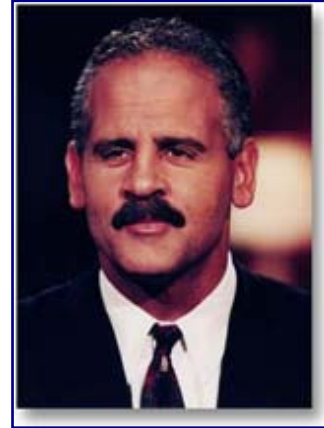


Janet Attwood: This is Janet Attwood. Hello, everyone, and welcome to the Passions Series again. I'm the Cover Editor for Healthy Wealthy nWise, and author of The Passion Test - Discovering Your Personal Secrets to Living a Life on Fire.



What is your passion, and how do you go about discovering your personal destiny? That's our focus on these calls, and here, we talk with some of the most successful people in the world about how they discover their passions and how their destiny has unfolded.

The French philosopher, Denis Diderot, described it well when he said, "Only passions, great passions can elevate the soul to great things." One of the most effective ways to connect with your own great passions is by hearing the experiences of those who are living them in their own lives.

Our guest tonight will be an exciting surprise for all of you! This morning, we received a call from Les Brown's office, saying that due to circumstances completely beyond his control, Les was unable to be with us. We are happy to say, we have rescheduled our interview with Les for February 7<sup>th</sup>, 2006. We have been able to arrange an incredible guest for tonight's interview.

Our book, *From Sad to Glad*, is all about how to stay open in the midst of change, and how sometimes, the most unexpected circumstances can lead to wonderful, unimagined outcomes, and that's what happened today. I am thrilled and privileged to introduce you to a man who is an expert on clarifying who you are and what your role is in life.

Our guest is Stedman Graham, Chairman and CEO of S. Graham and Associates, a management and marketing consulting company that specializes in the corporate and educational markets.



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Stedman Graham**

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SGA's clients include Merrill Lynch, Wells Fargo, Georgia Pacific, Pro-Line International, Hyatt Hotels Corporation, Manpower, CNN, GlaxoSmithKline, The American College of Sports Medicine, YMCA, the US Olympic Committee, the US Department of Labor's Job Corps, Credit Suisse First Boston, Harvard and Wharton Business Schools and the US Department of Education.

Stedman is the author of nine books, including the *New York Times* best-seller, *You Can Make It Happen: A Nine-Step Plan for Success*. We'll also talk with him about his latest book with a very intriguing title, *Who Are You? - A Success Process for Building Your Life's Foundation*.

We have an incredibly successful entrepreneur as my co-host to conduct this interview. Stephen Pierce is one of the top Internet marketers in the world today after taking the Internet by storm with his book *The Truth, The Whole Truth, and Nothing But the Truth About Internet Marketing*.

Stephen, thank you for being with us. How are you doing and where are you, by the way?

Stephen Pierce: Thank you. Actually, I'm out here in cold-and-getting-colder Ann Arbor, Michigan.

Janet Attwood: Oh my goodness gracious, you are getting colder, aren't you? What's the weather like?

Stephen Pierce: Cold. It's good to be in the house!

Janet Attwood: I'm in Mill Valley, California and actually it's very cold here for Mill Valley as well. Can you tell us a little about the work you do, while we're connecting with Stedman?

Stephen Pierce: Yes. It all started a few years back when people began to take notice of our ability to market products and services successfully online, and that quickly escalated as we've moved from not just helping small entrepreneurs and business owners, but moving upward to helping medium-sized companies and corporations in the areas of innovation and creativity.



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That's pretty much the fabric of success. If you think about the companies that have gone from the garage to becoming giants, one of the main things that helped them to do that is innovation.

One of the large divides that separates small companies, that will always remain small, from the big companies, is an understanding of creativity and innovation, embracing it and allowing that to become part of their culture and drive what they're doing as far as their business processes, marketing, management, value change, and product development. We're the people they bring in to help them continue to move forward with innovative breakthroughs.

Janet Attwood: This is exciting, and I'm interested to actually read your book. I haven't had a chance to read it. Stedman Graham, welcome! We're so excited to have you with us.

Stedman Graham: I'm glad to be here, thank you.

Janet Attwood: I'll let Stephen take it from here, and Stephen, thank you for being with us.

Stephen Pierce: Thank you for having me. Stedman, welcome to the call.

Stedman Graham: I'm glad you're warming up a little bit; you're inside?

Stephen Pierce: Yes, I'm warming up a whole lot. It's a lot warmer being inside than outside. I know this is an incredible surprise for everybody and this is an extremely high note. I'm sure a lot of people are on their heels right now, knowing we have you on the call.

In your recent book, you asked one of the most basic questions of life, which is "Who are you?" What role have your passions and the things which are most important to you in your life, played in helping you to answer that question for yourself?

Stedman Graham: It's something I've been searching for all my life, trying to fill that hole up in my heart, and not feeling equal, not feeling like I was on par with everyone else. I always felt like I was a second-class citizen. I had a race-based consciousness and



always blamed everything on the white man and the government, and really was a victim.

I had a victim mentality, so to be able to figure it out based on how the world works, and discover that passion was the key to eliminate race, class, achievement gaps and all those historical footnotes and baggage you bring along because you don't understand process, how things work, or how to put it all together.

Passion is the key to my development. It's the key to my ability to create, think and take information and make it relevant to my own personal and professional life every single day.

**Stephen Pierce:** You're an author, a speaker, an educator and an extremely successful businessman. Many people know of you, but they probably don't know your story. Tell us your story and how your career got started.

**Stedman Graham:** In high school, I was a basketball player, and I grew up basically in an all-black town, surrounded by a white county where they said, "Nothing good ever comes out of Whitesboro." I grew up in a family with two disabled brothers. I grew up with low self esteem and a lack of confidence in myself.

Basketball was kind of my way out. I went to college and played ball in college on scholarship, went to Europe and played ball in Europe in the European Pro League. I served in the US Army a number of years, came out and worked in the prison system for five years.

I served in the prison system in Denver, then transferred to Chicago through the system and worked in the prison system for five years. Then I worked in North Carolina for a guy named Bob Brown, who was in public relations. I worked for him for a little while.

Then I came back, opened my own business in sports marketing; did okay, but didn't do so well there the first time. The second time, after I started to reorganize my business, I got into the golf course business and sports marketing



business in Chicago with Kemper Golf Management, and became a partner in that firm.

After that, I got into the advertising business in New York and worked in that business for a while in my own advertising firm there. I was in Chicago and used to fly back and forth to New York.

I discovered education and got into the business of writing books, based on understanding that there was a missing piece in the educational system, and also in discovering that there was a missing piece in my life. I began to write about that and wrote *You Can Make It Happen: A Nine-Step Plan for Success*.

I wrote *Teens Can Make It Happen*, and from there, I got into the education business. I have now dedicated my life to education based on teaching people how to find out who they are.

Stephen Pierce: You mentioned the nine-step success process and we're going to get into that in a bit. You mentioned that when you were in the sports marketing business, that didn't necessarily work out, right?

Stedman Graham: Well, I was just on the verge of going out of business and somebody introduced me to somebody else and said, "Why don't you just join partnerships with me? Why don't you be a partner with me and we can work together and you can help sell and all that."

So the gentleman I worked with was Steve [Lesnick] and he really became a mentor and a good friend of mine. He helped me learn the business. He took me under his wing and basically, that was a great foundation and a great start for me.

Stephen Pierce: How does being able to answer the question who you are, impact you or sustain you in moments where you have a business and you go into it with high hopes that it's going to work out, but in many cases, things just don't happen to work out? What role does knowing who you are play, when you are faced with those moments where things don't work



out, whether they're relationships or business opportunities?

**Stedman Graham:** I think what happens is that you have to be able to, first of all, want it bad enough. Then secondly, you've got to be able to hang in there long enough, not quit, and not give up. It's easy to give up on your dreams, and being able to persevere, be determined, and believe in yourself and what you're doing is very important in order to be able to get past the obstacles you face every day.

Also, the naysayers who say you can't do it: "You shouldn't be doing this. Why don't you just go out and get a job?" It's having some sense of self, and that's just one small piece of your support system. It's being able to put that piece together, then you've got to go out and find the information, find business and set up an operation.

You've got to be able to market your company, determine, who your customers are going to be, do research, read as much as you can and work 12, 13, 14 hours a day and weekends. You sacrifice nice days in the summertime for being in the office, working, just so you can get to the point where you understand your business.

I didn't have an MBA from Harvard or Yale and I didn't go to business school, so it was very difficult for me to understand the big picture. I had to take every little piece, and the most important thing is having a sense of self and having a strong base that kept me in the game.

**Stephen Pierce:** Today, after having experienced those different things, you have both the blessing and the challenge of having a partner who's one of the most well-known people in the world. How has that affected your answer to the question of who you are? How do you maintain your own sense of self in the midst of everything that's going on around you right now?

**Stedman Graham:** That's a great question. Most people think that it's an easy thing, being in this big space. What they don't consider is that that's not my space. I'm a smaller person in a larger space that's not mine. So what happens is that you have to be able to understand who you are.





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That's even more important being in a larger space, because the space tries to swallow you up all the time, based on other peoples' definitions of who you are, based on the media and all of the complexities that that big space brings, that have nothing to do with you.

If you don't have a sense of self, if you're not sure of your background and where you want to go and how you're going to get there, then you get off track because you start buying into all the sizzle stuff that's really based on an illusion and is not yours anyway.

What has helped me is the ability to have pressure on me all the time so I don't get comfortable, and I'm able to think about how to take the self awareness - I think it's one of the highest forms of self-awareness you can possibly be in, where the whole world is watching everything you do, every time you step out the door.

It enables you to be on guard and be highly sensitive to those people around you and to your current circumstances, and to figure out how you go in and out, around and through, and how you control your attitude and how you control, sometimes, even your anger, and how you control peoples' response.

It's a challenge that is probably one of the greatest things that ever happened to me because I get to go within to be able to handle the situation. When you can go within and stay internal, then you have a lot of control. When you go external, you give all your power away to the house, the car, the money, the race, the titles, the people, the religion - all those things externally that define you.

What you have to do, constantly, is pull your power back, go internal, own yourself, and not give things away, but be able to establish a strong base and a strong foundation, where you can put everything in perspective and use the American free enterprise system and the resources around you to figure out who you are, and to be able to clarify and align yourself with what's important, so you can focus on what's relevant in your life, that brings you joy and happiness.



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Stephen Pierce: What about ego? You were talking about being in a big space and that space is not yours. How does ego come into play, especially when you're looking to keep your own sense of self and identity within that big space?

Stedman Graham: Ego is the danger point. When the ego drives you, then the ego is telling you something that you're not. The ego is illusionary - thinking that you're better than somebody else because of your situation, so the ego plays a lot of games on you.

To be able to realize that you're no different than anybody else and that the power comes where you are the same person, whether you're talking to a homeless person on the street or the President of the United States, you're the same person all the time.

So if you can keep your feet on the ground and stay grounded based on your passion, and stay grounded based on what you do well and focus on your strengths and what you bring to the table and have tunnel vision in that, then what you're able to do is build an internal base that strengthens itself over a long period of time, based on the process you created to build what you're trying to build.

Now you have your own world, you have your own life, and essentially, you haven't bought into the external things that try to take away that power.

Stephen Pierce: As far as the answer to the question of who you are, is it something that continues to change as we evolve and accumulate additional experiences in life, or is it something that tends to be static, and once you have a sense of who you are, regardless of where you go in life, it tends to be the same?

Stedman Graham: You have to change, because the world is constantly changing and the world tries to change you, so you have to be fluid. In this world today, you want to be seamless. You want to be able to do a lot of planning and preparation. You want to be behind the scenes. You want to be able to control as much of the situation as possible because you've done the work.





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You have to have some idea of where you're going and where you're going to be, and you have to be two steps ahead of most things. If you don't do that, then you get lost in all of the changing things that happen all around you, that are happening very quickly, based on the global marketplace.

If you go back to that space within the space - if you focus on the war, if you focus on Paris being burned down, and if you focused on all those things that are happening in the world today (I don't mean Paris being burned down, but all the things happening there because of the unrest), if you get into a situation where you start trying to take on the whole world and its problems, you lose your focus.

And you lose your influence, so you have to stay really focused on what you're able to influence based on your environment and based on your control. It's great to have vision, but you've got to go back to what's happening in my life right now? What kind of workout should I have today? How can I protect my health? What kind of health program have I created for myself today?

Have I done all the push-ups I'm supposed to do? Did I swim the laps? Did I run the miles that I planned on running today? It's a combination of organizing everything that gives you the strength you need to survive just for today. Then if you take seven of those days, you've got a great week.

If you take four of those weeks, you've got a great month. If you take 12 of those months, you've got a great year. You can pretty much, through the process, build as much value as you possibly can, and really, that's how the world sees you. It sees you based on the value you create.

The world sees you as you see yourself. With change, you have to change and begin to change the way you think and feel about yourself, I say every single day, because the only thing that makes us equal is that we've got 24 hours. What's the question? What do you do with your 24 hours? What most people do with their 24 hours is give it all away.



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Stephen Pierce: Interesting. The focus of this entire interview series is on Passion and its relationship to one's personal destiny, which is highly impacted by what everybody does with those 24 hours they have that's equal to the next man. How do our passions help us answer the question of who we are? When we're able to get that answer, what's the relationship between who we are and our destiny and our mission in life?

Stedman Graham: It's really about alignment and keeping everything in balance, keeping everything on track and trying to create small successes. The question is how do you get to the top of the mountain? The answer is you take one step at a time, one small step at a time.

It's really about really figuring out "What vision can I create? How big is the space I want to operate in? What does that look like? How do organize my passions and the things I love so I can take the resources of the world and organize them, and apply those resources and information to the development of who I am as a person?

Once you locate yourself as a whole person and say, "I'm a whole person. I'm not my job. I'm not my house. I'm not my relationship," that's just a part of who I am. To be able to take all of those things you love, want to do, are good at and have the skills to be able to do, and be able to develop those things at the highest possible level utilizing the research and information that's available so you can drive those things, all of a sudden you are able to say, "How does this fit into the world I live in?

"What kind of destiny can I create? What kind of legacy can I leave based on being the best person I can be and looking at the world as unlimited opportunities for myself." You can virtually dream the dream and make that happen, or expand your knowledge and vision to the point where you're outdistancing everybody. Nobody can touch you because your vision is so big.

You're able to execute it every single day. You have the energy to make it happen because you're focused on things that are relevant to you. You have access to all kinds of information and resources. You're able to create a network



that's just unbelievable. You're able to imagine and dream the things you want to dream. You can make those things happen and you have a dream team that helps you make it through the tough times every single day.

So, there's the combination of all of that and figuring all of that out, and then being able to apply it to your own life based on who you want to become and what you're passionate about.

**Stephen Pierce:** In your book, you talk about the meaning of authenticity. As far as you're concerned, what is true authenticity and why is being authentic so important?

**Stedman Graham:** I think true authenticity, if I had to define it, would be being comfortable with yourself. That would be one thing. I think being able to build from a core base and a core foundation. So, what's beautiful is if you can build a core foundation or a core base and that base is consistent so you can always go back to that base no matter what happens, then you're able to expand that base and extend from that base to create similar things that relate to the core base.

You stay in the space, you stay in the area and your stay in the area of influence based on information that's relevant to the space you created in the first place so you don't go too far away from the core. You can always go back to the core. You can go in or you can go out. I think being able to be authentic is that you never leave that area of influence based on the space you've created, and everything relates to the core foundation you created in the first place.

**Stephen Pierce:** For those who have people they look up to and admire many actually go to the extent of actually emulating them, how can they know that they themselves are being authentic although they seem to emulate different characteristics of people they look up to?

**Stedman Graham:** I think being able to take a little bit of what you learn from every single person and figure out how that thing you got from that particular person can relate to your core foundation so, again, you take what you need. You borrow what you need and blend in what you need with the idea of being able



to have other people kind of help you build what you're trying to build.

I was in a similar situation this past weekend. One of the people I was with was just very quiet. So, I spent the weekend with them and throughout that whole process, them being quiet reminded me how strong they were. This other person was kind of getting on this person and yelling at them a little bit and just making fun of them. During the whole process, that person didn't say anything. They didn't respond to it. They just kept going.

I said, "I'd love to adopt that. Not that I don't have that, but I would love to be able to make sure I stay on track with that." When the world is laughing at you, the world is saying something about you, or the world is sometimes ridiculing you, the ability to be able to just be still, be quiet, keep your mouth closed and not respond is a great trait.

So, if I can just adopt that trait, or get that trait from that person when I'm faced with those challenges, to me that is being able to have some self awareness and being able to borrow that from other people, and not having to put people on the pedestal of thinking everybody's perfect and you have to be 100%.

You don't have to be 100%. Just do the best you can.

Stephen Pierce: Earlier in the call, you mentioned the Nine Step Success Process, which is from your first book *You Can Make it Happen*. Can you walk us real quickly through those actual nine steps?

Stedman Graham: I'll try to do that quickly here. The first step is check your ID, which is based on your passion. That's what we're talking about. That's based on your strengths and what you bring to the table. That's based on your foundation. That's the most important step. It's based on the most powerful word in the world which is love – what you love to do. So, I ask people all the time to organize everything they love. What we want to do is build a whole life around that.

The second step is vision and that's a very powerful thing, of



course. Where there is no vision, the people perish. So, you have to have dreams. You have to have aspirations. You have to be able to visualize where you want to go. We know where you are; that's not as important as where you're going to be.

The third step is develop your travel plan, which is based on execution, planning, preparation and all those things that are going to keep you in the game, and all those things you do behind the scenes.

The fourth step is master the rules of the road, which are your guiding principles. That's basic principles like work hard, determination, perseverance, and positive attitude, which is probably the most important thing. It's having a positive attitude and creating positive energy.

The fifth step is to step into the outer limits, which is overcoming your fears and challenges. There are two emotions – love and fear. We either live by love or we live by fear.

The sixth step is the power of the season to change, which is not so much what happens to us, but how we respond to it. Step seven is build your dream team and what type of team you can build. That is predicated on whether you're a strong person. If you're strong, you'll probably have a strong team. If you're not as strong, you probably won't have as strong of a team.

Step eight is learn by decision. That's based on the choices you make. It's based on research. It's based on travel. It's based on mentorship. It's based on information. Step nine is commit to your vision. That is moving out of that comfort zone. So, the key is to be able to make a choice that you want to try to improve your life every single day.

Now, you can take those nine steps and utilize them in everything you do – any project, your own personal life, building a legacy. So, it's kind of a guideline. In the book, it breaks it down even further in determining how you're going to apply those nine steps and principles to the development of your own personal and professional life.



Stephen Pierce: So, everybody needs to make sure they pick up a copy of *You Can Make it Happen*. In listening to those nine steps, I'm thinking about the fifth step where you talked about step into the outer limits. You're moving beyond the comfort zone and confronting your fears and taking risks. It seems like that right there is something that a lot of people have a problem with.

They tend to always want to follow the path of least resistance, so they stay in that comfort zone. They maybe think about confronting their fears and what life would probably be like if they were able to confront those fears and take risks. But, they just don't seem to be able to get that breakthrough and make it happen.

What are some of the things you can share that can help people to actually move out of that comfort zone and feel comfortable? Or, even if they don't feel comfortable, they still just go ahead and confront those fears and take the required risk that's necessary to progress in life?

Stedman Graham: That's a good question. If you talk about the nine steps, you have to go through the first step. So, the first step is to find what you're good at and what you do well and then be able to create a vision. The beautiful thing about creating a vision is that the vision kind of sets the tone for where you want to go.

It also gives you a roadmap you can follow. If you go to the third step – how are you going to do it – the fourth step is master the rules of the road, and then the fifth step we're talking about – step into the outer limits – you've done four steps before you've gotten to the fifth step. So, you've laid out a framework that allows you to organize what challenges you are going to have in order to be able to make that vision come true.

If you go back to all of those previous steps, it will outline, and you will outline based on the process, what you need to do so you can begin to micro-manage those fears and figure out how you have to overcome them. Take the same nine steps and apply them to the fifth step based on what you





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want to accomplish, who you want to become and how much of a sacrifice you're willing to make to become that.

**Stephen Pierce:** The way the steps are laid out is brilliant, because I was just sitting here listening to you go back through those steps. We know what we're supposed to do. We know we need to get out of that comfort zone and confront those fears and take those risks. So, we know what to do.

It seems like when you go through steps one, two, three and four you basically set yourself up on how to precisely do it as far as getting out of that comfort zone and confronting those fears and taking those risks. It becomes actually much easier because you've already gone through the first four steps by the time you get to step five.

**Stedman Graham:** By the time you get to step five, you've already laid out the fears and challenges you have to overcome, and it's a process. So, we're not talking about something that's going to happen overnight. We're talking about a process that you can follow that will ask the right questions so you can solve the equation or the answer you're looking for, or solve whatever you're trying to achieve based on how it works all the time.

**Stephen Pierce:** I can see how the progression through each step actually takes you to the point where you confront those fears and taking the risks is made much easier.

Let's look at step seven. We know that success doesn't happen in a vacuum and no man is an island. We go through all of the first six steps. When we get to the seventh step where we're looking to build a dream team, there are some people who may be thinking they don't have cheerleaders. They don't have people who believe in them.

They don't have people in the family or outside of the family they can build strong, supportive relationships with. How does someone who feels as if they're starting at ground zero go about cultivating those kinds of dream team relationships?

**Stedman Graham:** You're right, you may not have it in the present form. What



we're saying is when you establish a new vision, when you create a vision bigger than yourself, you are no longer in the same form. So, you are no longer with the same team or have the possibilities to be with the same people you were because your vision has changed.

The way you think has changed. The way you act has changed based on understanding who you are. So, you can go through the nine step process and you're going to figure out who your team needs to be based on understanding who you are, your vision, your plan, what you have to do to create a strong value system and what you have to do to overcome your challenges.

All of a sudden, you begin to transform and guess what happens? You've moved from follower to leader. You've moved from slave to owner. What happens is people will say, "You know what? There's something different about you that I didn't see before. You're talking a different language. You act like you're trying to take over the world and I'm looking for a world leader.

"I'm looking for somebody who has the confidence, the commitment, and who's willing to sacrifice. You've changed. You weren't that way last year. You weren't that way three years ago. If there's anything I can do to help you, I'd love to just be able to help you."

The difference is you changed the way you think and also changed the way you feel about yourself, which means you've changed your energy. People respond to you differently because now you act differently and your team becomes a different team. You don't seek out the team – the team seeks you out based on who you are.

Stephen Pierce: What happens is, going back to the starting from the first step, as people around you start to see the manifestation of these elements in your life, you become like a magnet to people then, right?

Stedman Graham: Your energy changes, so you move from negative to positive. Then, people sense a confidence in the air about you because you've planned it. You're not just walking



around like a ball in a pinball machine just being popped all the time. You have a sense of confidence. You know where you're going. You can articulate it. You've done the research.

You've organized your life in such a way that now you have control. Again, you move from follower to leader to the 1% who run the country or that have the mindset to be able to run their own lives.

**Stephen Pierce:** What about step nine, because it seems like we go through the first eight steps and we're setting ourselves up for a huge success? However, step nine is commit to your vision and devote the time and energy on a consistent basis to pursue the goals and the vision.

Now, we're talking about consistency, which has a lot to do with self control. Consistency, I guess, is tested not more so when everything is going good as when the goals and visions are being challenged and being consistent really pays off.

How do we go about being consistent and having that element of self control and pursuing our goals and visions when the boat starts to get rocked?

**Stedman Graham:** It's doing the same things over and over every single day in an improvement process. If you did the same things you did yesterday as you do today and do tomorrow, what have you done? Nothing. You look back over 30 years and you have no more in the end than you had at the beginning.

The educational system teaches you how to memorize, take tests and repeat the information back. If I ask you two weeks later what you learned, you say, "I forgot." So, you can't build anything. You just get older and you're not in the game. So, to be able to make a commitment that's sustainable...

Can you sustain your program? Are you going to be in the game 15 years from now? Can you maintain a routine or a pattern of improvement that will allow you to increase and grow? The key word is grow. Can you grow every day? Most people are staying the same. They're staying in the same



box. They don't get outside the box. They're doing the same thing over and over all the time, so they don't grow.

If you have a business and you don't grow, then you can't get to the next level. The world takes you over. So, the idea is of being able to develop an improvement process based on your vision. What happens when you complete your vision? You start a new vision.

What happens when you finish the program? You start a new program. So, sustainment and consistency over a long period of time is why I love process. Process is perfect. People are flawed, but the process is always perfect. When I move from the process, I moved into the 21<sup>st</sup> Century. I moved out of my history into my imagination based on the possibilities.

So, that is a way of thinking. That's a way of acting. That's a way of applying and executing the resources around you so they build on your foundation not once a week, not twice a week, but every single day. You're looking how to figure out how you can be better today than you were yesterday.

Stephen Pierce: I'm sitting here thinking about the nine steps. I'm an avid reader. A lot of business development books seem to be very logical and analytical, which works well for people who think that way and they like that kind of logical step by step stuff. How does a right brain, creative, intuitive type of person achieve success if they aren't that good at going step by step?

For example, the right brains are very intuitive, emotional and they want to follow the Nine Steps to Success process. Suppose they're not good at following everything in a logical, step by step fashion? How do they go about achieving success when there is a step by step process like this to be followed?

Stedman Graham: What you can do is stay in the space. As long as you're in the space or near the space, then you take your creativity and apply it to that space. So, you don't have to be structural as much, but what you have to do is stay in that area and under that umbrella.



If you get outside of the umbrella, or get outside the space or get outside the industry, all of a sudden you have to start the whole process over again. You become somewhat structural when you have to start the whole process over again. So, the key is to be able to focus on what's relevant to your free will and also to your emotions.

But, you have to stay in the area where you can begin to juggle the ball so all the balls look the same. If you can put structures with emotions... I come from an emotional base, so my weakness has been a lot of structure. What I force myself to do is to apply and develop an organizational structure that will compliment my emotional base.

Now, emotion with intellect is the most powerful thing. That's Michael Jordan. When you can take emotion and intellect and put them together, think about what you're going to do and then respond to it based on right brain thinking, what happens is you become a powerhouse.

Again, it's being able to understand that is just strength, the emotional base, and then being able to figure out how you can bring somebody in whose structural or bring that piece into your life. I don't know who you're going to get it, but you may get it because you hire somebody whose more technical.

Again, you may focus on a technical area that needs creativity like the advertising industry. So, it's being able to understand how you can best compliment where you are and what best fits for you based on the kind of person you are.

Stephen Pierce: When I asked that question and you were answering, something just triggered in me as I was looking at the nine steps that I have written out here. It seems like while there are logically nine steps, it seems like the responses to each step require actual right brain activity as far as the creative responses like in creating your vision.

So, it seems like you're engaging both sides because they're not just logical steps that require some kind of mechanical



follow through. Actually, the way the nine step process is laid out you seem to be engaging the whole brain with the logical steps to kind of lead the way and give a framework and the map, yet at the same time engaging the right side of the brain with a lot of creative and intuitive responses to each one of those steps. Did you find that to be true as far as the process goes?

Stedman Graham: The structure is already there. So, your ability to create inside the structure that is already there is the fun part.

Stephen Pierce: How does one measure success? What does it really mean to be successful? Of course, we can get your definition. A lot of people would define success as a fulfillment in different ways, some materially and some as far as their relationships, and many others as far as their health goes.

How does one measure success and what does it really mean to be successful?

Stedman Graham: I think success is a process. It's after you look back over the process and say, "I really feel good about this. I really like this painting. I really like this piece of art I just finished. I really like that job I did for that client. I really feel good about that speaking engagement or the coaching activity. I really feel successful."

If I can get enough of those, if I can create a process that is systematic where I can do this same thing over and over and get the same kind of reaction and same kind of feeling to me that's success. Interesting enough about that is that everybody has their own definition of success. So, I can't tell you what's successful for you because I don't have your feeling.

Being able to have each person define their own success based on who they are is a wonderful thing.

Stephen Pierce: Earlier in the conversation you mentioned changing and how it is an inevitable part of life. How do we use change to improve our lives? How can change become an ally rather than an enemy?





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**Stedman Graham:** I think being able to adjust and go with the flow. I have to be in my situation where my life is somewhat public, I have to be open. I have to be open to the changes and I also have to be careful that I don't respond to changes immediately. I have to wait to see what happens and use the time to be able to see what happens and let the process take over.

So, when we talk about change, that's a very, very important step. And, it's also very important to be able to be seamless in those changes. You just want to wait and see what happens a lot of times and then have the last say on how you're going to respond to it.

Again, it's not so much what happens to you but how you respond to it that will determine the outcome a lot of times. We're dealing with so many changes now in our world. Changes are moving faster than our ability to control our own lives or control the changes.

A lot of times we just have to kind of see what happens and wait it through and, hopefully, stay positive and keep everything focused on how we move our best foot forward as opposed to reacting all the time, especially in a negative way.

I find that successful people and powerful people and people who have achieved greatness understand how to take the littlest thing and make the best thing out of it, and how to turn negative into positive in the moment that negative happens. So, you don't get caught in that place that takes you down and all of a sudden you can't make the switch.

A good exercise is to be able to practice. "I feel like saying this, but I'm going to change it in the moment that it happens." Within that split second, you're going to be able to go from negative to positive and be able to determine what the outcome is going to be at the same time you feel that negative feeling.

**Stephen Pierce:** It seems like making decisions is important. That kind of brings up something you said, which is "What you are in this world is largely the result of the decisions and choices you



have made so far in your life.” For those who are listening, if they’re not happy with who they are at this point in the world and in their lives, how do they go about making better decisions and better choices?

Stedman Graham: again, there is a process for that. I think having authenticity and starting with a strong base and foundation, and something that says, “What do I feel like doing? What makes me happy? What do I love to do? What would I do if I didn’t have to worry about money?”

It’s asking yourself those questions and being able to come up with an answer that really represents who you are so you can make choices based on having a strong base and a strong core. It relates to your vision. It relates to your plan and the team you have. It relates to your value system and the information you collect every day.

What I try to do in making good choices is try to get the research. I read every newspaper I can every single day. I cut out all those articles and then I outline them. Then, I apply that information to the choices I make about my business and my life, because somebody has spent six months researching that article.

I take all the magazines I can that relate to my core base, my industry, my job or the food that I eat. What I try to do is organize everything I love around the information that’s available so I can make the best choice possible, because I read all those papers every single day, as well as magazines and books, that are specifically focused on who I am as a person.

My information is relevant. It has energy to it and it’s organized in such a way that I can improve my life and improve the process of making good choices about where I’m going to go and who I want to become.

Stephen Pierce: What about those who would completely love to make good decisions, however, they’ve allowed themselves to be trapped in negativity because they feel as if every decision they make seems like a good decision at the time, but turns out to be a bad decision? So, they kind of fear making



decisions feeling that the outcome is ultimately going to be a good decision today, a bad decision tomorrow?

Stedman Graham: I still think it goes back to your core base. It's having your foundation being made of things that make you feel good about yourself and having a foundation based on your strengths. It's being able to figure out what you want to do in you life. What is your purpose in life? What should you be doing?

Then, it's being able to make decisions based on what will enhance that so you're not stuck in some place when you're making these decisions, they have no relevancy to your life. You can't connect the dots. You keep breaking the mold, so you're here for five years. Then, you go here for five years. Then, you have to meet a whole new set of people over here, because now you quit this situation.

You moved from California to New York and you don't like New York. Then, you move back to Florida and you stay there. Then, you move to Montana or somewhere because you're looking for the value you have inside of yourself that allows you to be able to have some authenticity about the thing we're talking about, which is passion.

Once you have that passion and once you have that understanding of who you want to become, then you can align everything around you so you say to the world, "World, stop! I don't want to work for you any more. I want you to work for me based on organizing those resources around my life, so I become the center of attention.

"I'm not selfish, but what I'm doing is investing in myself so the more I have the more I can give."

Stephen Pierce: As far as a lot of the listeners here, one of the things that seemed to be common is probably a big challenge of them getting past their fears. I want to ask you a question that's based on a quote I have written down from you that says, "The world is a collection of unlimited wealth and resources. Often, we limit our potential by moving in our own small circles because of our fears. "If we change the way we view the world, there's nothing we cannot accomplish."



Let me ask you how will changing our view of the world help us to get over our fears and be able to move forward to higher levels of accomplishment?

**Stedman Graham:** We make our achievements and our experiences bigger than our fears. On the one side, you have more positive things than you have on the other side. You become so positive, dynamic, so good and so great that you overshadow every little thing you thought was holding you back.

The idea is being able to understand you have to keep changing the way you think and feel about yourself every single day. It's because the world is trying to take you out. It tries to take you out through your friends gossiping about you. It tries to take you out through your family sometimes. It tries to take you out through your relationships.

It tries to take you out through all kinds of things that happen to you every single day that sometimes say you're not good enough. What you have to have is a bigger vision than who you are and where you are. Is it possible for us to do that? Absolutely! Can we be all we need to be? Absolutely!

Have other people done it? Absolutely! The challenge is to be able to keep changing that storyboard that's going around in your head saying, "My parents said I wasn't good enough. I couldn't do this, I can't do that." That's their definition of who they are. They did the best based on what they knew. If they had known better, they would have done better.

It doesn't have anything to do with our possibilities. So, the ability to be able to focus on what you can do as opposed to what you can't do and move forward all the time is really something we all have to continually strive for.

**Stephen Pierce:** How does one control their thinking in that area? For many people, they feel it's a struggle. They feel like, "I know I'm supposed to think about the positive. I know I'm supposed to think about my strengths." But, it seems like they have developed a very negative, habitual pattern of thinking on the negative side and always thinking about the things they



fear will happen as opposed to being in an element of faith and moving forward towards the positive.

So, how does one actually do that?

Stedman Graham: That's why I love process. Once you understand process and how to think, then you can understand there is a step by step approach to developing anything. That frees me from saying I'm not good enough. That frees me from saying I can't make it because I'm part Native American and part African American and I can't make it because of my family background.

What happens is when I understand one process and then apply that to the American free enterprise system and the global marketplace, I have that tied to my passion and I can begin to think about the possibilities, all of a sudden it changes my perspective about who I am.

It moves me out of that historical background that keeps me locked up into that little box that we all live in that says you can't make it because you're a woman. You can't make it because you're black. You can't make it because your parents didn't have enough money. You can't make it because of all the things you're programmed to believe.

The key is to reprogram yourself every single day. So, how do you reprogram yourself? You do that through education. You reprogram yourself through reading. You reprogram yourself by hanging around the right people. You reprogram yourself by traveling, by creating new visions for yourself.

You reprogram yourself by making the choice that you're going to try to improve your life. That's a choice; that's a decision. I'm not going to stay on the bottom any more. I'm going to get out of this hole I'm in and I'm going to save my money. I'm going to organize my finances. I'm going to live a better life than I'm living right now because I'm tired of having this life.

That's a choice you have to make. As soon as you make that choice, as soon as you open up that door, what happens is people walk through it. They say, "I heard you



wanted to change your life. I heard you wanted to try to be somebody else. I heard you wanted to go here. I heard you're trying to help some people.

I want to help you! I want to be on your team because I believe in you and I've been watching you. Anything I can do to help you, here's my number to call me. So, when you make the choice that you want to improve your life, everything starts to happen.

Stephen Pierce: We're getting to the top of the hour. I think it goes without saying that what we've covered, including the Nine Steps of Success process, you really have given enough foundational information so people actually can make it happen, which matches the title of your first book. I encourage everybody to go to Amazon.com or your local bookstore and pick up a copy of You Can Make it Happen.

While you're there, double up and get a copy of the newest book, Who Are You. Make it a priority reading to devour the books and then implement the strategies like the Nine Steps of Success process.

Stedman, at Healthy Wealthy nWise, we believe strongly in the power of intention to manifest different outcomes. So, one of the questions we want to ask you is what is your current most important project, and what intention would you like all of us here at Healthy Wealthy nWise, along with our readers and listeners, to hold for you?

Stedman Graham: My latest book I just finished is called Diversity: Leaders Not Labels. What I want to do is be able to change the labels that people have about themselves so race is no longer an issue. Class is no longer an issue. All of the labels people get, I want to be able to show them that everybody who has come into this country has been labeled.

Everybody has gone through the same process and they need to be able to overcome that. There is really a need to overcome that because in the 21<sup>st</sup> Century, it's based on talent. Nobody is going to be concerned about where you came from, what your background was, what race you are, what issues you have, because everybody is going after the





best talent possible.

We live in a global marketplace where the world is flat and everybody is going to be competing against each other. What you have to do is focus on being good. If you can do that, if you can begin to transform your authenticity as a person so you see the spirit of a person and get past the labels, the color, the gender and all those things that in the end don't mean one thing because people are concerned about what you can do, you can rise to the highest level based on who you are as a person.

For me, that project is very important to me and I'm planning to do a major campaign around Diversity: Leaders Not Labels so I can get that message out to the public.

Stephen Pierce: When is the release date for the book?

Stedman Graham: It's June of next year. Simon and Schuster is the publisher. It's probably going to be one of my most important books and also the most exciting. I'm looking forward to being able to get that message out and also teach that process through the work I've written in that book.

Stephen Pierce: We're going to hope that for you and intend for that to create impact deep and wide. That's Diversity: Leaders Not Labels throughout June 2006. Not only are we going to hold the power of intention, but we're going to be sure to look for it and pick up copies. I love a lot of books on leadership and I'm definitely interested in that very intriguing title.

With that, what single idea would you like to leave everyone with tonight?

Stedman Graham: I would say it would be to seek support. It's a very important thing. We oftentimes take it for granted. But, it's the support we need as a human being every single day to try to make it through the day and try to make it through our lives. We try to have layers and layers of support to fall back on when things get really tough.

If you're in a situation where people are always talking about you, trying to tear you down and always trying to tell you



**Best-Selling Author, Educator and Businessman  
Stedman Graham**

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you're not good enough, it just takes a little piece away from you all the time. We can realize that we need all the support we can get, and it's really about creating a support system so we can as strong as we can possibly be every single day so we can take that strength and build what we want.

To me, having support, seeking support, building support and being around people who would give you that support is one of the most important things you can do for yourself.

Stephen Pierce: I want to thank you for being here. Personally, I think you're an amazing man. You have an amazing image. You hold a lot of characteristics that great leaders have and those who want to be great leaders need to pick up. I really look forward to your book coming out.

Again, we appreciate you being here. You've given a ton of information. Everyone go to [www.StedmanGraham.com](http://www.StedmanGraham.com). Keep it going. I love the books. I appreciate the content you've given on this call. We will use the power of intention for the June 2006 release of Diversity: Leaders Not Labels.

I really enjoyed this opportunity to interview on something that you're extremely passionate about.

Stedman Graham: I appreciate all of you, so thank you so much for having me. I'm humbled by it. Thank you.

Stephen Pierce: Thank you and have a good evening.

Janet: Thank you, Stephen. Thank you for all of our listeners. Be sure to visit Stedman's website. You can get copies of his books at [www.StedmanGraham.com](http://www.StedmanGraham.com). Stedman, this has been remarkable. Thank you so much for sharing your profound understanding of what it takes to create a meaningful life.

Thank you also for stepping in at the last minute and being totally open to change to be with our listeners. We're so thrilled that we not only have gotten to spend some time with you tonight, but we'll also be able to feature you on the cover of Healthy Wealthy nWise in January.



**Best-Selling Author, Educator and Businessman  
Stedman Graham**

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This interview for me was so deep and so profound. You have provided a depth of wisdom which will serve all of our readers well as they begin the new year. So, thank you so much.

Once again to our listeners, be sure to visit Stedman's website at [www.StedmanGraham.com](http://www.StedmanGraham.com). Be sure to join us for our next call on Tuesday, November 22<sup>nd</sup> when we will interview David Riklan, the founder of [www.SelfGrowth.com](http://www.SelfGrowth.com). Self Growth is a premier provider of information on self improvement resources on the internet with more than 300,000 visitors going there each month.

On December 6<sup>th</sup>, we will talk about passion with Mike Love, a member of the Rock and Roll Hall of Fame, lead singer and founding member of The Beach Boys, one of the most successful bands of all time.

Because of the holidays, there won't be a second interview in December, but we will start the New Year off with a bang when we interview our surprise guest, a #1 New York Times bestselling author on January 10<sup>th</sup>. I'm also excited that our Chicken Soup for the Soul co-creator, Mark Victor Hansen, will be our co-host for that interview.

On January 24<sup>th</sup>, we will interview Dr. Ivan Misner, the founder of Business Networks International, probably the largest business networking organization in the world. As I mentioned earlier, our interview with the award winning speaker Les Brown will now be on February 7<sup>th</sup>. We have many, many more great interviews coming up for all of you.

If you want to check the schedule of our upcoming interviews, you can do that by going to [www.healthywealthynwise.com/schedule](http://www.healthywealthynwise.com/schedule). We look forward to being with you for these incredible interviews. Thanks for being with us everyone. We just love being with you and we look forward to you being with us again.