

CLARIFY YOUR PURPOSE, INCREASE YOUR PASSION, AND ADOPT THE PROCESSES THAT LEAD TO GREATER ACHIEVEMENT!

# The PAYOFF PRINCIPLE

Mega-successful people accomplish as much in one or two *months* as average people do in one or two *years*. And they deliver on their personal and organizational goals without excuses or exceptions.

So how do they do it? Sure – a few people get lucky breaks, and others have the right connections. But the vast majority of highly successful people are successful because they follow “*The Payoff Principle*.”

They organize their work and their lives around the Principle that says **PURPOSE + PASSION + PROCESS = PAYOFF**.

They know that success is the natural result of consistently doing the *right things* in the *right way* at the *right time*. And the really good news is ...

**It doesn't matter if you're an individual contributor, a supervisor, manager, or director. The “Payoff Principle” works for all people at any level in their career, and in any function of work.**



**This is not a sit-back and listen lecture. This is an interactive program with a strong emphasis on practical skills that really work...on the job and at home.**

STATE OF MISSOURI  
**Center** FOR  
MANAGEMENT AND  
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*“We inspire current and potential leaders on their journey to excellence.”*

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Presented By:  
**Dr. Alan Zimmerman**

## PAYOFFS:

- Snuff out the hidden internal factors that destroy your personal motivation.
- Live your life “on purpose” rather than “by accident”
- Build an undefeatable attitude that invariably leads to greater success.
- Apply gold-medal winning techniques for setting and achieving your goals
- Refuse “good enough” behavior and commit to “excellence” instead.

# The PAYOFF PRINCIPLE

In this program, you'll discover your clear sense of purpose and ignite an invigorating passion that won't fizzle out. You'll boost your own self-confidence, deflect the negativity around you, take smart risks, and achieve your goals...without losing your balance.

Dr. Zimmerman's program will focus on transforming the people side of business. You will receive:

1. A program filled with take-aways you can use right away.
2. A program that is fun and highly motivational.
3. A program that fully engages you, rather than you just sitting back, passively listening to another lecture.

**ABOUT OUR PRESENTER:** Dr. Alan Zimmerman has worked as a speaker, trainer, and consultant since 1972. He has spoken to private and public organizations in 48 states and 22 countries, and is one of the most sought after speakers in the world. Dr. Zimmerman's vast array of experience includes work in sales, recreation management, radio broadcasting, prison therapy, university teaching, author and president of his own consulting company. Dr. Zimmerman has a Bachelor's Degree in Speech and Political Science; a Master's Degree in Speech and Sociology; and a Doctorate in Communication and Psychology. Dr. Zimmerman has also been inducted into the Speakers Hall of Fame, an honor that has been given to only a handful of people – including President Ronald Reagan, General Colin Powell, and best-selling author Dr. Ken Blanchard.

## September 30, 2014

8:30 AM – 4:30 PM

Governor Office Building Ballroom

Jefferson City

**\$159.00**

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The "Payoff Principle" is the foundation of all success in any profession and industry. And once you apply its power to your own career and life, you'll find that it's teachable to others too.

## PROGRAM OUTLINE:

### PURPOSE

- Understand the critical importance of a purpose-driven life and career
- Make sure you're living your life and working your job "on purpose"

### PASSION

- Deflect negative influences that can drag down your passion
- Discover the #1 way to pump-up your passion
- Choose to "act" rather than "react"
- Implement 8 skills that build and maintain a positive, enthusiastic attitude despite the circumstances

### SELF-ESTEEM

- Understand how an inadequate self-image blocks success and a strong self-image guarantees success
- Defeat self-doubt and maintain self-confidence in challenging situations and around difficult people
- Master 7 strategies for "LASTING" self-esteem

### GOALS

- Stop self-defeating thoughts that block goal achievement
- Determine, set, and write-out worthy goals that define your success
- Plant barrier-busting affirmations in your mind that achieve your goals...almost effortlessly

### RISK

- Begin to live and work outside your comfort zone...where all greater success is to be found
- Take smart risks that are likely to PAYOFF!

### BALANCE

- Access your stress, burnout, and balance profiles
- Get strong and stay healthy in all 8 dimensions of life and work
- Turn time into a friend instead of an enemy

"You achieved every one of our objectives – in particular, to get the participants interacting with each other and to foster an environment of positive thinking for better business and personal results. Your message really hit home with the audience."

– Robert Schenck  
Vice President, Federal Reserve Bank

