Peter read Tony's monthly *Lessons from the Studio* on Measuring Everything, and sent an email to Tony. Just a few hours later, they had a lengthy phone conversation. Two weeks later, they boarded Peter's yacht in Canada for a private coaching session from Tony, and this book was born.

Have you ever had that kind of crossroads moment, where you know your world is about to expand? That day was powerful on several levels. First, we both decided to partner on a mentorship book that would change lives—one that would convince you that you can become wealthier if you want to. All you have to do is follow the rules we give you in this book and let us coach you to higher levels of success.

Second, it was so powerful that at seventy-five years young and with the remarkable success that Peter's had, he was still excited about coaching and has engaged Tony to be his "compression" coach for the rest of his life. After all, Peter has created many successful businesses and has coached thousands of millionaire entrepreneurs to success. Yet still he's willing to learn more!

Ask yourself if you're open to continual growth. Are you teachable? Are you committed to growth, even if it stretches you out of your comfort zone? We believe that your life's drive should be based on clear values. After all, how will you know if your values line up with what you want your results or outcome to be if you don't know what they are?

We are both interested in mentoring and impacting entrepreneurs and high achievers who really want to be their best. These individuals want to live extraordinary lives, and achieve strategically accelerating results. These successful people aren't just focused—they're extremely focused.

Extreme focus means having a dedication so strong that it requires letting go of what's distracting you from what you want. We've both had to let go of a lot of things in order to have what we want. And we both achieved the results we were working toward.

Think of it this way: More stuff, more friends, more activity, more businesses, more ideas, more meetings, and more events equal less "margin time." Less time to focus on what you really want means fewer true results. The opposite is equally true: Fewer distractions and more time devoted to your written goals equals more of the right results.

We developed a book that would be reader friendly, have a long shelf life for your library, provide great value, and be useful from many different angles. In doing so, we divided the core content into twelve categories:

1. Thinking
2. Clarity
3. Time
4. Strategic
5. Focus
6. Brand
7. Leadership
8. People
9. Money
10. Wealth
11. Execute
12. Health

This book can be read front to back or used as a reference guide by category, to be utilized based on your specific priorities. Above all, it offers user-friendly strategies for high achievers.

Mediocre advice is always available from the people in your life, from your Aunt Edna to your colleagues, to your friends on Facebook. But we both believe that it's important to take advice from someone who has done what you want to do, and has lived how you want to live.

We have both lived blessed lives. We've both authored many powerful books, mentored many top achievers, and given thousands of presen-

tations. But most importantly, we have both won, lost, and then won again, both earning and losing millions. We aren't perfect, but we've learned a lot from our mistakes. Now we want to share our knowledge with you to sharpen you and make you even greater than you already are.

In the pages that follow, you will find one hundred lessons for your business, life, and growth, based on the distinctions, principles, and refinements we've both personally adopted. We want you to be richer financially, and in all areas of your life.

Enjoy learning the lessons/rules we've utilized in our own lives, and get ready to go to a higher level.

Let's get started!

Contents

Introduction	11
I. THINKING	19
1. Live Life on Purpose	20
2. Have Fun. Make Money.	22
3. Eliminate Blind Spots from Your Belief Window	24
4. Select Mentors Carefully and Understand What “Mentor” Means	26
5. Look Deep . . . “There’s a Pony in There Somewhere!”	29
6. Do What Wealthy People Do (Think How Wealthy People Think)	31
7. Avoid Negative Thoughts	33
8. Value Your Daily Solitude	34
9. Get a Coach	36
10. Deploy the AMC™ Test in Your Business	38
11. Ask Your Coaches and Mentors for Their Recommended Reading Lists	40
12. Foster Joy, Entertainment, and Inspiration	42
13. Sharpen Your Sword with Precise Communication	43
14. Help Others Win	45
15. Express Gratitude	47
16. Beware of King Arthur’s Disease	49
17. Avoid FUD	51
18. Give Back	53
19. Lead a No-Excuses Culture	54
II. CLARITY	55
20. Clarity: Get It and Use It	56
21. Align Goals with Your Values	58
22. You Can’t Get Where You’re Going Without a Plan	62
23. Make a Life List	64
24. Design Your Own Life	66
25. Utilize the Power of Visualization	68
26. Pause to Reflect	70
27. Develop a Likeness Matrix	72

III. TIME	75
28. Say “No” Often	76
29. Manage Time (Don’t Let Time Manage You).....	78
30. MOLO Your Life (More of, Less of)	80
31. Create Elegant Solutions	82
32. Understand Positive and Negative Procrastination.....	84
IV. STRATEGIC	87
33. Be Intentional About Everything.....	88
34. Establish the Rules Before You Start the Game	90
35. Use the Tools That Give You Leverage	92
36. Initially Structure the Partnership Properly.....	94
37. Watch for the Warning Signs	95
38. Know the Rules of Negotiation	96
39. Stay Competitive	98
40. Rewarding Yourself Often Creates Inspiration and Motivation.....	100
41. Move from Great to Mastery in All You Do.....	101
42. Live in Solutions: Be Strategic vs. Tactical	103
43. Ask Questions to Get Leverage	105
44. Build Your Future Through Delayed Gratification	107
45. Leverage Strategic Cascading.....	109
46. Benchmarking for Best Practices.....	111
V. FOCUS	113
47. Understand and Study the Concept of HLA’s.....	114
48. Focus—The Opposite of Distraction.....	116
49. Aim for 87 Percent.....	118
50. Maintain Your Personal Agenda in Hard Times	120
51. Appreciate (and Invest Time in) What You Want More of	122
VI. BRAND	125
52. Be Known for Something	126
53. Brand Yourself	127
54. Develop a Memorable, Influential Persona	130
55. Be Real. People Appreciate Transparency!	132

56. Your Body Language and Appearance Impact Your Success	134
57. Do Favors in Advance (FIA).	136
58. Be a “Connector”	137
59. Be Interested, Not Just Interesting	139
60. Ensure Strategic Alignment Between Your Branding, Marketing, and Sales	140
61. Be Presentation Ready.	141
VII. LEADERSHIP	143
62. Freedom Comes from Absolute Discipline	144
63. Develop Perseverance	146
64. Live by Documented Personal Standards	148
65. Channel Your Emotions and Control Your Ego.	150
66. Be a Person of Influence	151
67. Delegate a Lot More.	153
68. Utilize Personality Profiling	155
69. Support a High-Energy Culture.	157
VIII. PEOPLE	159
70. Surround Yourself with Successful, Positive People!	160
71. Create and Nourish a Life Team.	162
72. Jockeys Are More Important Than the Horses	164
73. You Can’t Do a Good Deal with a Bad Guy	166
74. Build Relationships and Help Others Win	168
75. Listen Up!	170
76. Focus on People of Influence	172
IX. MONEY.	173
77. Win Big (or at Least Lose Small)	174
78. Establish a Relationship With a Banker Who Likes You . . .	176
79. Put Your Understanding of the Deal in Writing	177
80. Pay Average Salaries and Higher Bonuses	178
81. Keep Your Will Current.	179
82. Pay All Small Suppliers on Time	180
83. Make Others Feel Significant	181

X. WEALTH	183
84. Be Financially Strong.....	184
85. Don't Fall in Love With an Asset	185
86. Be a Risk Assessor, Not a Risk Taker.....	186
87. Continually Upgrade the Size of Your Deals	188
88. Inspect Before Acquisition	189
XI. EXECUTE	191
89. Speed Matters: Accelerate Results	192
90. Have a "Get It Done Now" Mindset	194
91. Production Before Perfection.....	196
92. Execute with Accountability!	197
93. Measure Everything—Measurement Matters	199
94. Results vs. Activity.....	201
95. Work the Plan, Utilize a Scorecard	202
XII. HEALTH	203
96. Do Business in Places You Consider Enjoyable.....	204
97. Live Healthy!.....	206
98. Maintain a Strong Mental Mindset	208
99. Live Ultimate Longevity	210
100. Manage Stress	212
CONCLUSION	214
ABOUT THE AUTHORS.....	217
What Can We Do For You	219
Appendix: Best Books (and Audio and Videos) That Have Impacted Our Lives	222
A Final Thought	235