



"Success is the progressive realization & internalization of all that you were meant to be and do!" – Dr. Ron Jenson

ACHIEVING AUTHENTIC SUCCESS®



volume 1

Success – What is it?

We all move toward our definition of success. Either you choose deliberately your own definition of success or the culture will keep pushing you in its own direction.

volume 2

Make Things Happen

Focus on those things you CAN change, not the things you CAN'T. Victim or Victor, which are you? Be proactive, not reactive! Learn to build good habits.

volume 3

Achieve Personal Significance

Discover the secrets to handling your soft spots. Develop a strong self-concept by embracing your strengths and dealing appropriately with your weaknesses.

volume 4

X Out the Negatives

Have you ever had a bad day? Bad week? Bad month? Bad year? Learn to develop the right perspective toward problems...life... people... time...and your self-image. Your attitude determines your altitude.

volume 5

Internalize Right Principles

Can you articulate your values? Are you building them into ALL areas of your life? What are the principles that guide your personal and business life? Learn to define your guiding principles and live in the light of them.

volume 6

March to a Mission

Life is a race. It is like a vapor – gone so soon without a trace. How will you spend your vapor? Are you sold out to your mission? Do you pour your entire heart into it? Run the Race to WIN!

volume 7

Integrate All of Life

Most lives and schedules are full, yet most people feel unfulfilled. Are you balancing and integrating the 7 key areas of life – faith, family, fitness, friendships, finance, firm (career) and fun? Learn to prioritize.

volume 8

Zero In on Caring for People

Teamwork is critical to having meaningful relationships and to achieving authentic success. The key ingredient is UNITY. Learning the necessary skills will build life-long quality relationships.

volume 9

Energize Internally

Your power and ultimate success will flow out of your character. Your character is the root of your strength. Most people focus on the "fruits" of life, not on the "roots." How about you?

volume 10

Realign Rigorously

Life is difficult. Midcourse corrections are necessary to lead a successful, maximized life. Learn to master three critical strategies – framing, focusing and flexing. The key is learning how to adjust.

volume 11

Stay the Course

This principle is comprised of four basic life skills. You must fight the good fight...be faithful...finish the course...and keep focused on the future. Life is challenging and perseverance overcomes most odds.

volume 12

Beyond Success to Significance

The most popular definitions of success fall into one of five categories: Power, Position, Prestige, Pleasure or Prosperity. What is your definition of success? What is your life purpose? Are you truly succeeding?