

# The Third Great Step

## ~ Discover Others ~ Discover Yourself ~

**Y**ou will now learn to deal with people so your ego and their ego remain emotionally healthy. As you prepare for your third adventure, your goal is to maintain the ego, the spirit and individuality, of everyone you come in contact with. This means your parents, spouse, children, co-workers, boss, in-laws, business and social contacts, perfect strangers—everyone. You'll soon uncover valuable clues revealing answers to the ageless questions: "How do I get along with people—find romance—make new friends—maintain a functional relationship?" Your initial clues (or hidden assets), are twofold: sincerity and recognition.

### **SINCERITY**

You must believe people are important—sincerely believe it. Being real is your most important asset. Real means being honest, truthful, ethical, high-minded, and trustworthy. Sincerity sets the stage for truth. People sense your sincerity, your realness. You cannot fake it.

The bottom line is: every individual is a treasure of untold knowledge and adventure just waiting to be enjoyed. Every person has a wonderful story to tell. If you're unwilling to believe people are important, sincerely believe it, you're doomed to a lifetime of frustration and failure. The best way to show others you care is to acknowledge their presence, give them your undivided attention. Recognition makes people feel wanted, feel appreciated, feel important.

### **RECOGNITION**

If you're totally honest with yourself you'll admit you want something from other people. In other words, sales people want your business, politicians want your vote, teachers want your undivided attention. Your employer wants your

cooperation, production, and loyalty. Your family wants your love, attention, and guidance. Your friends want your friendship. So admit it—you do want things from the people around you and there's one thing you desire more than any other. One ego-booster, one thrill, one prize you crave the most—recognition.

So how do you go about obtaining the one prize you desire most? Easy. The only way to successfully get what you want (recognition) is to give the people around you what they want first. How do you do that? By paying attention!

You'll never discover others, one of the greatest assets in your quest for self-success, until you learn to pay attention.

### **LACK OF ATTENTION**

As you've just learned, paying attention to the people around us, giving them your undivided attention—recognizing their existence—is one of the keys to your success at home, at work, and everywhere you go. Failure to recognize the people around you, known as lack of attention, lack of training, and lack of leadership, creates children and adults who will do anything, who will stop at nothing, for attention. Yes, the truth of the matter is: lack of attention creates naughty children, undisciplined teenagers, unproductive employees, unfaithful spouses, and totally dysfunctional adults.

Some familiar examples are:

### **Undisciplined Children**

The main reason children are naughty and do not mind their parents is lack of attention. Children crave recognition and emotional support from their parents, and when these young, impressionable members of society are

ignored, the results are often disastrous.

You can easily spot a child lacking attention. They cry out, “Look at me!” “Watch this!” “Mom and Dad, pay attention!” They’re holy terrors for one reason: they expect their parents to pay attention to them. Children do not understand emotional neglect, social abandonment, or failure to communicate. Children must be acknowledged.

Please keep in mind, parents fail to recognize their own children for one reason: as children their parents did not pay attention to them.

As young adults they were subjected to parental comments such as, “Not now!” “Can’t you see I’m busy!” or “We’ll get together soon!” Paying attention, spending valuable time together, was not priority to their parents; understandably, it is not priority in raising their own children.

The low self-esteem disease survives and thrives from one generation to the next.

### **Problems At School**

The reason children do poorly at school is lack of attention. This problem is often a double problem, that is, lack of attention begins at home and is reinforced by teachers in the classroom—two negative role models for the child to deal with. In some cases, however, children lacking recognition at home receive proper attention from teachers at school.

Is it any wonder these teachers quickly become heroes in the eyes of your children? Isn’t it interesting when you look back on your own experiences in school, you always seemed to get good grades, really liked school, when teachers paid attention to you. Since most instructors are unable to spend quality time with students, the negative results of dysfunctional student/teacher relationships fill our schools, our sacred institutions of learning.

Conclusion: children fail school due to lack of attention. When children are not taught self-empowerment, educational systems fail.

### **Misbehaving Teenagers**

The main reason teenagers misbehave is lack of attention. Children raised in low self-esteem, inattentive atmospheres eventually grow up to be large unmanageable children known as teenagers. These large dysfunctional children are rebellious because they crave attention—they want to be noticed. With a dysfunctional adulthood looming in their future, only one thing can save these neglected teenagers—attention. Parents shake their heads and admit, “Ever since I started working she’s been so rebellious!” “I try to spend more time with my kids but I’m too busy!” “My folks both worked and look how good I turned out!” “I give the kids everything I didn’t have as a child and they’re still not happy!” After shaking their heads in confusion, parents end with one final complaint, “I don’t understand why my own kids have become so uncooperative and distant... what’s the problem?”

Proof of emotional neglect is in the air—it’s everywhere. Just listen to teenagers complain, “My parents don’t understand me or my problems—Mom and Dad always ignore me!” or “I wonder if my folks even know I exist?” “I’m leaving home as soon as I’m old enough.”

If parents expect love and cooperation, their motto must be: It’s never too late to begin paying attention.

### **Unproductive Employees**

The main reason employees are unhappy and unproductive is lack of attention, appropriately known as lack of training. Employees need to be trained and then told how they’re doing. Workers, wanting to do a good job (seeking praise), constantly worry to themselves, “Am I doing this correctly?” “What does the boss think of my work?” or think, “My supervisor never talks to me unless I’m doing something wrong!”

Negative attention is incorrect, employees must train with positive attention, with positive criticism. The best way to show recognition towards workers is with proper training,

then more training, followed with frequent reminders of how they're doing—reinforcing their ego.

### **Divorce And Separation**

The main reason for marital unrest, separation and divorce, is lack of attention. Once the honeymoon is over, once the romance disappears, spouses sadly exclaim, “We never talk or laugh anymore!” “He doesn't know I'm alive!” or “She's become so distant!” “All we do is fight!” or “I need someone to pay attention to my needs!” “I'm dying of loneliness!”

Yes, a functional relationship thrives on attentive behavior directed at your partner. A sure way to cure a disgruntled marriage (an abandoned romance), is to sincerely pay attention to the other person, recognize their importance. It's that simple.

### **Crime And Violence**

The main reason for the vast majority of crimes and unnecessary acts of violence is lack of attention. Stemming from a low self-esteem childhood, the dysfunctional person is merely crying out, “Look at me!” “Pay attention!” “Help me!” And when no one responds to their desperate cry for help, the desperate person robs the local liquor store, kidnaps someone, or murders innocent people—all for attention. All for attention—recognition! Survivors of dysfunctional childhoods rationalize, “This'll show them!” “I'll prove I'm important!” “This will get my face on national television!” “They'll be sorry they didn't listen to me!”

### **Naughty Dogs**

Dogs are naughty due to lack of attention, more specifically, lack of training. Most dogs, especially puppies, receive negative attention. A perfect example of negative attention occurs when little Pooh Bear innocently lays a “steaming cigar” on the living room rug and immediately experiences his nose being rubbed in it, he hears screams of “Bad dog!” while being rapidly beaten with a newspaper, and is

violently thrown outside. Poor little Pooh quickly becomes a paranoid schizophrenic, cowering at the very sight of his master. Positive attention is to calmly take Pooh outside and the minute he goes “pottie” congratulate him—tell him how much you appreciate his good behavior. Pooh will quickly learn what brings him praise and recognition, what pleases his master.

### **Loneliness**

The main reason people suffer from loneliness and despair is lack of attention—self-attention. Loneliness, another word for lack of self-happiness or self-fulfillment, is given to you in childhood by unknowingly neglectful parents, and dwells in your psychic throughout adulthood. What's truly amazing is, most lonely people live with another person or family—they're not physically alone, just emotionally alone, mentally abandoned. You create your own self-imposed loneliness just for attention.

The cure for loneliness? Improve your self-image. As your self-esteem increases your self-  
loneliness decreases.

### **Depression**

The main reason people are depressed is lack of attention—lack of recognition. Depression, acquired during childhood (living with depressed parents) and reinforced during adulthood (living in a depressive society), is considered by many to be the most wide-spread emotional trauma of the twentieth century.

Depression is frightening because you don't know WHY you're depressed, why you're so down, so confused. You blame depression on your jobs, your marriages, your eating habits, on health problems. You'll do anything to make yourself feel better—anything to get you less depressed and “back to normal.”

Depression stems from lack of attention, from childhood betrayal. When you're neglected, ignored, molested—when you're screamed at and told to go away—you experience depression.

Depression, just like all low self-esteem diseases, is curable. If you are imprisoned with

constant feelings of self-pity, low self-worth, and depressive thoughts, you must discover a higher self-image for your recovery to begin.

As you'll discover on your self-help adventure, once you start feeling good about yourself, acquire a healthy ego, your depression disappears. You begin feeling worthwhile—special.

### **YOU ARE SPECIAL**

You are born special, as a unique individual. If you are not raised special, that is, told you are special, shown you are special, you lose your special feeling—your self-worth and self-respect. When you're told by parents and teachers you won't amount to anything, your chances of future success and happiness are slim to none. When you're told by childhood guardians you're worthless, you grow up feeling worthless. When we're made to feel guilty or ashamed of yourself as young adults, you carry those low self-image curses with you the rest of your life—a hopeless feeling.

Remember your lifescrypt? You agreed you cannot change the first part of your life story but you do have total control over the outcome. Your life is about to change. Once you believe you're special, you become special. You have so much to offer yourself, the people in your life, and society. No matter what you heard as a child, no matter what you're told as an adult, from this day forward, no one can take away your dignity. You've finally recognized who you are, why you're here, where you're going. You have the power to make everyone you touch feel special, truly special.

In concluding your third great step, your third great adventure, you now realize every human being needs recognition—to be discovered. When someone notices you, it's always a HUGE compliment. Since they are recognizing your importance, your uniqueness and individuality, it is important to make other people feel important too. If you expect to become a successful business person, a popular

manager, a wonderful parent, and a dynamic leader, you must discover the secret to success in business, parenting, and social life—you must learn to deal with people.

Self-respect, the third great treasure, is now yours. By discovering others you will now feel comfortable with yourself. You clearly see the important role people play in your continual quest for a higher self-image and that self-respect is earned by getting along with others.

It's time to resume your great journey down the Open Road, the path to untold treasures, with step four—Learn To Listen.