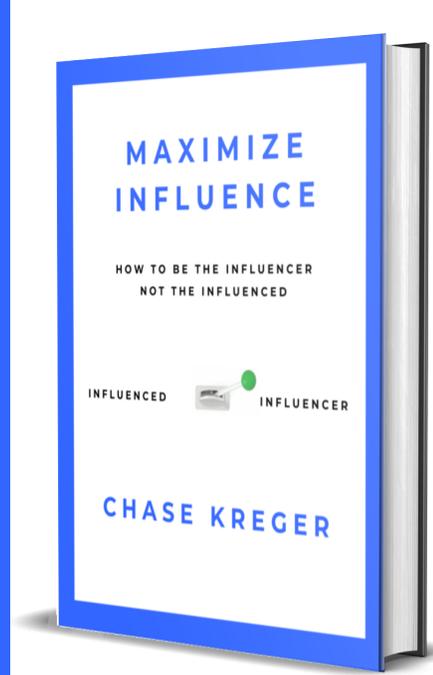


ONE PAGE SUMMARY FOR

MAXIMIZE INFLUENCE

BY: CHASE KREGER



1

PARADIGMS

- Stop focusing on yourself and start focusing on helping others.
- Let's do our best with the opportunities we have received. Nobody owes us anything.
- Our minds will be corrupted with trash if we don't learn to create instead of consume.
- Throw a viper down your shirt before you waste more life doing things that don't matter.
- In order to have freedom to, you must get freedom from. Don't be a baboon.
- The full power of your idea can only be realized when others benefit from it.

2

TIME

- You won't have to fight fires if you move the "should-do" items into the "must-do" list.
- Stop telling yourself that your chaotic life will slow down in a month. Change today!
- Take inventory of where your time is going. Use the time log to help provide clarity.
- Don't crash the plane because you are tinkering with something unimportant.
- Remove. Automate. Transfer. If there is anything remaining, save time for what's left.
- All 1440 minutes each day need a purpose, and something important to accomplish.

3

RELATIONSHIPS

- Laundry, dishes, bills... Those things are far less important than time with your loved ones.
- Being alone is a killer, but great relationships keep us happier and healthier.
- Love suffers long and all relationships require labor, so be willing to put in the work.
- Find people that are courageous enough to be authentic & fearless enough to be genuine.
- Engagement builds relationships and drives profitability. Block time to create it.
- When it comes to loyal relationships, you get what you give.

4

COMMUNICATION

- The desire to please people is dangerous because it leads us to not sharing the truth.
- Stop talking and start listening. The best listeners ask the best questions.
- Nobody cares about your drill-bit. They care about what the drill-bit does for them.
- Stories help people remember what matters and they are key to how we connect.
- To be unclear is to be unkind. Use the Say-Do-Say approach to create clarity.
- The best influencers ask questions to create self-discovery.

5

CULTURE

- Put people first and help people enjoy their work. Do this and the numbers fall into place.
- Design our ecosystems in a way that helps us make the best decision, not the easiest.
- Are we too busy to stop and recognize the greatness of the people right in front of us?
- Let's identify our values and live accordingly so they don't have to lie on our obituaries.
- To be remembered, be unique. Build your legacy-roadmap around your uniqueness.
- It is brilliant thing when we create a system of people willing to accept responsibility.

6

LEARNING

- Who we learn from is more crucial than what they teach us. Don't listen to travel agents.
- Uncertainty is the driver of most stress, so we need to make it make sense.
- When you use a mental model, you won't just blindly believe everything you're told.
- A love for reading and writing will help you fill your cup so you can serve and add value.
- The teacher learns more than the student, so learn to teach, and teach to learn.
- Knowledge without action is dead. Beat the relevance gap and the execution gap to win.

7

SERVING

- Leadership is influence. Influence is measured by impact. Impact happens as you serve.
- You can't be a true leader without serving and the greatest among you will be a servant.
- Be a person that other people can depend on and you'll start to view your true potential.
- We all need the non-profit mindset of serving people as much as we can.
- A great indicator of your success in influence... Will they miss you when you're gone?
- In the end, make sure you hear: WELL DONE GOOD AND FAITHFUL SERVANT.