

## **Don't Eat the Marshmallow...Yet: Understanding leadership principles needed to be successful in a highly competitive world.**

By **Joachim De Posada**

Workshop given by Joachim De Posada: Saturday, October 27<sup>th</sup>, 2007  
The Open U of the IIHU: details at [www.iihu.org](http://www.iihu.org)

Years ago four year old children were placed in a room with a marshmallow in front of them. They were told that if they could wait for 15 minutes without eating the marshmallow, they would get another one. If they ate it, they would get nothing else.

This workshop will discuss what happened in that famous University of Stanford experiment and what implications it has in our lives. If you understand and apply this principle, your life may be changed and you will be successful in your life and business.

There will be other very important principles taught in this one of a kind workshop.

- Basketball legend Larry Bird's real success secret! (One of the greatest that ever played the game...yet... he wasn't the fastest, the biggest, the tallest, the smartest, the best shooter, dribbler, etc. I will tell you what he did that made all the difference and catapulted him to stardom and basketball's "Hall of Fame"...and... how you can apply his secret to your life and business for truly astonishing results!)
- The 10 crucial factors for success in any business...in any climate! (Missing just one of these factors may mean the "death nail" to your business)
- What a circus elephant can teach you about limitations! This realization helped Eileen Coparropa win the 100 meter free style swimming race in the IXX Central and Caribbean Games held in El Salvador in 2002. (What is holding you down right now? Think about it, and use this revelation to set yourself free)
- The importance of assuming responsibility for your results. This lesson was taught to Joachim by Arun Gandhi and after hearing his story, you will never be the same. It will make you think how you are raising your kids!
- How much of your success depends on your environment... and how much depends on your genetics! We will discuss the Big 5 profile and the implications it has on your life. You need to be maximizing your strengths instead of wasting time trying to fix your weaknesses.
- The three factors needed for a person to be motivated. Just one of them missing makes motivation impossible. Dramatic examples will be discussed during the workshop.
- Why it is often difficult to change for the better...and...how to quickly change anything at will! (It is not as hard as you think)
- The most bottom -line impactful sales lesson you could ever learn! When I worked for Xerox Learning Systems, we did a research project at a cost of one million dollars to discover why people buy! Using hidden cameras and other research methodology...I will reveal the greatest discovery we made!)
- The 3 and only 3 ways to increase your business or productivity in your business! Work on these 3 at the same time and you will literally...Supercharge your business growth and success!
- A great quote from Jack Welch, former CEO of General Electric, that can dramatically and instantly increase your business success and income!
- Why you must be creative in your marketing! (And no, not creative in the traditional sense...but "constructively creative" in a "let's make more darn sales" sense!)
- How to turn your simple, boring, "here is how to contact me" business card into a sales and marketing machine that attracts ready to buy customers or clients to you like steel to a magnet!
- Why my business card sold in Panama for \$20...and...the lessons to learn from this story.

- The single most important question you must constantly ask (and answer) if you are to become (and remain) truly successful! (Don't let the utter simplicity of this question fool you---it's crucial!)

Wow, you would have to be comatose not to attend this workshop to learn these revolutionary ideas. And you know what? Only one of the ideas revealed could make you thousands if not hundreds of thousands of dollars.

I tell you what. We are so certain that you will love this workshop, that we will give you a 100% money back guarantee. If by the end of the first two hours, you do not think that this workshop is for you or that it will not change your life, you can ask for a refund and it will cheerfully be returned.

Registration information at [www.iihu.org](http://www.iihu.org) or write pmunhall@aol.com