

FOREWORD BY
JOHN C. MAXWELL

AWAKEN

YOUR
POTENTIAL

10 WAYS TO
UNLOCK GREATNESS

CHAD L. REYES

Praise for *Awaken Your Potential* . . .

Awaken Your Potential sounds a clarion call to action for anyone tired of settling for less than their best. My friend Chad Reyes knows firsthand how fulfilling your unique purpose requires practicing habits that transform good intentions into great accomplishments. Drawing on his own experience and wisdom gleaned from top-tier leaders and personal mentors, Chad offers fresh perspective on timeless principles guaranteed to ignite, inspire, and illuminate your view of leadership.

—Chris Hodges, Senior Pastor, Church of the Highlands,
and Author of *Out of the Cave* and *Pray First*

This book is a must-read for those who desire to learn timeless principles that align with ancient treasure troves of wisdom that have shaped Western civilization. I highly recommend it!

—Dr. Joseph Mattera, Author and Leadership
Consultant, Mattera Global

Awaken Your Potential is a captivating journey into the world of effective leadership and personal growth. Chad's storytelling, enriched with his own experiences, transforms this book into a compelling page-turner. It's more than theory; it's a treasure trove of practical concepts, a true playbook for anyone eager to correct their path to success. The actionable insights provided in this book are invaluable for those aspiring to lead and live a more fulfilled life.

—Farid Abdelkader, CEH, CDPSE, CISA, CISSP,
CRISC, CSX, CISM, Executive Officer of the ISACA
Metropolitan New York Chapter, and Global Head of
Technology Audit at New York Life Insurance Company

Chad's playbook for personal development goes beyond traditional success stories, offering principles that serve as foundational building blocks for generating momentum. *Awaken Your Potential* is essential reading for those committed to reaching the next level, whether personally or in the workplace.

—Nigel James, Renowned Industry Veteran and
Visionary Leader in Global Financial Services

Chad's book eloquently meshes the thread between theoretical wisdom and actionable advice. It has universal applicability to make it an invaluable asset to anyone looking to elevate their life both personally and professionally. I will share with administrators across the country!

—Dr. Marion Wilson, NYC Department of
Education Superintendent, District 31

It's rare in life that you meet a friend who becomes your role model. Chad is a natural-born leader, and his selflessness and desire to help others is infectious. A must-read for leaders of all levels. Collectively we all make an impact in people's lives.

—Joshua Chananie, CPA, Partner and Service
Leader in Top 100 Accounting Firm SAX LLP

Awaken Your Potential and the thoughtful leadership lessons that Chad shares offer a wake-up call for rethinking what leadership means to you and provide a roadmap for transforming your business and the lives around you.

—Charles N. Internicola, Esq., Founder of Internicola
Law Firm and Franchise Counsel for Emerging Brands

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**10 WAYS TO
UNLOCK GREATNESS**

BY CHAD L. REYES



Awaken Your Potential: 10 Ways to Unlock Greatness

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This book is dedicated to my amazing wife, best friend, and business and purpose partner, Danielle Reyes. We have been through so much together over the past thirty years, and I am so thankful to God to have you in my life. I am looking forward to seeing how God will continue to use us to impact tens of millions of lives over the next thirty years. As we always say, it's the crazy ones who change the world!



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FOREWORD

By John C. Maxwell

I've spent most of my life on a journey toward personal and leadership development. Along the way I've had the honor of meeting countless individuals committed to unlocking their full potential. When God first brought Chad and Danielle into my life, I recognized our shared vision: a deep love for people and a genuine desire to add value to their lives. That's why it's no surprise to me that Chad's debut book bears the title *Awaken Your Potential*. What a great title.

Over the years, Chad and Danielle have become beautiful friends of mine. Together, we've traveled the world, witnessed firsthand the transformation of countless lives, and seen the direct impact of our life work. Chad's book is such a natural extension of this mission.

Chad is a talented thought leader passionately dedicated to helping others. I love his personal motto, "Die empty," because it encapsulates the art of living a life

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brimming with purpose by realizing one's full potential. This aspiration of self-discovery, growth, and resilience is at the heart of *Awaken Your Potential*. I find Chad's writing extremely helpful, as he shares compelling narratives, practical guidance, and profound wisdom. As you read, you'll come to understand that your potential knows no bounds.

Chad's passion for empowering others leaps from every page. He possesses a unique gift for making complex concepts accessible and relatable. That's what really sets his book apart. I'm confident that you will find Chad and his message to be truly impactful, guiding you toward becoming the best version of yourself. Reading his words will be much like having a mentor and guide accompany you on the journey to awaken your potential. Each chapter is filled with actionable steps that can be readily applied to both your personal and professional life, helping you harness your strengths, overcome obstacles, and nurture a growth mindset.

I urge you to approach this resource with an open heart and a willingness to embrace change. Keep in mind that your potential is not a fixed destination; it's an ongoing pursuit throughout your lifetime. We all have the capacity to unleash hidden talents, pursue our dreams, and leave an undeniable mark on the world. In *Awaken Your Potential*, you'll discover how to become the person you were uniquely designed to be.

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This book will inspire, challenge, and empower you. It's my genuine pleasure to provide this foreword. I'm thankful for how Chad's friendship has enriched my life, and I'm confident that anyone who reads these pages will experience a similar sense of gratitude.

Chad, your unwavering dedication to helping others reach their fullest potential inspires me. And I am proud to call you my friend.



INTRODUCTION

by Danielle Reyes

Leadership is undoubtedly one of the most complex journeys someone can embark on. While accumulating wealth and power can enhance your status and strength, those things do not equate to leadership. You may inherit a significant amount of money and “things,” but leadership is not a legacy that can simply be passed down to you.

In this modern age, there is an urgent need for effective and competent leadership. We are in the midst of a leadership crisis, a serious issue that is prevalent worldwide. The most pressing need globally is not only for financial resources, social programs, or government reforms, but also for leadership that upholds the highest ethical standards, practices self-discipline, and has principled values.

Moreover, this leadership challenge involves awakening the potential within individuals. True leaders not only demonstrate remarkable qualities but also have the ability

to inspire and unlock the potential in others. They understand that leadership is not just about their own capabilities but about empowering those around them to realize their fullest potential.

Awakening someone's potential involves recognizing their strengths, encouraging their growth, and providing opportunities for their development. This genuine, authentic leadership, capable of awakening potential, is desperately needed in every aspect of society—government organizations, businesses, educational institutions, civic organizations, youth groups, faith communities, households—and in every area of life.

Unfortunately, as the demand for authentic leadership grows, the task of identifying individuals who embody these traits becomes increasingly challenging. The potential to transform society and instigate positive change depends on our ability to identify and nurture this type of leadership.

In a world full of untapped opportunities, the concept of *potential* is often misunderstood and overlooked. Potential represents the dormant power within us, the inherent ability to evolve, adapt, and overcome our current limitations. It is the source of our yet-to-be-realized talents and capabilities, the dormant qualities that define who we can become.

However, merely having potential is not enough; it must be awakened. *Awakening* refers to the process of

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recognizing and consciously nurturing this hidden potential within ourselves and others. It involves a journey of self-discovery, growth, and transformation that enables us to unlock our maximum capabilities.

In this book, we will embark on a journey to explore the depths of your potential, discover the secrets to awakening it, and learn how to apply this newfound power to create a life filled with purpose, satisfaction, and influence. Prepare to embark on a transformative journey that not only will change your perception of yourself but also reshape the trajectory of your life.

As you read this book, you will navigate a series of carefully designed chapters, each meticulously crafted to guide you through the critical stages of recognizing, nurturing, and harnessing your inherent potential. Starting with the pivotal distinction between “Good Intentions versus Intentionally Good,” moving on to the essential principle of “We Must Value People to Add Value to People,” and culminating in the empowering finale of “Fulfill Your Potential and Die Empty,” each chapter will provide you with actionable insights and practical exercises specifically designed to awaken your dormant potential and transform it into meaningful, positive results.

The journey will take you through profound lessons about purpose, giving, making commitments, leadership, and more. By the end of your journey, you will not only have a deeper understanding of your own potential but

also will have been given the essential tools to activate and utilize it, empowering you to lead a life characterized by growth, accomplishment, and lasting impact.

OUR JOURNEY

In the early days of our journey into entrepreneurship, Chad and I were full of passion and determination. We had a vision to make a positive impact on the world by empowering others to realize their full potential. Despite our enthusiasm and commitment, the path was laden with numerous challenges as we navigated the complexities of starting and growing a business.

In the beginning, we ran a traditional life insurance business. It was a field that promised stability and prosperity, but it was also incredibly competitive and demanding. As new entrants in the market, we struggled to differentiate ourselves from established firms. We had a desire to offer something unique, something that embodied the needs and desires of our clients.

The struggle was real, and we were not working effectively together or even working on the same team. Recognizing the need for guidance from someone with experience and expertise, we decided to invest in a business coach. We needed someone who could help us refine our vision, develop a strategic plan, and equip us with the tools and skills necessary to succeed.

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Our coach, a seasoned entrepreneur with a track record of success, quickly became a mentor and confidant. With a gentle yet firm hand, he challenged both of our belief systems, encouraged us to think creatively, and held us accountable for our actions. He helped us understand the importance of listening to our clients, truly understanding their needs and desires, and developing solutions that addressed those needs in a meaningful way.

Empowered by his guidance, Chad and I embarked on an intentional shift to create the business model we had envisioned. We realized that our true passion is in empowering others—not just in selling insurance products but also in focusing on generational planning, helping families create a legacy that would benefit future generations. This shift in focus led to the creation of Wealth & Legacy Group, a generational planning firm with a focus on being Tax Efficient, Legacy Minded, and putting Families First.

Along this journey, our coach helped us develop our leadership skills. He taught us the importance of self-awareness, of understanding our strengths and weaknesses, and of continuously striving for self-improvement. He helped us develop a leadership style that was authentic, empowering, and effective. This journey of self-discovery and growth not only made us better leaders but also better partners, both in business and in life.

The experience was transformative. It helped us refine our vision, develop a strategic plan, and acquire the skills

and tools necessary to succeed. It also helped us develop as leaders and as individuals.

Today, we are passionate advocates for the power of coaching and mentorship. Our vision has not wavered; it has evolved into cofounding Lions Pride Leadership and our nonprofit I AM Empowering. Through these efforts, we have dedicated our lives to helping others realize their full potential and make a positive impact on the world.

I am profoundly proud of my husband for his incredible journey and the impact he's making through the work he does. His dedication and discipline in all aspects of his life are truly inspiring. He doesn't just preach about reaching one's potential; he lives it out every day. He embodies the principles he teaches, and I've had the privilege to witness firsthand how his commitment to purpose-driven entrepreneurship, leadership, and personal development has transformed not only his life but also the lives of those around him. Seeing him pour his heart into his initiatives, coach others with genuine care, and consistently strive to be a better version of himself fills me with admiration and love.

The motto, inspired by Myles Munroe, "Rob the grave and give the world everything you have inside. Die empty," does not just serve as inspirational words for him; it is a way of life, which he embraces wholeheartedly. I am truly honored to stand by Chad's side. My husband's journey is a testament to his character, his determination, and

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his unwavering commitment to leaving a lasting legacy of purpose and significance.

My prayer is that the words on these pages profoundly affect your life and unlock your full potential to live out the life you desire.





A word from the author



Good Intentions vs Intentionally Good

What is the difference between having *good intentions* and being *intentionally good*? In my experience, people often mistake these phrases as the same thing. However, there is a world of difference between the two.

WHAT IT MEANS TO BE INTENTIONALLY GOOD

People want you to judge them by their intentions alone, but I ask you, is that enough? Let's think about that in our own lives for a moment. Imagine working with someone who says he or she will do something but never follows through. Is that enough? Of course not. Saying you'll do something is admirable, but being intentionally good is

what brings about real change, because it's aligned with intentional action. We often judge *ourselves* by our intentions, while we judge *others* by their actions. This is the difference between good intentions and intentionally good.

What we actually do, as in what gets accomplished, starts with an intentional approach to each and every day. People often overestimate what they can accomplish in a day and underestimate what they can achieve in their career or lifetime. By placing so much value on the day, we tend to neglect the importance of the process. A habitual process, however, consistently performed over a long period of time, will have a lasting impact.

Habits have a cumulative effect on our lives and ultimately shape our destiny. In his book *Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones*, James Clear makes this point through a study on exercise. During 2001, researchers in Great Britain worked with 248 people to build better exercise habits over the course of two weeks. The subjects were divided into three groups.

- **Group 1:** This was the control group. They were asked to track how often they exercised. That's it.
- **Group 2:** This was the "motivation" group. They were asked not only to track their workouts but also to read motivational material on the benefits of exercise.

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- **Group 3:** I'll call this the “intentional” group. These subjects received the same presentation as the second group. However, the difference was they were also asked to create a plan for when and where they would exercise by date, time, and location. Here's an example: “*On Wednesday [DATE] at 9:00 a.m. [TIME], I will exercise at the gym on Main Street [LOCATION].*”

The results of the study were surprising. In the first group, 35 percent of people exercised at least once per week, while the second group performed slightly better at 38 percent. Motivation marginally impacted behavior. However, 91 percent of the third group exercised at least once per week when intention was added. By simply specifying date, time, and location, the results more than doubled the normal participation rate.¹

People often overestimate what can be accomplished in a day and underestimate what can be achieved in their career or lifetime.

These results underscore a major difference between *motivation* and *transformation*. *Motivation* is a driving force that compels one to act. But *transformation*—the process of becoming something different—puts action behind intention. I call this formula *time blocking*. Intentionally good people use it every day, and so can you.

IT'S ABOUT ACTION

Imagine there are five frogs on a log. Four decide to jump off. How many are left? When I ask this question to groups of leaders, I get varying answers. A lot of them say things like, “There’s only one,” or “You’re tricking me.” The truth is, there are still five frogs on that log. Each frog *decided* to jump, but none put any action behind it. This merely represents intention—what one intends to do, bring about, or have as a purpose or goal. But intention is nothing without action.

In a *Harvard Business Review* article titled “Strategic Intent,” C. K. Prahalad and Gary Hamel highlight the journey of Honda Motor Company’s humble beginnings in the 1970s to one of the premier global players in the automobile industry today. What enabled Honda to grow from a small, private Japanese company to a worldwide player? A steadfast strategy of building its business model over the long run, even when it meant forgoing short-term gains. Honda built core competencies and aligned to particular markets others had yet to serve. The company flew under the radar for years, representing no threat to the competition because its focus was different. While everyone else had good intentions and short-term results in mind, Honda was being intentionally good, investing for the long haul to become a major player in the auto industry.²

GOOD INTENTIONS VS INTENTIONALLY GOOD

Think about the word *intention* for a moment. To have intent is to have in mind a purpose or a goal. Let's relate that to *intentionally good*. In the case of Honda, there was great clarity around its purpose or goal. However, there's a key difference: intention was backed by action—intentionally good. That's what makes Honda's story different from that of the four frogs with good intentions of jumping off the log.

Let's translate that to you. Intentionally good people—people who have a purpose and a goal of what they want to accomplish—determine the date, time, and location in everything they do. They time block, making room for positive outcomes. I encourage you to apply this to every area of your life. Time block for the gym, your marriage, important deliverables, and so on. Start looking at everything you do through this lens. When you time block, you put action behind good intentions, increasing your chances of succeeding. Time blocking requires discipline, but it's well worth it.

*Highly disciplined,
intentionally good
individuals outperform
others—day in and day out.*

It boils down to one simple statement: more often than not, highly disciplined, intentionally good individuals outperform others—day in and day out.

What will living an intentionally good life look like? My friend and mentor John Maxwell, who's impacted

my life tremendously, answers this question. In his book *Intentional Living*, he pinpoints the differences between good intentions, good actions, and intentionally good.³ Here are a few examples that you may relate to:

Desire, Action, Results

- Good intentions say *desire*.
- Good actions say *action*.
- Intentionally good says *results*.

Desire is “I want,” action is “I do,” and result is “I am.” I don’t desire to be intentionally good; I am intentionally good.

Someday, Today, Every Day

- Good intentions say *someday*.
- Good actions say *today*.
- Intentionally good says *every day*.

Someday is a maybe, today is the present moment, and every day is perpetual—I show up every day, I improve every day, I make a difference every day.

Fantasy, Strategy, Intentionality

- Good intentions are a *fantasy*.
- Good actions are a *strategy*.

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- Intentionally good is *intentionality*.

A fantasy is a dream, a strategy is a game plan, and intentionality brings a dream into reality.

Occasional, Continual, Habitual

- Good intentions are *occasional*.
- Good actions are *continual*.
- Intentionally good is *habitual*.

Occasional is sometimes, continual happens repeatedly with effort, and habitual is a long-standing routine—it's automatic, like brushing your teeth in the morning.

Anyone can do things well occasionally, while fewer can do things continually. But those who commit to habitual routines can become exceptionally high performers all the time.

Based on Emotion, Based on Discipline, Based on a Lifestyle

- Good intentions are based on *emotion*.
- Good actions are based on *discipline*.
- Intentionally good is based on a *lifestyle*.

Based on emotion is sentiment, based on discipline is a set of rules as needed, and based on a lifestyle is a consistent pattern of behavior, habits, and choices that defines one's life—I know who I am and what I want to represent.

Survival, Success, Significance

- Good intentions are about *survival*.
- Good actions are about a life of *success*.
- Intentionally good is about a life of *significance*.

Survival is meeting the minimum standard, success is achieving personal goals, and significance is making a difference in the lives of others. For me, it's about leaving a legacy that impacts future generations.

The examples of Lifestyle and Significance really resonate with me. I learned the lifestyle lesson in 2006, when I was away with my good friend Jake, celebrating his bachelor party. We were staying in a hotel, where I saw a man dressed in a Captain Morgan outfit promoting his company. There was something about the way he carried himself that I found intriguing. It was almost as if he were floating on air as he strolled by me. I couldn't resist commenting to him, "I love the costume."

Significance is making a difference in the lives of others.

He turned around and replied, "It's not a costume, my friend. It's a lifestyle."

That statement made a lasting impact on me. Too often when it comes to leadership, people treat it as a costume, something they put on for show when they're in the

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presence of others. But true leadership is not a show; it's a way of living. It's about making the intentional choice not just when we're in the public eye but at all times—acting as a good leader regardless of whose company we are in. That man's words have stayed with me all these years.

This leads me to significance. This is what truly sets apart the extraordinary from the ordinary. Personally, the difference between success and significance is clear: success is all about *me*, but significance is about *others*. Significance is about releasing potential in others, enabling them to positively influence their world. Personally, this is what my wife and business partner, Danielle, and I strive to do in our lives every day. Because in the end, it's not just about survival or success; it's about intentionally creating a lifestyle that leaves a legacy of significance.

True leadership is not a show; it's a way of living.

GETTING TO INTENTIONALLY GOOD

So far, we've gone through what intentionally good looks like in your life. At this point, you may be wondering, *How can I be intentionally good?* Let me share five simple yet powerful steps you can immediately take to awaken your potential.

Step 1—Start Small, Believe Big

Doing anything of significance requires sufficient lead time to build momentum. When you reflect on where you are, especially if you're fairly new to your career, it's important to keep this in mind. If you not only dream big but also believe you have to start big, then you may never take action. You end up hesitant to start because the task at hand becomes too big. For example, starting big may mean you need more resources, time, money, and connections than you currently have. Let's avoid this line of thinking. Instead, let's start small and believe big. Give yourself enough lead time to build up momentum.

A good friend of mine, Waikiki, once helped put this in perspective for me. One day in 2010, he asked, "Chad, tell me your dream."

I replied, "To build a not-for-profit organization that would one day positively influence millions of youth."

He followed up by asking, "What do you need to start it?"

My mind took a straight-line path to starting big. "I need about \$30 million. The organization will need a big headquarters and satellite facilities, as well as staff and resources . . ."

Waikiki paused to process my response and then shared a story that epitomized starting small and believing big. He said, "Chad, let me share a story that impacted me." Here's the story he shared:

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A young boy was walking on the beach with his father when they spotted some starfish washed up along the shore. The boy ran to the shoreline, picked up one of the starfish, and threw it into the water. He did the same for another starfish, then another one and another one. He repeated this for as many starfish as he saw.

An older gentleman, also walking on the beach, passed the boy and said, "Hey, kid, what are you doing? You think you're making a difference? Look at how many starfish there are!"

The boy walked back to his father, dejected. The father asked, "What happened?"

He said, "That old man made so much sense."

The boy and his father continued walking. As the boy saw more starfish along the shoreline, he decided to throw them back into the water, one by one. The same old gentleman appeared again and said, "Hey, kid, didn't you learn the first time I saw you? You think you're making a difference?"

Pointing in the direction of each starfish he threw back, the boy looked at the old man and said, "Maybe you're right. But I made a difference in this one's life, and I made a difference in this one's life, and I made a difference in this one's life . . ."⁴

This is what starting small and believing big looks like. Get started. Helping the starfish find their way back into the ocean makes a difference, even if it's just one at a time.

It makes a difference to get started. As Andy Stanley says, “Do for one what you wish you could do for everyone.”

Step 2—Start Walking, and Your Vision Will Become Clearer

In the story Waikiki shared, as the boy kept walking, everything became clear for him. This is step two—start walking, and your vision will become clearer. As J. P. Morgan, founder of JPMorgan Chase & Co., famously said, “Go as far as you can see; when you get there, you’ll be able to see farther.”

Reflect on that for a moment. Many times, we want to see the whole picture before we’re willing to start walking. Wanting to know every step of the journey is natural. I know that feeling because I’ve done it myself. But if you want to become intentionally good, simply start walking. Begin with what you have and where you are. If you do this well, it will make all the difference in the world. As you start walking and getting some wins under your belt, momentum builds. Success typically follows. Then you start walking more and advance further. With each step, you gain greater clarity for your vision.

I want to encourage you in your career, wherever you are—whether you’re the owner of a business, just starting in an industry, or moving forward in a specific field—start walking and keep walking. Don’t stop.

Step 3—Start from Your Area of Giftedness

One of the ways you can be intentionally good is by operating from your area of strength, something we will refer to throughout this book as *giftedness*. We live in a world that tells us to work on our weaknesses. However, I have a powerful message for you:

no matter how much you improve in an area of weakness, you'll never go as far as you could if you'd started in your giftedness. This is because no one pays for weaknesses. You will never

No matter how much you improve in an area of weakness, you'll never go as far as you could if you'd started in your giftedness.

hear anyone say they want to hire an average financial advisor, dine at a mediocre restaurant, have an average marriage, or build an average company. The market will pay a premium for your gifts and can be unforgiving toward weaknesses. It's that simple. Start from your giftedness.

In your area of weakness, you start at poor and the best you'll ever get is average. But in your area of giftedness, you start at average (and in some cases better than average), with the ability to become excellent. The rate of improvement in an area of giftedness is also likely to be very high, giving you a competitive advantage.

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Personally, starting from an area of weakness was painful for me. When I tried to improve my weaknesses instead of my giftedness, I often wondered why I was not advancing or growing as fast as I wanted to. I now know why, and hopefully you can benefit from my experience and avoid making the same mistake.

What is giftedness? It's three things: *mission*, *competency*, and *style*. We will reference these many times over, so they're worth explaining in greater detail.

Mission = What You're Passionate About (Your Why)

Competency = What You're Good At (Your What)

Style = How You and Others Perceive You (Your How)

As you get ahead in your career and life, identifying and then operating in your area of giftedness will be key. And when you lead people, make sure you identify and build a team that operates in its area of giftedness. At Lions Pride Leadership, we call this a *gifted organization*.

An organization operating in its strengths, a gifted organization, is hard to compete with.

An organization operating in its strengths, a *gifted organization*, is hard to compete with. This is because conventional wisdom tells us to improve on weaknesses.

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You can identify your giftedness through observation—but observation can be skewed based on *perspective*, the window through which you see the world, as well as *perception*, the framework used to interpret what you see. I am a strong advocate of using science and technology to help not only identify but also develop your area of giftedness. This can also save you invaluable time. For these reasons, my companies leverage an online leadership assessment to identify an individual's strengths. Observation is good, but when paired with helpful tools, you can more accurately pinpoint and work in your area of giftedness. I encourage you to do the same.

As a person of faith, I also believe operating in your area of giftedness releases the potential within you. Someone's gift will open doors and put him or her in the presence of influential people. It's the gift that does the work, not the person. So many people overvalue the person and undervalue the gift that person possesses. But let me encourage you in this. Begin a lifelong journey where you get better in your area of giftedness every day. The world needs what you have to offer. Do what you were designed to do.

Step 4—Build an Intentional Game Plan

Good intentions—wanting a better life, business, career, family, and so on—are never enough alone. That is simply

wishful thinking. However, intentionally good puts action behind the intention. Don't just wish on your intentions; act on them with a game plan for growth.

There are two important elements of the game plan: the *what* and the *how*—*what* to focus on and *how* to go about doing it. Let's start with the *what*.

I want to be intentionally good in five key areas of life, and you'll see this again later in the book. I call them FISHS: financial, intellectual, social, human, and spiritual:

1. *Financial capital*: This is all about your financial assets, including stocks, bonds, real estate, retirement accounts, business interests, and so on.
2. *Intellectual capital*: This is about growing your knowledge base or intelligence quotient (IQ). This could include books you read, podcasts you listen to, and courses you take.
3. *Social capital*: This refers to your relationships and network, alongside how you add value to and/or develop those around you.
4. *Human capital*: Human capital is all about what you bring to the world, including your leadership abilities, giftedness, physical health, and so on.
5. *Spiritual*: Spiritual in this context refers to the values you live by and the traditions that define who you are. These do not have to be religious; rather, your belief systems are core to who you are.

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For me, the common denominator is my walk with God. This certainly does not need to apply to you, but part of my walk includes showing people how much I care. As Maya Angelou said, “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” So I apply this to all areas of FISHS. It’s relevant to my mentors and mentees who help me develop in all five of these areas.

You can get ahead in life by intentionally developing in these areas. I know this firsthand. At the age of twenty-three, I looked in the mirror and didn’t like the man I had become. It was during this time that I started on my journey of becoming a lifelong learner. Intentional growth is a game changer because everything you want in life is just on the other side of your personal development.

Now, let’s now cover the *how*—*how to go about it*. To intentionally create a growth plan, start today by breaking your life down into phases. Let’s take a year of your life. As each game in sports is important to win, so are the twelve months in each year. To win each month, you need to break it into weeks, days, hours, and so on.

This is the key. The world we live in today says *instant gratification*. Culture embraces a microwave nation—thirty seconds, and your food is done. One click, and you have a delivery within twenty-four hours. But *instant* is not how you get ahead in life; that’s not success. Real success takes time, breaking a big picture down into smaller

pieces. That's the *how* part. Instead of overestimating what you can get done in a day, approach things from what can be achieved over time, in this instance a year.

If you want to have a great year, make sure you have twelve great months. And if you want to have a great month, make sure you have four great weeks. And if you want to have a great week, make sure you have seven great days. And if you want to

have a great day, make sure you have twenty-four great hours. Manage every minute. When you manage your minutes, you don't have to

To intentionally create a growth plan, start today by breaking your life down into phases.

worry about your life and career. Your months are going to get better, your years are going to get better, and your life is going to get better. Manage your minutes and watch what happens.

Step 5—Begin the Journey of Becoming a Lifelong Learner

Becoming a lifelong learner, developing every day, is one of the most important things I do. That's because in life, we're either moving forward or moving backward. There is no such thing as standing still. The moment we stop growing, we start to atrophy. Individuals who otherwise think they can coast in life are lying to themselves. However, when we're growing, we are becoming

the person we want to be. We are being intentionally good. It's not only exciting, but it's also well within your reach. Here are five simple things you can start adding to your daily routine:

1. *Read one book per month in your area of giftedness.*

Whether you prefer a physical copy or an audiobook, doing this will expand your knowledge and refine your skills. And when you refine your skills, you become more valuable. For example, crude oil is valuable when it comes out of the ground, but it gets even more valuable when you refine it. As you go through your own refining process, growing in your giftedness, your value will also increase. That value is far-reaching—to your family, your company, your community, and so on.

2. *Begin a daily power hour.*

Why is a daily power hour important? Starting your morning with the right mindset paves the way for the rest of your day. It allows you to get your mind right. It allows space for you to get focused and prepared to take on and conquer the day.

The better your daily routine, the better results you will have in your life. Good days compound into good weeks, and good weeks turn into good months and years. Before you know it, things add up to a lifetime of success and significance.

It's easy to start. Begin your day with a powerful message or vision to focus on, book to read, or podcast to listen to. For me, I'll read the Bible. This makes all the difference in my day. So be intentionally good and start your daily power hour.

3. *Complete your daily game planner.*

Since 2009, I have been planning each workday in advance of the next. It has become an automatic behavior, like brushing my teeth. Even if I happen to fall asleep before bed, I'll wake up to complete my daily planner. Sometimes, it's my own conscience that will wake me, whereas other times it might be Danielle who provides the nudge. She recognizes how important this is. There are no exceptions—it is a habit that has served me well.

You can start simply, with a blank piece of paper. Here's what mine looks like: I divide the paper into four sections or quadrants. The top left is my calendar for tomorrow. The top right is for priorities that I need to get done that day. The bottom left is for the lessons I learned from the previous day. The bottom right is a running list of all task items. The paper helps me take inventory of what's happening in my life. It all fits on one side of the page. That's the first part.

The second part is something I've found even more powerful: flipping the paper over and using

the blank side for note-taking throughout the day. I don't write notes anywhere else—no blackboards, sticky notes, random loose papers, etc. This keeps me from wasting time later looking for where I jotted down a note when I need that information.

If I'm going to be intentionally good, why not maximize my minutes wherever possible? I encourage you to do the same thing using a piece of paper. If you prefer technology, use a device such as the Notes app on an iPad. Whatever you use, complete your daily planner every day.

4. *Document lessons learned from today.*

I once had a wise coach many years ago who warned, "If you don't learn the lesson, it will be repeated—and every repetition will be more painful than the last." A lesson that is not learned repeats again and hurts more. To avoid this, I make a point of documenting my lessons learned each day. I want to avoid the same failure tomorrow that I had today. This is a sign of maturity in one's life; an immature person will repeat problems and failures time and time again, but a mature person learns and adapts.

To put this in perspective, there's a simple yet effective formula I learned personally from John Maxwell. The cycle of success is simply the following:

Test—Fail—Learn—Improve—Reenter

I follow this cycle every day. Documenting the lesson learned puts you in position to improve and reenter. Now imagine if you did that every day of your life. That's an easy-to-repeat refining process. Test something. If it fails, learn from it, document what you learned, and get back in the game tomorrow.

5. *Repeat daily.*

Let's return to where we started this chapter. As I've mentioned, people often overestimate what can be accomplished in a day and underestimate what can be achieved in a career or a lifetime. We generally trick ourselves into thinking we're better than we are, while at the same time we avoid committing to a lifetime of work—in this case, personal development. The hardest person to lead is yourself. But if you can lead yourself well, you've earned the opportunity to lead others. If you can't lead yourself well, why should others trust you with leading them? That's the thing about leadership: it starts with you. The best way to lead yourself well is to choose to be intentionally good and repeat it daily.

Danielle often jokes that I'm asleep as soon as my head hits the pillow at bedtime. That's because

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I put actions behind my intentions, and I repeat that process daily. I don't sit up at night wondering what more I could have done each day, because I go to bed empty. Intentionally good means I gave everything I had that day. Living this way will bring you great peace of mind as well. When you go to bed every night, you'll take comfort in knowing you gave everything you had that day.

INTENTIONALLY GOOD IS A PATH TO GREATNESS

We all have greatness inside us. But true greatness is not about doing something extraordinary or out of this world; it's about maximizing our inner potential. Consider a car with a ten-gallon tank cruising city blocks or a 737 jetliner soaring across continents—they're both examples of greatness when their capacity is fully maximized.

You don't need your name in lights for all to see to be considered great. You simply need to reach your potential. The cycle of success is the formula that will help you get there. Don't settle for mediocrity. Now is the time to put action behind intention and strive for excellence in all that you do—let's move forward together by choosing to be intentionally good.

Remember, the difference between good intentions and intentionally good is *action*.



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5. Be a multiplier! Teach someone the life-changing principles you've learned.
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ABOUT THE AUTHOR

Chad L. Reyes is a purpose-driven entrepreneur, coach, speaker, author, and multiplier of leaders. Since 2003, he has worked with CEOs, entrepreneurs, business leaders, highly successful families, and the next generation of leaders to reach their full potential.

His journey from declaring chapter 7 bankruptcy at twenty-one years old to influencing highly successful leaders all started with a vision for how he and his wife, Danielle, would one day ignite positive change in the world. Dedicating their lives to that vision, they have pioneered three organizations focused on developing leaders:

Lions Pride Leadership, a leadership and business coaching company that awakens, empowers, and equips leaders to reach their full potential.

I AM Empowering, a not-for-profit organization that empowers and equips the next generation of

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leaders, focusing on those between the ages of thirteen and eighteen.

Wealth & Legacy Group, a generational planning firm that helps highly successful families move from success to significance.

Chad's motto, inspired by Myles Munroe, is simple: *Rob the grave and give the world everything you have inside. Die empty.*

To learn more, visit ChadReyes.com.

Praise for **AWAKEN YOUR POTENTIAL**

"*Awaken Your Potential* sounds a clarion call to action for anyone tired of settling for less than their best. My friend Chad Reyes offers fresh perspective on timeless principles guaranteed to ignite, inspire, and illuminate your view of leadership."

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"*Awaken Your Potential* is a captivating journey into the world of effective leadership and personal growth. Chad's storytelling, enriched with his own experiences, transforms this book into a compelling page-turner."

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—**DR. MARION WILSON**, NYC Department of Education Superintendent, District 31

"It's rare in life that you meet a friend who becomes your role model. Chad's book is a must-read for leaders of all levels."

—**JOSHUA CHANANIE**, CPA, Partner and Service Leader in Top 100 Accounting Firm SAX LLP

"*Awaken Your Potential* and the thoughtful leadership lessons that Chad shares offer a wake-up call for rethinking what leadership means to you and provide a roadmap for transforming your business and the lives around you."

—**CHARLES N. INTERNICOLA**, Esq., Founder of Internicola Law Firm and Franchise Counsel for Emerging Brands



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