

The
JONDwoskin™
EXPERIENCE
Grow Your Business Big. Very Big.

Grow Your Business & Mindset
With Jon's Power

QUOTES

Volume 1

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“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.”

Jeff Bezos

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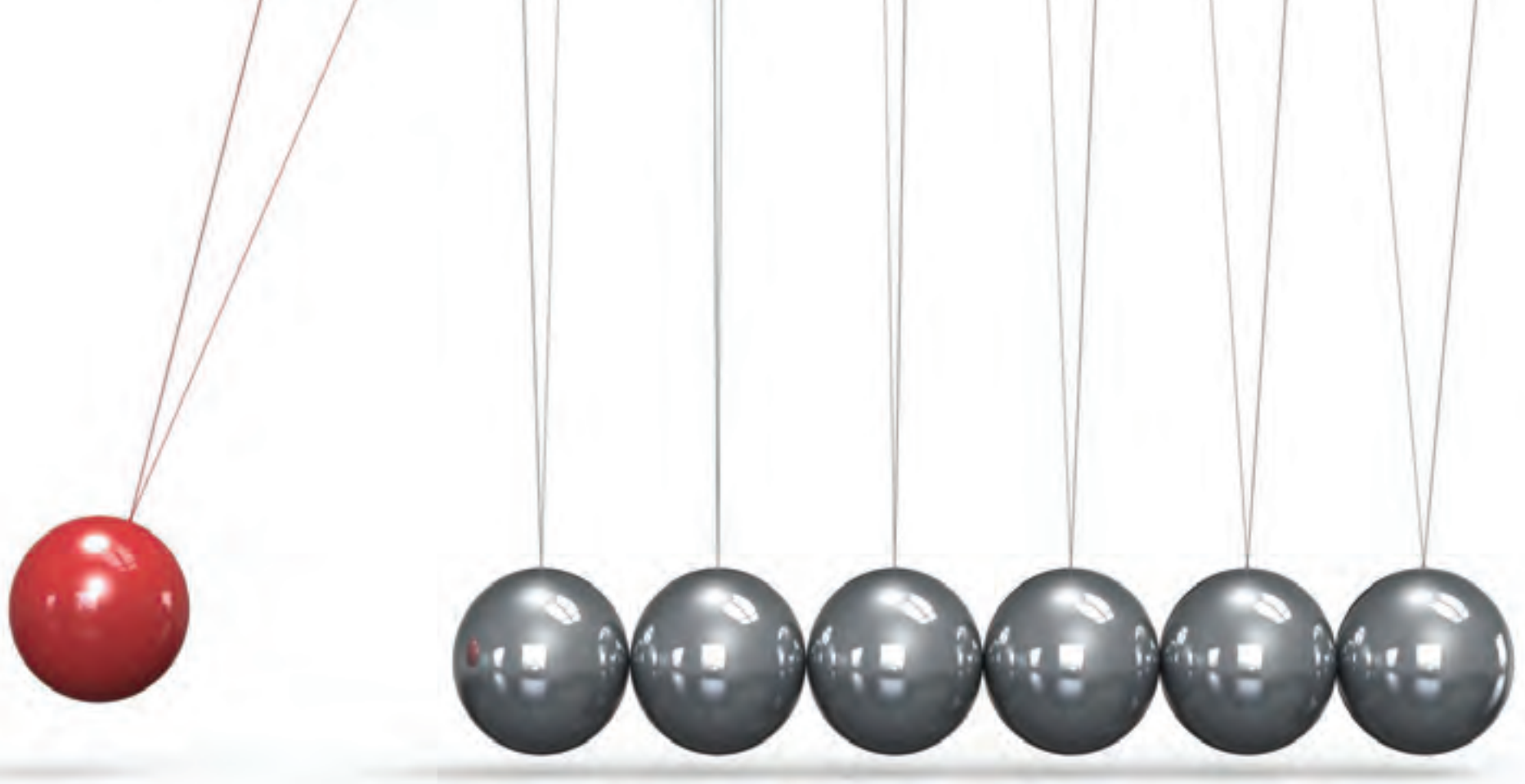
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10 Common Time Management Mistakes



- #1 Failing to keep a to-do list
- #2 Not setting personal goals
- #3 Not prioritizing
- #4 Failing to manage distractions
- #5 Procrastination
- #6 Taking on too much
- #7 Thriving on “busy”
- #8 Multitasking
- #9 Not taking breaks
- #10 Ineffectively Scheduling Tasks

“Bonuses don’t make bad people good, but they FOCUS good people.”



“Action should always be in motion.”

Jon Dwoskin

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“If you aim at nothing,
you will hit it every time.”

Zig Ziglar



“Culture eats strategy
for breakfast.”

Peter Drucker

“All you have is your time, name and
intellectual capital. Protect it.”

Jon Dwoskin

AL PACINO'S INCH BY INCH SPEECH FROM ANY GIVEN SUNDAY

I don't know what to say really.
Three minutes
to the biggest battle of our professional lives
all comes down to today.
Either we heal as a team
or we are going to crumble.
Inch by inch
play by play
till we're finished.
We are in hell right now, gentlemen
believe me
and
we can stay here
and get the shit kicked out of us
or we can fight our way
back into the light.
We can climb out of hell.
One inch, at a time.

Now I can't do it for you.
I'm too old.
I look around and I see these young faces
and I think
I mean
I made every wrong choice a middle age man
could make.
I uh....
I pissed away all my money
believe it or not.
I chased off
anyone who has ever loved me.
And lately,
I can't even stand the face I see in the mirror.

You know when you get old in life
things get taken from you.
That's, that's part of life.
But, you only learn that when you start losing
stuff.
You find out that life is just a game of inches.
So is football.
Because in either game
life or football
the margin for error is so small.
I mean one half step too late or too early
you don't quite make it.
One half second too slow or too fast
and you don't quite catch it.
The inches we need are everywhere around us.
They are in ever break of the game
every minute, every second.

On this team, we fight for that inch
On this team, we tear ourselves, and everyone
around us
to pieces for that inch.
We CLAW with our finger nails for that inch.
Cause we know
when we add up all those inches
that's going to make the fucking difference
between WINNING and LOSING
between LIVING and DYING.

I'll tell you this
in any fight
it is the guy who is willing to die
who is going to win that inch.
And I know
if I am going to have any life anymore
it is because, I am still willing to fight, and die
for that inch
because that is what LIVING is.
The six inches in front of your face.

Now I can't make you do it.
You gotta look at the guy next to you.
Look into his eyes.
Now I think you are going to see a guy who will
go that inch with you.
You are going to see a guy
who will sacrifice himself for this team
because he knows when it comes down to it,
you are gonna do the same thing for him.

That's a team, gentlemen
and either we heal now, as a team,
or we will die as individuals.
That's football guys.
That's all it is.
Now, whattaya gonna do?

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“Define everything.
Don’t assume people know
what you mean.”

Jon Dwoskin

ABR: ALWAYS BE RECRUITING



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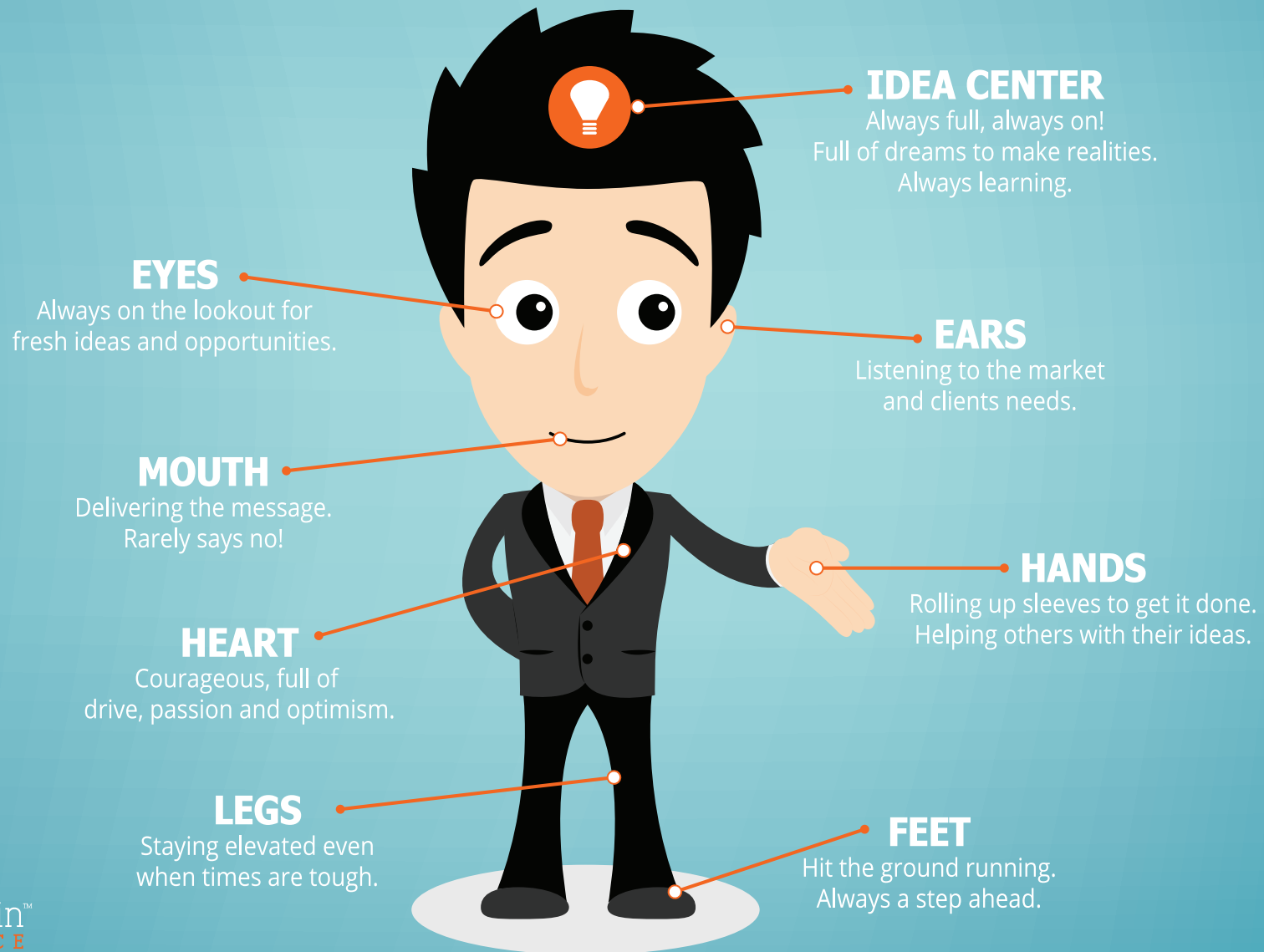
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Dependability (4x) vs. Trustworthiness

People want you to be more dependable than trustworthy. If you are late, you are never trustworthy. People trust people who are 'other focused' not 'self-focused.' People want you to be likable and competent.

ANATOMY OF AN ENTREPRENEUR



“I begin with an idea,
and then it becomes
something else.”

Pablo Picasso



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{ “Don’t let their negativity
drain you.” }




“Be the best version
of yourself everyday”

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“Be the kind of leader that people
would follow voluntarily, even if you
had no title or position.”

Brian Tracy

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{ “Don’t say...ask.” }

-Jon Dwoskin

“Better three hours too soon
than a minute too late.”

William Shakespeare



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BE VAN HALEN

Van Halen was the first band to take huge productions into tertiary, third-level markets. We'd pull up with nine eighteen-wheeler trucks, full of gear, where the standard was three trucks, max. And there were many, many technical errors — whether it was the girders couldn't support the weight, or the flooring would sink in, or the doors weren't big enough to move the gear through.

The contract rider read like a version of the Chinese Yellow Pages because there was so much equipment, and so many human beings to make it function. So just as a little test, in the technical aspect of the rider, it would say "Article 148: There will be fifteen amperage voltage sockets at twenty-foot spaces, evenly, providing nineteen amperes ..." This kind of thing. And article number 126, in the middle of nowhere, was: "There will be no brown M&M's in the backstage area, upon pain of forfeiture of the show, with full compensation."

So, when I would walk backstage, if I saw a brown M&M in that bowl ... well, line-check the entire production. Guaranteed you're going to arrive at a technical error. They didn't read the contract. Guaranteed you'd run into a problem. Sometimes it would threaten to just destroy the whole show. Something like, literally, life-threatening.

The boiling frog is an anecdote describing a frog slowly being boiled alive.

The premise is that if a frog is put suddenly into boiling water, it will jump out, but if it is put in cold water which is then brought to a boil slowly, it will not perceive the danger and will be cooked to death.





“Don’t wish it were easier,
wish you were better.”

Jim Rohn



“Building muscle
memory takes
time... take it and be
consistent.”

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Benjamin Franklin



Accountability:

Do what you say you are
going to do so your team does what
they say they are going to do.

-Jon Dwoskin

THE CARPENTER'S HOUSE

An elderly carpenter was ready to retire. He told his employer-contractor of his plans to leave the house building business and live a more leisurely life with his wife enjoying his extended family.

He would miss the paycheck, but he needed to retire. They could get by. The contractor was sorry to see his good worker go and asked if he could build just one more house as a personal favor.

The carpenter said yes, but in time it was easy to see that his heart was not in his work. He resorted to shoddy workmanship and used inferior materials. It was an unfortunate way to end his career.

When the carpenter finished his work and the builder came to inspect the house, the contractor handed the front-door key to the carpenter. "This is your house," he said, "my gift to you."

What a shock! What a shame! If he had only known he was building his own house, he would have done it all so differently. Now he had to live in the home he had built none too well.

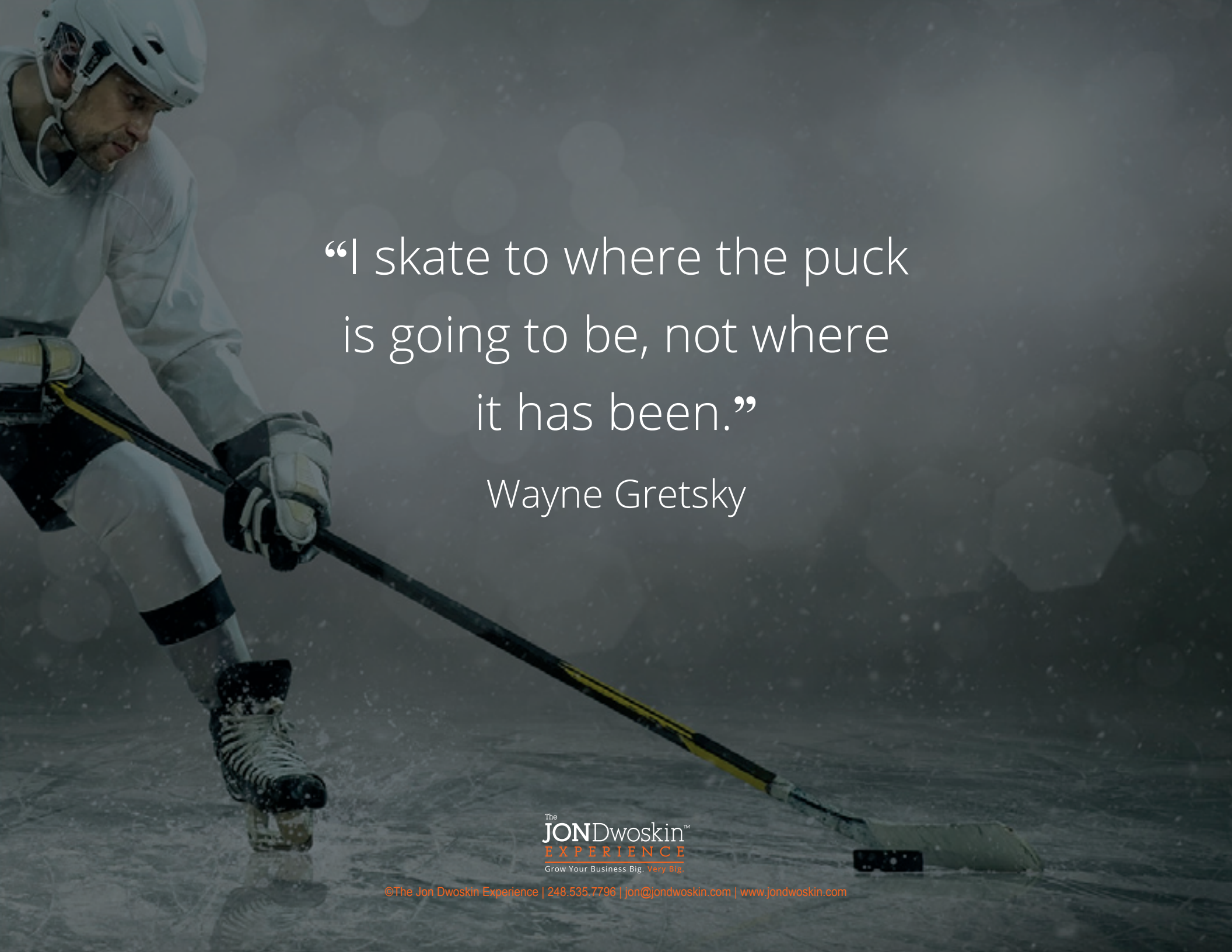
So it is with us. We build our lives in a distracted way, reacting rather than acting, willing to put up less than the best. At important points we do not give the job our best effort.

Then with a shock we look at the situation we have created and find that we are now living in the house we have built.

If we had realized that we would have done it differently.

Think of yourself as the carpenter. Think about your house.
Each day you hammer a nail, place a board, or erect a wall.

Build wisely.

A professional ice hockey player, Wayne Gretzky, is shown in action on an ice rink. He is wearing a white jersey, white pants, and a white helmet. He is leaning forward, holding a hockey stick, and skating towards the right. The background is a dark, out-of-focus ice rink with some snow or ice particles visible in the air.

“I skate to where the puck
is going to be, not where
it has been.”

Wayne Gretzky

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Executive Advisor, Business Coach
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