Every day in every way, I’m getting better & better...

REALLY I AM...

...your introduction to the world of self-help and personal development...

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1. Acknowledgements.

Some years ago, while I was attending a 10 day training program in Brisbane, the presenter looked around the room and asked if any of us had a favourite book by Robbins - so I duly raised my hand and said that “The Carpetbaggers” was one I had actually read on the plane from London...

To the collective hilarity of the room, I was informed that it was Tony not Harold Robbins to whom the presenter was referring - and the anticipated answer was Unlimited Power or Awaken the Giant Within. My journey into the world of Personal Development had begun.

According to online resource, HRdictionary.com, Personal Development is;

“the process of gaining additional knowledge, skills and experience in order to improve the way you do your present job and your prospects of future employment and promotion, and, more generally, to develop your own talents and fulfil your own potential”

What I realised, as I sat in that room, was that what I called education, self-awareness, knowledge and understanding now had its own collective noun. Personal Development can either be something that happens to us at the discretion or direction of others, or something we choose to take control of and responsibility for along with the results we achieve - I chose the latter.

When I make choices and have responsibility and control over my inputs I have a similar choice, choice control and responsibility of my outputs and results, I recommend you do to - that is what Personal Development enables us to do.

So I’d like to acknowledge all the people I’ve listed in this book, and plenty more that I haven’t with a special mention to David Watts - if you have read my book Life RULES OK, you will know what this means, they have all been my teachers and mentors.

To Emile Coue whose phrase appears as the title to this document, and finally I’d like to acknowledge you, the fact you are reading this document means that you are searching for ideas, knowledge and inspiration to help you and those around you create a better life - I salute you and thank you for sharing this book with me.

Enjoy the read and let me know what you gain from it and what action you take as a result...
2. Intentions

It was about two months ago during a discussion with a great friend of mine, over a glass of Merlot as I recall, where we were comparing notes about models and ideas for business and personal development that I asked myself the question - *where did all this come from..?*

Who designed or developed the ideas and concepts that are so prevalent now in the area of “self-help” and “personal development” - or PD...?

So I decided to do some investigations, the more I looked the more I found, my research took me back 2700 years, it became and continues to be an evolving project that will I’m sure grow and develop over time.

First, my intentions are to;

- Give you a guide to some of the history, structure and major contributors (in my view) to the area of PD.
- Develop a reference guide for anyone interested in the genre to be able to find great works and ideas that they may not otherwise come across.
- Demonstrate the development of the subject and discover the roots of the concepts that have entered common usage.
- Inspire you to continue to research and learn as you either embark upon or continue your own journey.

Second, my intention is not to;

- Promote or support any particular philosophy, whilst I will give my personal thoughts from time to time, my recommendation is that you explore all the possibilities yourself - before you engage with any materials or programs, research them well and invest your time, spirit and money wisely.
- Intentionally leave anyone out. The people and materials I refer to are those that I have discovered, used or had knowledge of - if you think someone of significance has been left out please let me know.
- Get you agitated - I have avoided any references to Religious works. Whilst it can be argued that Faith is the most powerful Personal Development program in the world, this document seeks to explore the genre that has evolved to fill the vacuum created where traditional religions are not adopted.

My third intention is that you enjoy the read and have a clearer understanding at the end of the book than you did at the beginning. If this means that you go to my website at [www.resultsrulesok.com](http://www.resultsrulesok.com) and register for my newsletter, buy my books, or come to one of our events then my fourth intention will also have been realised. Enjoy...
3. Introduction.

My childhood was happy - we had the family business of Greengrocery, Fish and Poultry retailing which kept us all occupied; sometimes for 18 hours a day and 7 days a week. We had a number of shops in and around Birmingham, an industrial city in the heart of the UK.

From the age of 6, I was working in the business and it became all that I knew - I was the expert in stacking oranges, sweeping up, cleaning the plate glass windows, making the tea, and generally doing my apprenticeship in preparation to move into the business when I left high school.

My assumption was that I would effectively inherit the business, work there with my parents until they retired and that my future was set with clear predictability - I would run the shops as my family had for generations...

That was until one Christmas whilst dressing the Turkeys for delivery - a truly delightful job, and no it doesn’t mean we put them into cute outfits… My Dad told me that the business would not sustain me and that I would need to go get a job. My lifelong assumption was shattered, not only did I need to resurrect my academic studies - how hard would you have worked if you knew that you would be inheriting the family firm…?, but I needed to figure out what to do with my life and quick...

So I did the obvious thing - I looked for advice. I was advised that in order to get ahead I needed to get a “trade” get qualified in something so that whatever happened I would always have my skills to support me. So I ended up in London working at Royal Ordnance Enfield as an Apprentice Engineer - Weapons, Small Arms and Cannon.

I had an interesting time in London as you will discover when you read my books - including sleeping rough, charity food and driving cars for some colourful characters in the East End.

As I travelled on the trains, buses, and underground I had time to reflect on where I had come from and also where I would end up. At first it seemed that I would be at the mercy of circumstance - I can remember travelling out from Liverpool St station to Enfield Lock, looking at the buildings and environment and thinking “whatever happens I hope I don’t end up there…”

My vision was not one of what I did want, but it started out as a vision of what I didn’t want. It’s like going to a restaurant and explaining to the server exactly which dishes I wasn’t going to order and why, crazy as that sounds, it is what a lot of people do with their choices in life. Try it in a restaurant and see how you get on - does the process reflect your life in other areas?
It was on a train that I met David Watts - I named him this after the song by the same name played by the Jam (Paul Weller, Bruce Foxton, Rick Buckler) that was originally written by Ray Davies and appeared on the Kinks Album “Something Else” in 1967.

David Watts was just some random successful person that happened to strike up a conversation with me - I have no idea what his real name was, but to me he was David Watts and I wished I could be like him... He was smart, successful, he had his own business cards and he was so good at what he did that his company was paying for him to move from the North of England to London.

Now for once I knew what I wanted - I had a clear vision. This clarity of vision made me even more pessimistic at first; it was so far removed from my current existence that the gap seemed almost insurmountable. Having the vision made me feel worse - that was not supposed to happen surely?

The missing ingredient was the “how” - how could I go from sleeping on trains and station platforms, fighting over a cheese sandwich with junkies on the Seven Sisters Road, to successful executive?

The answer came to me as I recalled my conversation with David Watts - he gave me the instructions of how to get success. He told me that he showed up early, stayed late, worked any overtime going, got qualified and always beat his targets.

So that is what I started to do at Royal Ordnance, I simply used his instructions and my career literally took off - my wages got sorted out so I could afford to rent a room with heating, I was given high calibre projects to work on, I won awards including the overall best Apprentice for my intake.

So why am I telling you this story?

Because I hope it demonstrates some of the fundamentals of Personal Development - of course it wasn’t called that back then, it hadn’t been invented by 1980, at least not in Ponders End, London, EN3 it hadn’t.

Personal Development is simply the process of understanding one’s self, and having the tools and strategies to use in life to help you get a better result. It is something that people have been researching for years - the magic formula that will guarantee success in life, business and relationships.

The Personal Development industry is now a global phenomenon being worth an estimated $9 billion a year in the USA alone\(^1\), and it is predicted that the market will grow for the foreseeable future.

\(^1\) Market Data
The search for personal success, wealth and happiness is a common drive amongst people – we are in a society that innovates, improves and continually develops; and we increasingly want to get in on the action.

The fixation with celebrity, wealth, fashion and money perpetrated by the media is sustained by a Personal Development industry that promises to share with us the secrets of success, the recipe for wealth or the quick way to be more attractive to others.

There is a perception that if we simply do what others do, we will get the same results they get. There must be a pattern to success, a formula that is only known by the rich, successful and wealthy – it is the search for this elixir that has allowed the industry to flourish. I sometimes wonder how anyone achieved anything at all before Personal Development was invented – had Newton and Darwin been on a weekend retreat, did Henry Ford walk the hot coals before breakfast?

Malcolm Gladwell’s book – Outliers, gives a clear indication of how success has been achieved by the good and the great - I recommend you take a look.

The truth appears to be that there is no single perfect system of achieving success. There are strategies and tactics that will give an individual a better opportunity of achieving success; however what works for one person may not work for another. If I copy exactly what Richard Branson, Donald Trump or Bill Gates did in order to become successful I will not get the same results as they did.

We can of course learn the strategies that they used and by applying them to our own situations we will improve our results, however, the fast track to guaranteed wealth and success is paved with the headstones of those that have attempted to buy themselves a fast track seat on the gravy train.

So does this mean that Personal Development is simply snake oil for the 21st Century?

Not at all, providing it is approached with a level of responsibility and pragmatism that enables the very best techniques and teachings to be understood and built in to strategies for personal and professional fulfilment; whilst avoiding the unfortunate pattern of desperate compliance with questionable doctrine displayed by those at the margins.

Personal Development can be transformational, it helps us heal, grow, learn and become the best we can. Just understand that whilst the strategies are compelling - it will be you who has to make the choice, do the work and travel the journey.
4. The World of Self Help & Personal Development - PD.

I attempted to find the “mother lode” the root of all the ideas that have become the basis for the genre. It turns out, not unsurprisingly, that the PD business is essentially a packaging business, bundling together a range of concepts and ideas into a variety of coherent and sometimes incoherent processes and programs. PD has its roots in philosophy and psychology, although at its current stage of development, it hasn’t yet achieved the levels of general acceptance of the other practices. It is still seen by many as “pop psychology” or “tree hugging cults” - neither of which appears to be actually true.

One of the first references to PD was made by Hesiod in around 700 BC, he developed the principles of the 5 Ages of Man in his poetic Works & Days, and as you can see from the list included at the back of this book, there are plenty of others that have contributed to the genre.

There are notable contributors, those whose ideas, concepts and inspiration have captured the moment and whose names have become synonymous with Self Help and PD, there are also those that have made considerable contributions but who have not achieved the fame and recognition they perhaps deserve.

There seems to have a watershed moment in the development of the PD industry, when Money & You was introduced in the late 1970’s early 1980’s, so I’m going to credit Marshall Thurber with being the architect of the modern PD industry - read on to find out more..

I have catalogued those individuals that in my opinion have made contributions to the genre. There seems to have been a shift in emphasis over recent years. Initially the contributors were concerned with analysis and thought, or inspiring others to take action and adopt strategies based upon their own experiences. More recently there seems to be a number of individuals who are successful simply because they have told others how to be successful, so tread with care.

So as the industry continues to mature and develop, there will be new names to add to the list, and updates will be required on a regular basis. Take look at the names and contents below for a “who’s who” of the subject of PD, if you think I have missed anyone out, drop me a line at info@resultsrulesok.com

The sequencing of the entries is based upon the date of birth of the contributor.

Enjoy the journey and enjoy the learning..
The timeline goes something like this, click on the LINK’s for more info.

C 700 BC - Hesiod - LINK

The 5 Ages of Man defined the stages through which we pass as we develop, and appears to be the earliest work that relates to PD.

544 - 496 BC - Sun Tzu - LINK

Most famous for the book, The Art of War - as adopted by those who believe that being in business is similar to being at war - corporates’ take note...

551 - 479 BC - Confucius - LINK

Well known philosopher author of the Analects of Confucius, and originator of a genre of jokes that start with “Confucius he say....” Responsible for the founding of what is known as the East Asian Tradition.

496 - 399 BC - Socrates - LINK

Famous for not writing anything down and the founder of the Socratic Problem, teacher to Plato - he was also a Brazilian footballer in the 1980’s... 😃

429 - 347 BC - Plato - LINK

Student of Socrates, and famous for the development of Platonic Realism and the study and naming of Platonic Solids - see Buckminster Fuller.

384 - 322 BC - Aristotle - LINK

He remains one of the most influential people that ever lived, and is said to have been the inspiration behind much of the work of Friedrich Nietzsche. All works are collected in the Corpus Aristotelicum. Responsible for what is known as the Western Tradition and the concepts of positive psychology.

354 - 430 - St Augustine - LINK

Also known as St Augustine of Hippo, a theologian and philosopher who is venerated in both the Catholic and Protestant Churches, he developed the concepts of original sin and just war.

480 - 524 - Boethius - LINK

Most famous work is the Consolation of Philosophy, written while he was in prison awaiting his execution. He argued that there was a higher power at work, and that everything else is secondary to that divine Providence.
815 - 877 - John Scottus Eriugena - [LINK]

Irish theologian and Neo-Platonist philosopher he was Europe’s greatest philosopher of the early middle ages. He argued that philosophy and religion are essentially one and the same.

1079 - 1142 - Peter Abelard - [LINK]

French philosopher and theologian, most famous for an affair with Heloise, and described as the boldest theologian of the 12\textsuperscript{th} Century. Whether this is a claim to true fame is unknown, he may have been the ONLY theologian of the time.

1225 - 1275 - Thomas Aquinas - [LINK]

Italian philosopher whose work has prompted much of modern philosophy as it either agrees with or seeks to contradict his ideas. Apparently also had the ability to levitate, which is always useful...

1265 - 1308 - John Duns Scotus - [LINK]

Nicknamed “the subtle doctor” because of his manner of thought, he had influence over the Catholic Church, he was a steadfast defender of the principle of the immaculate conception of Mary.

1287 - 1347 - William of Ockham - [LINK]

English Friar, famous for his concept of the Occam’s Razor, which basically states that when given a complex array of possible solutions to a problem, we should tend towards the simpler one as the answer.

1305 - 1361 - Richard Kilvington - [LINK]

Dr of Philosophy at the University of Oxford, and a fellow of Oriel College, and worked for the Bishop of Durham.

1328 - 1384 - John Wycliffe - [LINK]

English philosopher and theologian whose work was inspired by that of William of Ockham, he was responsible for the translation of the Bible into the language of the common tongue.

1467 - 1550 - John Mair - [LINK]

Scottish philosopher whose “sane conservatism” is probably his best known work, he had a keen interest in the structure of language - spoken, written and “mental”.

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1469 - 1527 - Niccolo Machiavelli - [LINK]

Italian philosopher whose name is still used to describe an approach to control and retention of power - Machiavellian. Best known work is the II Principe, describing how a new Prince could establish control and power through the use of force, deceit etc.. Look at this work in conjunction with that of Sun Tzu, and the 1998 Book by Robert Greene and Joost Elfers - The 48 Laws of Power.

This was perhaps the start of the science of manipulation and has been adopted as a “rule book” by those in power and those seeking to exert influence over others. The threads of these teachings are woven into the fabric of Cults, Groups, Franchises and other similar organisations that are concerned with the influence and control of others.

Look for the echoes of these works in organisations, clubs and gangs - interesting to see how they appear and are still used with great and profitable effect. Remember the principle of achieving results through compliance with a set of rules - more to come later..

1596 - 1650 - Rene Descartes - [LINK]

“I think therefore I am” - is probably the most famous saying of this French philosopher who has been accredited with being the father of modern philosophy.

The principle that we become that which we think or visualise is a key stage in the development of the concepts of PD. These ideas have been built into the teachings and ideas of many of the current development programs, and are arguably the basis for contemporary works such as The Secret by Rhonda Byrne, Law of Attraction by Esther and Terry Hicks, and Think and Grow Rich by Napoleon Hill.

The principle that control and influence over our outcomes is derived from the quality and positivity of our thoughts is fundamental to PD, with numerous courses and associations being created for those that want to engage in “positive thinking” in order to attract positive results.

1786 - 1858 - George Coombes - [LINK]

A phrenologist who’s most famous work is “The Constitution of Man” which was a best seller in the 19th Century, selling around 350,000 copies between 1828 and 1830. The book defined the principles of natural law, suggesting that disobedience would result in “punishment” and suggested that in order to live a good life one had to comply with the physical, organic and moral laws.

The book sold more copies than Darwin’s Origin of Species by around 7:1 and was thus one of the most influential books of the 19th century.
1812 - 1904 - Samuel Smiles - LINK

Born in Scotland, he became the editor of the Leeds Times in 1838, and his most famous book “Self Help” was published in 1859 was self-published and sold around 250,000 copies before he died in 1904. The book promotes self-education and the quest for knowledge as being the solution to a life of poverty - “heaven helps those that help themselves”.

The underlying principle is that in order to get ahead, we have to take it upon ourselves to gain the knowledge we need in order to achieve our goals. This proposition has remained intact with the “self-help” industry being built around the principle that knowledge and understanding will lead to success and wealth.

1856 - 1939 - Sigmund Freud - LINK

Freud is probably the most famous neurologist in the world, founding the concept of psychoanalysis, and investigating of the power of the subconscious in one of his publications “Theory of Dreams”.

He proposed that the human psyche could be divided into three; Id, Ego and Super-ego, with the book “The Ego and the Id” being published in 1923. Suggesting that we are driven by either our Life Drive or Death Drive - later these concepts appear to have been morphed by the PD movement into motivations regarding “away from” and “towards” goals.

1857 - 1926 - Emile Coue - LINK

One of the most famous people in the 19th century in the sphere of self-help his work was a catalyst for the future generations of those using the principle of positive thinking in their work and organisations.

Famous for his saying “every day in every way I’m getting better and better” he developed what came to be known as the “Coue method” whereby patients would experience an improved result when the medicine they were given was positively praised by him before being administered.

His 1922 book titled “Self Mastery through Conscious Autosuggestion” pioneered a genre and the actual words “Self Mastery” are used by organisations in the field of business and personal development, along with Mastery of just about anything else you can think of. See the Money & You system of Passion, Mastery, Niche, Leverage, Team Synergy, Results for example...

This effect is probably the forerunner to what we now call the Placebo effect, leading Coue to explore hypnosis and the power of the imagination and the impact of autosuggestion.
1864 - 1912 - James Allen - [LINK]

Known as a pioneer of the self-help movement and therefore PD, he wrote the book “As a Man Thinketh” in 1902. The title is inspired by a verse in the Bible in the book of proverbs, chapter 23 verse 7 - “as a man thinketh in his heart, so is he”, which confirms that within the whole genre there is very little that is actually new.

The philosophy of the work aligns with the work of other authors, and explores the principle that we attract to ourselves that which we give attention to, whether it is overtly or through our subconscious.

The “programming” of the subconscious through positive affirmations and visualisations has been used in the pursuit of success and continues to be used as both a mantra and compliance framework within groups and organisations. If you aren’t thinking right you will not be successful, regardless of the organisation - it’s you who is “failing” not the systems.

1870 - 1937 - Alfred Adler - [LINK]

Collaborated with Freud, and founded the psychoanalytic movement in Vienna, he started an independent school of psychotherapy and personality theory. He defined the concept of the inferiority complex, which leads to issues regarding self-esteem; these concepts offer a great marketing opportunity and attraction methodology for all those offering services aligned with self-help and PD and “confidence building”.

1875 - 1961 - Carl Jung - [LINK]

Studied under Sigmund Freud and his best known work is “Psychology of the Unconscious” published in 1912. Incorporating Darwin’s theory of evolution, Jung explored the concepts of a “collective unconscious” shared by all people that contained memory traces from the past and pre-history.

1883 - 1970 - Napoleon Hill - [LINK]

Famous for writing the book “Think and Grow Rich” which is one of the best-selling books of all time, he is widely considered to be one of the founders of the PD industry.

Andrew Carnegie was interviewed by Hill and was so taken with him that he requested him to interview 500 of the most successful people and analyse what they had done in order to achieve results, and then publish the resultant formula. The publication “The Law of Success” was completed and it described the 16 Laws that had to be followed in order to achieve great things. Think and Grow Rich developed the contents of this work and explores 13 principles for individuals to follow in order to become more successful.
1888 - 1955 - Dale Carnegie - [LINK]

Most famous for writing the book “How to win friends and influence people”, he is one of the founding fathers of the current PD movement. It has been recognised as one of the first best-selling self-help books and was first published in 1937.

The lessons of Dale’s material permeate through the entire sector and echoes of his work can be seen in a variety of materials. The Dale Carnegie Training Company was founded in 1912, and operates in 80 countries worldwide with in excess of 8 million people having been trained using his materials and ideas.

1895 - 1983 - Buckminster Fuller - [LINK]

An American engineer who wrote over 30 books, he is best known for the design of the geodesic dome. His philosophy and ideas have been included in the PD arena since his work was adopted by Marshall Thurber.

The book Critical Path defines his ideas and concepts for life, and they appear in the works of other organisations. Referred to as “Bucky” by those that knew him, and sometimes those who claimed to know him, his work was transformational and fundamental to the future work of others - a founding father of the current PD movement...

1898 - 1993 - Norman Vincent Peale - [LINK]

A somewhat controversial figure, his work involved the publication of a book “The Power of Positive Thinking”. Building on the work of others, as from now on most of the contributors appear to do, he started a radio program in 1935 called The Art of living, which lasted for 54 years.

Being awarded the Presidential Medal of Freedom by President Reagan in 1984 and amongst his quotes is “if life hands you a lemon, make lemonade”

1900 - 1993 - W Edwards Deming - [LINK]

One of my all-time favourites. Deming was a professor and author who worked in Japan after the Second World War and is arguable responsible for the introduction of Total Quality Management.

A visionary, his book Out Of the Crisis defines his 14 key principles for management. One of his key ideas was that if something was not right then it had to be the system not the person that was to blame, an idea that would permeate through industry and support the principles of franchising as well as manufacturing excellence. See Marshall Thurber.
1902 - 2002 - W Clement stone - [LINK]

Starting out as an Insurance Salesman for his mother’s business at the age of 16 he was making $100 per week in 1919, he went on to build the Aon Corporation which was sold in 2008 for $2.56 Billion.

He teamed up with Napoleon Hill to write the book “Success through positive mental attitude”. His autobiography “The Success System that Never Fails” and credits much of his success with him reading “Think and Grow Rich”.

1908 - 1970 - Abraham Maslow - [LINK]

The American Professor of Psychology is most well-known for his model of “hierarchy of needs” his work has become required reading for business graduates the world over.

His work suggested that we need more than money in order to be successful and that our greatest level of activity achieves Self Actualisation, and that money is a satisfier not a motivator. His ideas appear to be coming more acceptable now as people realise that quality of life and not just the toys we fill life with are the most important.

1909 - 1981 - Helen Schucman - [LINK]

Best known for her book “A Course in Miracles” - ACIM, written between 1965 and 1972 through a process of inner dictation - a voice that apparently identified itself to her as Jesus. She also shares my birthday, so is clearly worthy of inclusion here.

1920 - 1994 - Daniel Levinson - [LINK]

He developed the “Seasons of a Man’s Life” which suggested that development and growth continues well into adulthood. The six stages of life he defines each have a Stable and Transitional phase with each stage being distinct from the others.

1921 - 1989 - Earl Nightingale - [LINK]

Known as a Motivational Speaker in the USA, known as the Dean of Personal Development, Earl co-founded the Nightingale-Conant Corporation with Lloyd Conant in 1960.

The Nightingale-Conant Corporation still provides Personal Development programs, materials and products from a wide range of authors and speakers and can be found at www.nightingale.com
1925 - Present - Albert Bandura - [LINK]

Bandura is a psychologist who has studied social learning theory and aggression. In 1963, he published Social Learning and Personality Development and in 1977 published Social Learning Theory that had a profound effect upon the contemporary psychology of the 1980’s.

1926 - 1984 - Michel Foucault - [LINK]

Becoming interested in psychology as a result of being treated for depression as a youngster, he went on to write “The Archaeology of Knowledge” in 1969. His theory suggests that statements and language constitute a network of rules establishing what is meaningful - language is indeed more complex than we first thought. See the work by Bandler and Grinder reference Nero Linguistic Programming - NLP.

1927 - Present - Arthur Chickering - [LINK]

Known for the development of student development theories, and developed the Seven Vector theory that suggests that change and learning is developed over time rather than being instantaneous. The vectors are essentially a code of conduct, a rule book for students who want to achieve and learn; the approach of setting rule and frameworks for people to work to has been used extensively in the PD arena - especially the use of lists.

1930 - 2009 - Jim Rohn - [LINK]

American entrepreneur and speaker, he developed think strategies for life. His book Five Pieces to the Life Puzzle was published in 1991. He started out as a salesman for Amway, and became a millionaire by 31 then began speaking about his success and became one of the greats of PD. Anthony Robbins worked for him and was trained by him for a while.

1932 - Present - Steven Covey - [LINK]

His landmark book, The seven Habits of Highly Effective People has sold more than 15 million copies worldwide and in 2004 a follow up, The 8th Habit was published.

In 2008 Covey launched the Stephen Covey’s Online Community and he founded Franklin Covey by merging with Franklin Quest in 1997.
1934 - Present - Bob Proctor - [LINK]

A business consultant and development Coach, supporting the Law of Attraction and a major contributor to The Secret, and influenced by the works of Napoleon Hill. Best known work is the book You Were Born Rich.

1935 - Present - Werner Erhard - [LINK]

Werner is best known for the development of the “Est” Training programmes which ran from 1971 to 1983 and “The Forum” which ran from 1984 to 1991. In 1991 he sold the rights to his ideas to a team of employees who formed Landmark Education. These events appear to be among the first mass training events where saturation techniques were used to help people bring about change in their lives. His gift seems to have been the bringing together of ideas from the works of others and packaging it together into a training course running over 3 or 4 days. The shape of things to come...

1936 - Present - Michael Gerber - [LINK]

Gerber is best known for his book The E-Myth, aimed at the owners of small businesses it has become required reading for those who want to build a successful business and not simply have a job of running one.

Founder of E-Myth Worldwide, training and skills development company in California, his latest publication was Awakening the Entrepreneur Within was published in 2008.

1940 - Present - Spencer Johnson - [LINK]

Johnson is a graduate of Money & You and is well known for his book titled “Who Moved My Cheese?” which has been a bestseller since it was first published in 1998. He co-authored the One Minute Manager series of books with Ken Blanchard, and his books have been translated into 26 languages.

1940 - Present - John Grinder - [LINK]

1950 - Present - Richard Bandler - [LINK]

I have combined the entries for John and Richard simply because they are known for their combined work in the development of Neuro Linguistic Programming or NLP. Whilst at the University of Santa Cruz in California, Bandler was studying therapy sessions recorded by Fritz Perls. He observed that certain key words appeared to heighten the response to the suggestions made to patients and took his findings to Grinder who was a lecturer and a linguist at the university.

Working together they developed what we now know as NLP, which has become something of a mantra for those involved in the field of PD, Training, Sales and
Influence over others. Master Practitioners and NLP training programs abound with different styles of delivery and content, Derren Brown uses advanced techniques that are similar to NLP in his stage work. NLP has been criticised by the scientific community for its validity.

Their work appears in the concepts, materials and “processes” of many of the current PD programs, and is the basis for a number of books on sales, coaching and leadership.

1941 - Present - Jack Canfield - LINK

Most famous for the book - Chicken Soup for the Soul and further books in the series, Canfield is a graduate of the Money & You Program. He partnered with Mark Victor Hansen for several projects including Chicken Soup for the Soul.

He runs Self Esteem seminars and appeared in the film The Secret sharing his insights regarding the Law of Attraction.

1944 - Present - Brian Tracy - LINK

After travelling the world on a steamer, Tracy went into sales and by modelling what others did to become successful, became Vice President of the company after only 2 years.

He developed a success system called the Phoenix Seminar in 1981, and his book Maximum Achievement is one of the classics of the PD genre. He is a prolific writer, presenter and coach and his work forms the basis for the Focal Point Coaching organisation.

1945 - Present - Robert Cialdini - LINK

His work around the subject of Influence and Persuasion has been adopted by others in the field of business and personal development. His book Influence: The Psychology of Persuasion is a must read for everyone in business who wants to get a better result. Whilst he is not strictly in the PD environment, his contribution to it has been remarkable.

1946 - Present - Deepak Chopra - LINK

Deepak is a renowned public speaker and writer having written around 60 books, with the 7 Spiritual Laws of Success being amongst the best known. His philosophy is that of purging oneself of negative emotions and recognising signals from the body, health can be improved, the ageing process slowed down and life expectancy extended to up to 120 years.

1947 - Present - Robert Kiyosaki - LINK

Another graduate of Money & You, he is known for the his Rich Dad, Poor Dad series of books and materials, with sales in excess of 26 million books to his
credit. He has also worked with Brad Sugars and developed a number of games for teaching business and life skills, for example Cashflow 101.

1948 - Present - Eckhart Tolle - LINK

Listed in the Watkins Review in 2011 as the most spiritually influential person in the world he is best known for his books The Power of Now and A New Earth. He appears in this publication because of his compelling personal story from suicidal depression to speaker and writer, and I like him.

1949 - Present - Jay Abrahams - LINK (DOB may be wrong - sorry Jay)

In the world of business development and marketing, Jay Abrahams is the master. His ideas and concepts have been used by others in their materials and models and as the founder of Abraham Group he is known as Americas Number One Marketing Wizard.

His book Getting Everything You Can out of All You’ve Got contains his ideas and principles that have been used with his high profile clients.

C1950 - Present - Marshall Thurber - LINK

I was unable to find an accurate date of birth for Marshall so with apologies I have estimated it to be around 1950. I am going to credit Marshall with being the founder of the current PD movement; he combined the works of Edwards Deming and Buckminster Fuller into a comprehensive development program of business and personal transformation.

His training program entitled “Money and You” was introduced in 1978 and is currently being offered in locations all over the world. The really interesting thing about this program appears to be some of the students who have attended it and gone on to shape the Self Help and PD market that we know today. Graduates include; Robert Kiyosaki, Tony Robbins, Jack Canfield, Spencer Johnson, Harv Eker, Mari Smith, Mark Victor Hansen, Janet Switzer, Brad Sugars and Ben Cohen amongst others.

The introduction of Money & You program seems to have been a defining moment in the development of PD and the stories and concepts from their training appear to have been built in to the structure of several other organisations.

1951 - Present - Rhonda Byrne - LINK

Her best known work is the book The Secret and the film of the same name. In 2010 a sequel to the Secret - The Power was published.
1954 - Present - John Demartini - [LINK]

Basing his methodology on his study of Quantum Physics, his Breakthrough Experience relies on Cognitive Behaviour Therapy to help people deal with negative thoughts and emotions. My favourite books of his are The Breakthrough Experience and How to make one hell of a Profit and still get to heaven.

1959 - Present - Robert Greene - [LINK]

Greene wrote The 48 Laws of Power with Joost Elffers in 1998 and builds on the works of Sun Tzu Machiavelli and others in the field of influence. Interesting to note that the theories and laws appear to have been adopted by career climbers and those wishing to exert control and influence over others.

Look out for the traces of these Laws in organisations, groups, cults and gangs and watch out for Laws 2, 7, 14 & 32, you will recognise them when you see them.

1960 - Present - Anthony Robbins - [LINK]

Robbins is one of the most high profile speakers and trainers in the mass training sphere, famous for getting people into “state” and walking over glowing embers in car parks throughout the world. Robbins trained under Jim Rohn and attended the Money & You workshops, and has written a number of books including Unlimited Power and Unleash the Giant Within.

He runs a number of residential workshops including Date with Destiny and Business Mastery.

1963 - Present - David Holland - [LINK]

From the back end of Birmingham in the UK to international speaker and trainer, author of Life [RULES OK](#) and [Your Business](#) [RULES OK](#) and founder and CEO of Results [RULES OK](#) Ltd with Lynn Holland, David is a pragmatic and inspirational advisor to individuals and entrepreneurs. Becoming known as “The Results Guy” he has worked in 21 Countries and is recognised as an innovator and leader in the field of PD - even though I do say so myself.

1971 - Present - Brad Sugars - [LINK]

Another Money & You Graduate, Sugars became known as a speaker and business turnaround expert. Forming Action International in 1993, he has built the worlds No 1 Business Coaching Company. Now called ActionCOACH, the franchise business provides business and personal development programs to business owners in the SME sector.
5. About Results **RULES OK**

David and Lynn Holland have created Results Rules OK Ltd with a simple and clear 2020 vision;

**To enable everyone to enjoy learning, achieving, doing and being more...**

This is achieved through the delivery of World Class Training, Consulting and Development Programs aimed at specific market sectors - each with its own sub brand associated with the Results **RULES OK** business...

Our USP is our people, our delivery, the results our Clients achieve and our philosophy of Fun in life and in Business. We are working with the intention of being profitable and achieving growth while making contributions to charity and causes that are aligned with our values.

To buy David’s books simply click on the link below;

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