

# Learn from the Entrepreneurial Masters\*

Special Report for [MeditatingEntrepreneur.com](http://MeditatingEntrepreneur.com) Subscribers

January 7, 2015

Dear Entrepreneur,

Get ready to learn and be inspired by Steve Jobs, Will Smith, Steven Covey, Jeff Bezos, Napoleon Hill, David Allen, Sheryl Sandberg, and many others. Imbibe these talks. Study the notes. Doing so will lay the groundwork for your success from the inside and out.

These entrepreneurs share the keys to success --passion, commitment, and persistence. Maharishi Mahesh Yogi adds the element of fulfillment; the source, course, and goal of our entrepreneurial efforts; the experience of our own blissful Being.

Please email me with your suggestions for other videos, concerns about any of these, and broken links.

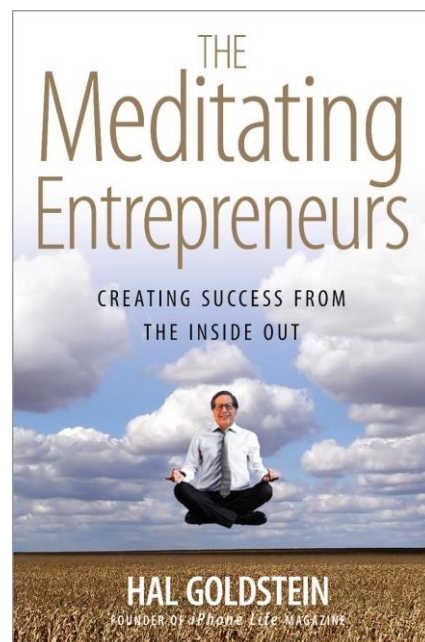
Wishing You All Success,

Hal Goldstein

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Author of upcoming book [The Meditating Entrepreneurs](#)

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\*P.S. The "Entrepreneurial Masters" in this report do not necessarily meditate. Maharishi Mahesh Yogi, founder of the Transcendental Meditation program, always spoke of "highest first". On the inside that means meditate and experience the source of creativity and intelligence. On the outside that means study greatness, the most successful. These videos are played as part of a course I teach, [The Successful Entrepreneur, Living 200% of Life](#) at [Maharishi University of Management](#).

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## Steve Jobs

Steve Jobs describes the entrepreneurial mindset in these four wonderful videos.



### **The Crazy Ones (1:00)**

[Apple's Steve Jobs Narrates 'The Crazy Ones'](#)

I always start my [The Success Entrepreneur](#) class with this Apple commercial, and I could watch it 1000 times. Richard Dreyfuss did the voice-over for the spot that actually aired, but Steve Jobs narrates this version of "Here's to the Crazy Ones." (1:00)

**Transcript:** "Here's To The Crazy Ones. The misfits. The rebels. The trouble-makers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules, and they have no respect for the status-quo. You can quote them, disagree with them, glorify, or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius.

Because the people who are crazy enough to think they can change the world - are the ones who DO !"

**From Wikipedia:** The one-minute commercial featured black-and-white footage of 17 iconic 20th century personalities. In order of appearance they were: [Albert Einstein](#), [Bob Dylan](#), [Martin Luther King, Jr.](#), [Richard Branson](#), [John Lennon](#) (with [Yoko Ono](#)), [Buckminster Fuller](#), [Thomas Edison](#), [Muhammad Ali](#), [Ted Turner](#), [Maria Callas](#), [Mahatma Gandhi](#), [Amelia Earhart](#), [Alfred Hitchcock](#), [Martha Graham](#), [Jim Henson](#) (with [Kermit the Frog](#)), [Frank Lloyd Wright](#) and [Pablo Picasso](#).

**From Jobs on PBS interview:** "When you grow up you tend to get told the world is the way it is and your life is just to live your life inside the world. Try not to bash into the walls too much. Try to have a nice family life, have fun, save a little money.

That's a very limited life. Life can be much broader once you discover one simple fact, and that is - everything around you that you call life, was made up by people that were no smarter than you. And you can change it, you can influence it, you can build your own things that other people can use.

The minute that you understand that you can poke life and actually something will, you know if you push in, something will pop out the other side, that you can change it, you can mold it. That's maybe the most important thing. It's to shake off this erroneous notion that life is there and you're just gonna live in it, versus embrace it, change it, improve it, make your mark upon it.

I think that's very important and however you learn that, once you learn it, you'll want to change life and make it better, 'cause it's kind of messed up, in a lot of ways. Once you learn that, you'll never be the same again."

### **Passion Required for Success (1:35)**

[Steve Jobs - Passion needed for success](#)

**Transcript:** People say you have to have a lot of passion for what you're doing and it's totally true. And the reason is because it's so hard that if you don't, any rational person would give up. It's really hard. And you have to do it over a sustained period of time. So if you don't love it, if you're not having fun doing it, you don't really love it, you're going to give up. And that's what happens to most people, actually. If you really look at the ones that ended up, you know, being "successful" in the eyes of society and the ones that didn't, oftentimes, it's the ones [who] were successful loved what they did so they could persevere, you know, when it got really tough. And the ones that didn't love it quit because

they're sane, right? Who would want to put up with this stuff if you don't love it?

So it's a lot of hard work and it's a lot of worrying constantly and if you don't love it, you're going to fail. So you've got to love it and you've got to have passion and I think that's the high-order bit.

The second thing is, you've got to be a really good talent scout because no matter how smart you are, you need a team of great people and you've got to figure out how to size people up fairly quickly, make decisions without knowing people too well and hire them and, you know, see how you do and refine your intuition and be able to help, you know, build an organization that can eventually just, you know, build itself because you need great people around you. (1:35)

## **2005 Stanford Commencement Address (15:05)**

### [Steve Jobs' 2005 Stanford Commencement Address](#)

Drawing from some of the most pivotal points in his life, Steve Jobs, chief executive officer and co-founder of Apple Computer and of Pixar Animation Studios, urged graduates to pursue their dreams and see the opportunities in life's setbacks -- including death itself -- at the university's 114th Commencement on June 12, 2005. (15:05)

## **Apple's "Think Different" Campaign (16:01)**

### [Steve Jobs on Apple's Marketing Campaign](#)

Very inspiring and illuminating discussion of The Crazy Ones commercial.

In shorts just a few weeks after his 1997 return to Apple, Steve Jobs speaks about planned changes (pipeline, products, distribution changes) to Apple executives and managers. Here Jobs announces the legendary "Think Different" campaign showing the TV commercial, outdoor posters, and press ads. (16:01)

## **Bezos, Sandberg, Hill and More**

## **Will Smith Advises Young Entrepreneurs (9:57)**

### [Will Smith advises Young Entrepreneurs](#)

Will Smith gives incredibly valuable advice on how he became so successful in a montage of clips. (9:57)



## **Tim's Place Albuquerque - Hugs (2:56)**



### [Tim's Place Albuquerque - Service with a Smile](#)

I love this video. It shows that passion and persistence are the necessary and sufficient keys to entrepreneurial success.

Tim Harris, owner of Tim's Place, is the country's only restaurant owner with Down's Syndrome, and the joy he gets from serving people good food carries over into his diner's most famous export: hugs!

## **Bruce Lee Definite Purpose (1:40)**

### [Bruce Lee Explicit Aim](#)

Bruce Lee in 1969 when he was young and unknown, wrote down the following: "I, Bruce Lee, will be the first highest paid Oriental super star in the United States. In return I will give the most exciting performances and render the best of quality in the capacity of



an actor. Starting 1970 I will achieve world fame and from then onward till the end of 1980 I will have in my possession \$10,000,000. I will live the way I please and achieve inner harmony and happiness."

Lee achieved all that and more. Lee got the inspiration of making and repeating the statement from studying Napoleon Hill and Think and Grow Rich. You can start the tape narrated by his daughter at 2:00 and stop it at 3:40. (1:40)

## Facebook's Sheryl Sandberg Message to Women (19:44)

[Facebook's CEO Sheryl Sandberg delivered the keynote at Barnard College](#)



Sandberg implores young women to "never let your fear overwhelm your desire. Let the obstacles in your path be external not internal. Fortune favors the bold, and you'll never know what you're capable of if you don't try."

## Amazon's Jeff Bezos on Character (18:44)

[Amazon founder and CEO Jeff Bezos delivers graduation speech at Princeton](#)

Bezos spoke to the Class of 2010 about the difference between choices and gifts. Cleverness is a gift, being kind is a choice. One's character is reflected not in the gifts one is endowed with at birth but rather by the choices one makes over the course of a lifetime. He asks:

- How will you use your gifts? What choices will you make?
- Will inertia be your guide, or will you follow your passions?
- Will you follow dogma, or will you be original?
- Will you choose a life of ease, or a life of service and adventure?
- Will you wilt under criticism, or will you follow your convictions?
- Will you bluff it out when you're wrong, or will you apologize?
- Will you guard your heart against rejection, or will you act when you fall in love?
- Will you play it safe, or will you be a little bit swashbuckling?
- When it's tough, will you give up, or will you be relentless?
- Will you be a cynic, or will you be a builder?
- Will you be clever at the expense of others, or will you be kind?

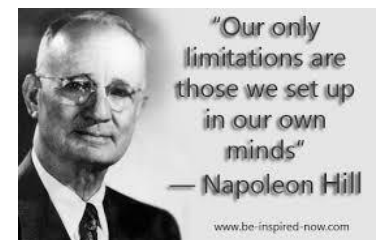


## Napoleon Hill on How to Achieve Your Desires (7:02)

[Napoleon Hill on How to Achieve Your Desires](#)

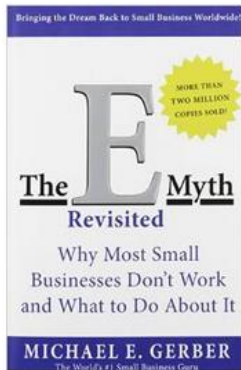
Author of classic Think and Grow Rich, which is based on Hill's interviews of successful people from the early 1900's.

Napoleon Hill explains that whatever your mind can conceive and believe, the mind can achieve, regardless of how many times you have failed in the past, or how lofty your hopes may be. He talks about the wisdom billionaire Andrew Carnegie shared with him a hundred years ago, and how this information was instrumental in his own personal success, and the success techniques he was able to teach millions.





## **Michael Gerber - Author E-Myth**



I use as the textbook for my The Successful Entrepreneur class, Michael Gerber's [The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do](#)

In the book, Gerber uses as an example, a woman who had begun a small bakery business because of her legendary pie-making skills. Unfortunately, as many would-be entrepreneurs learn, the skills of making great pies (or great iPhone apps) are different skill sets than those required to run a successful business. Gerber preaches the importance of an inspiring vision and continually working on the business rather than in it (creating systems).

I believe any entrepreneur will benefit from Gerber's message even though Gerber's flamboyant style and praise of McDonald's will turn some people off.

### **Michael Gerber at Education Summit (16:00)**

#### **Michael Gerber, Author of The E-Myth, Discusses Entrepreneurship**

This is a good introduction to Gerber's thinking. However, I recommend stopping it at 14:33 and skip his political rant. You can pick it up again at 17:30 to hear his conclusion. (16 minutes)

### **What Entrepreneurs Can Learn from McDonald's (5:07)**

#### **What Entrepreneurs Can Learn from McDonald's Founder, Ray Kroc**

Whatever your feelings about McDonald's and franchising, Michael Gerber says entrepreneurs can learn a lot from Ray Kroc. Kroc mastered creating replicable systems for all business functions. (5:07)

## **Persistence**



Persistence is the one constant that shows up with success.

### **Angela Duckworth - Grit is the Success Key (6:13)**

#### **Grit, Success Key (TED)**

Leaving a high-flying job in consulting, Angela Lee Duckworth took a job teaching math to seventh graders in a New York public school. She quickly realized that IQ wasn't the only thing separating the successful students from those who struggled. Here, she explains her theory of "grit" as a predictor of success. [Interactive transcript](#)



## Diana Nyad - Never Ever Give Up (15:35)

### Never, Ever Give Up

In the pitch-black night, stung by jellyfish, choking on salt water, singing to herself, hallucinating ... Diana Nyad just kept on swimming. And that's how she finally achieved her lifetime goal as an athlete: an extreme 100-mile swim from Cuba to Florida -- at age 64. [Interactive transcript](#)



## Time

I've always been fascinated with time. On the surface there's seems never enough. At its depths time is an artificial construct that attempts to measure eternity, the timeless now that is the ultimate reality. Open your mind and listen to the science and philosophy of time in the first set of tapes. Then learn of Steven Covey's and David Allen's systems for dealing with the limited time that many entrepreneurs experience.



### What is Time

Here are a collection of fascinating videos that view time from the point of view of philosophy, psychology and physics.

### The Philosophy and Psychology of Time (5:38)

#### [The Philosophy and Psychology of Time](#)

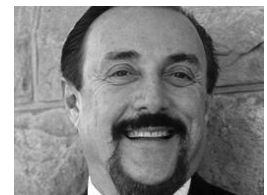
The Philosophy and Psychology of Time is a short video that explores man's ongoing quest over millennia to understand the true nature of time. The video is an excerpt from the documentary "Time Travel - Journeys into Time" written and hosted by American physicist, Dr. David Lewis Anderson. (5:38)

### Time-orientation: Past, Present, or Future (5:00)

#### [Time-orientation: past, present, future](#)

I recommend skipping the beginning and start at 1:35.

Psychologist Philip Zimbardo says happiness and success are rooted in our perspective, our orientation toward the past, present and future. In this Ted Talk he discusses tempting 4 year olds with marshmallows and a follow up study based on their responses 14 years later. He then categories 6 kinds of past, present and future orientation (6:31)



#### [Interactive transcript](#)

### Hagelin - Space/Time Foam (3:25)

#### [Space/Time Foam](#)

Time, space, and causality end. Universes are born from this time / space foam. Infinite energy and dynamism at the finest levels of the universe! Quantum physicist John Hagelin, PhD, at the David Lynch Weekend, Maharishi University of Management, Fairfield, Iowa. (March 25, 2006) (3:25)

## Relativity in 5 Minutes (5:11)

### [Relativity in 5 Minutes](#)

5 minute clip, employing both video and computer generated animation, that aims to explain special relativity (5:11)

## How to Manage Time

Time is the critical, equalizing currency that we as entrepreneurs and as humans have. Most of us feel we don't have enough. How effectively we use time determines our success and whether we achieve our vision.

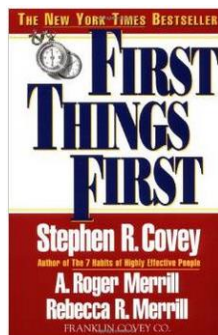
Many people use the systems and philosophies developed by Steven Covey, First Things First or David Allen Getting Things Done. Both methodologies are powerful. Covey's starts with top-down approach and Allen, bottom up. That is, Covey starts with first prioritizing. Allen begins by collecting everything needed to be done.

These two videos and notes give a flavor of each approach.

## Steven Covey, First things First, Big Rocks Demo (11:50)

### [Steven Covey, First things First, Big Rocks Demo](#)

In this video Covey illustrates through physical analogy the "first things first" foundational principle behind Stephen R. Covey's **7 Habits of Highly Successful People**. In Covey's terrific book, **First Things First** he uses a 4 quadrant diagram to help distinguish between little tasks and important ones so you focus on what is important, not merely what is urgent.



First you divide tasks into these quadrants:

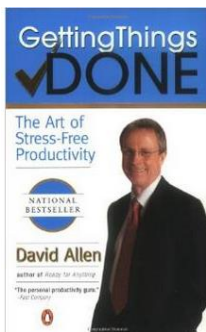
1. Important and Urgent (crises, deadline-driven projects)
2. Important, Not Urgent (preparation, prevention, planning, relationships)
3. Urgent, Not Important (interruptions, many pressing matters)
4. Not Urgent, Not Important (trivia, time wasters)

	Urgent	Not Urgent								
Important	<p><b>Quad I</b></p> <table border="1"> <tr> <th>Activities</th> <th>Results</th> </tr> <tr> <td> <ul style="list-style-type: none"> <li>• Crisis</li> <li>• Pressing Problems</li> <li>• Deadline Driven</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• Stress</li> <li>• Burn-out</li> <li>• Crisis management</li> <li>• Always putting out fires</li> </ul> </td> </tr> </table>	Activities	Results	<ul style="list-style-type: none"> <li>• Crisis</li> <li>• Pressing Problems</li> <li>• Deadline Driven</li> </ul>	<ul style="list-style-type: none"> <li>• Stress</li> <li>• Burn-out</li> <li>• Crisis management</li> <li>• Always putting out fires</li> </ul>	<p><b>Quad II</b></p> <table border="1"> <tr> <th>Activities</th> <th>Results</th> </tr> <tr> <td> <ul style="list-style-type: none"> <li>• Prevention, capability improvement</li> <li>• Relationship building</li> <li>• Recognizing new opportunities</li> <li>• Planning, recreation</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• Vision, perspective</li> <li>• Balance</li> <li>• Discipline</li> <li>• Control</li> <li>• Few crisis</li> </ul> </td> </tr> </table>	Activities	Results	<ul style="list-style-type: none"> <li>• Prevention, capability improvement</li> <li>• Relationship building</li> <li>• Recognizing new opportunities</li> <li>• Planning, recreation</li> </ul>	<ul style="list-style-type: none"> <li>• Vision, perspective</li> <li>• Balance</li> <li>• Discipline</li> <li>• Control</li> <li>• Few crisis</li> </ul>
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Most people spend most of their time in quadrants 1 and 3, while quadrant 2 is where quality happens. "Doing more things faster is no substitute for doing the right things," says Covey. (11:49 Note that link may not work as versions are often taken down. Shorter versions sometimes available at 6:28)



## David Allen "Getting Things Done" (GTD) (2:22)



### The Five "Pillars" of GTD (Scroll down to get to video)

Getting Things Done is an organizational system developed by David Allen. It focuses on how you capture the work you need to do, organize it, and choose what needs your attention.

The following summary comes from the LifeHacker.com page where this video is found. At its core, GTD stands on five "pillars," or steps to getting and staying organized:

- 1. Capture** everything. Your to-dos, your ideas, your recurring tasks, everything. Put it in a pen-and-paper notebook, a to-do app, a planner, whatever you prefer to use to get organized. GTD doesn't say to use a specific tool, but whatever you use has to fit into your normal flow. The barrier to using it should be so low that there's never a reason for you to say "I'll add it to my list later." You want to capture everything as soon as it happens so you don't have to think about it again until it's time to do it.
- 2. Clarify** the things you have to do. Don't just write down "Plan vacation," break it down into actionable steps so there's no barrier to just doing the task. If there's anything you can do right away and have time to do, get it done. If there's anything you can delegate, delegate it. Here's a helpful video where David Allen explains how to clarify your to-dos so they don't require more time to figure out what you meant than it takes to actually do the thing you wanted to do.
- 3. Organize** those actionable items by category and priority. Assign due dates where you can, and set reminders so you follow up on them. Pay special attention [to each item's priority](#), as well. You're not actually doing any of the items on your list right now, you're just making sure they're in the right buckets for later, and your reminders are set. In short, this is quality time with your to-do list, inbox, and calendar.
- 4. Reflect** on your to-do list. First, look over your to-dos to see what your next action should be. This is where the clarifying step pays off, because you should be able to pick something you have the time and the energy to do right away. If you see something that's so vague that you know you won't be able to just pick up and run with it, break it down. Second, give your to-do list an in-depth review periodically to see where you're making progress, where you need to adjust your priorities, and determine how the system is working for you.
- 5. Engage** and get to work. Choose your next action and get to it. Your system is, as this point, set up to make figuring that out easy. Your to-dos are organized by priority and placed in categories. You know what to work on, and when. They're broken into manageable, bite-sized chunks that are easy to start. It's time to get to work.

## Maharishi Mahesh Yogi



In 1979 Maharishi Mahesh Yogi urged those of us who practiced the Transcendental Meditation Sidhi program to move to Fairfield, Iowa home of Maharishi University of Management for our personal development and to create world peace. Maharishi encouraged us to start our own businesses even though few of us had the background. The stories of how many of us achieved success in pre-Internet rural Iowa is the subject of my book, [The Meditating Entrepreneurs](#).

Maharishi, a monk from India, was the ultimate entrepreneur. He created a world-wide organization to teach people the

Transcendental Meditation (TM) technique giving people the experience of inner blissful silence, Pure Consciousness. Maharishi's legacy includes books, buildings, universities, taking the popular culture idea of meditation from mysticism to science, and teaching millions of people to meditate.

## **Philosophy of Action - Maharishi (1:57)**

### [Philosophy of action - Maharishi Mahesh Yogi](#)

Maharishi Mahesh Yogi, addressing the Harvard University Law Forum (1970). The technique of action is to pull the arrow back six inches, and then it flies ahead two furlongs. The businessman must go to bank. We first go deep inside in meditation to enjoy outer success. (1:57)

## **Maharishi on Ideal Relationships 3:17**

### [Maharishi on Ideal Relationships 3:17](#)

The key to successful business is fulfilling relationships with partners, employees, customers, suppliers. The more developed our heart and mind, the more successful we will be.

## **Success Belongs to the Power of Thought (7:24)**

### [Success Belongs to the Power of Thought](#)

Hagelin: In today's pressure packed world does Maharishi feel it is truly practical for an individual to work less and still be able to maintain his material comfort and his level of security?

Maharishi: Absolutely. Success belongs to the power of thought. If the power of thought is powerful then all avenues of achieving anything would gather around. (7:24)

## **Success in Business Through Invincibility (4:17)**

### [Success in business through invincibility - Maharishi Mahesh Yogi](#)

1. (Dr. Hagelin:) The meditating businesses in the United States and throughout the world are an increasing focus of interest in the press.
2. Maharishi: We can extend invincibility to profit. Invincibility should be the package of business. That means: any businessman should not fail anywhere. He should succeed.
3. He can succeed only if he has the answer to every question that he may be asked by the other side. For that, he has to be simple and open to all possibilities. His awareness has to be on that simple, total level of invincibility where all possibility is there.
4. So even for business, invincibility and openness to all possibility, Unified Field, is a requirement. For any success in any field, invincibility is the basis of success. And success is the basis of joy.
5. For life to be joyful, our awareness needs to be fully awake in the Unified Field of Self-referral consciousness.
6. To accomplish anything needs simple awareness, total field of Natural Law fully awake, Light of God fully awake in the awareness of the individual. (4:17)

## **Press Conference with Maharishi (5:18)**

How much money do you have

Maharishi Mahesh Yogi, January 24, 1985, Washington, D.C., Press Conference.

Reporter: Maharishi, do you think that the press understands you? Do you think the public understands you? Are you sometimes confused as being associated with the Hari Krishna group?

Maharishi: That depends upon the press, how the press portrays me in public. I can be associated with any group because I have something of myself in every group. That portion which does good to the people, I am there in that group. [Laughing] With the Unified Field message I am absolutely associated with everything.

Reporter: Could you tell me a little bit about how much your movement's holdings are worth? And what is that money used for?

Maharishi: Wealth is not so limited as to be held within some small range. My holdings are ranging to infinity. The Unified Field's holding. Absolutely all the banks belong to this holding. I can draw any amount from any bank from any part of the world--that is my holding. And I'll give you the secret of that holding. Banks are there all over the world in order to give money; and by giving, they make money. If they give me money, they'll give me through a channel which will give them money. I have a the whole program of establishing these, what you call it, prevention centers. Healthy people want to be healthy and here is a program for them.

## **Can a Rich Man Enter the Kingdom of Heaven? (5:44)**

### **Can a rich man enter the kingdom of God?**

Maharishi interviewed by Malcolm Muggeridge in the 1960's, Audio.

Muggeridge: What sort of people are those that practice TM?

Maharishi: All sorts of very responsible men in society. Because those who want to progress more in the world, it is they who need the encourage to the source of their energy and intelligence.

Muggeridge: When you say more progress, progress is a word that I shy from like a frightened horse because I hate the idea of progress.

Maharishi: No, the thing is, progress these days results in stress and strain just because man does not incorporate in his activity the inner essence of life.

Muggeridge: The founder of the Christian religion clearly said that it was extremely difficult for a rich man to enter the kingdom of heaven (God). Comment? 5:44

## **Maharishi on the Mechanics of TM (2:00)**

### **[Maharishi on the Mechanics of TM](#)**

The Transcendental Meditation technique uses the natural tendency of the mind to go toward greater happiness, so the mind effortlessly transcends to its most silent state. Maharishi Mahesh Yogi, speaking at Lake Louise, Canada, 1968. (2:00)

## **Bonuses**



Here are other great videos worth listening to that I usually don't have the time to play in my Maharishi University of Management Successful Entrepreneur course.

### **Nancy Duarte - S. Jobs, M.L. King: Powerful Presentation and Communication (18:09)**

#### **[10. Nancy Duarte talks at TEDx East](#)**

We have capacity to change the world through our ideas. To make the difference we must learn how to communicate our ideas. In this Ted talk Nancy Duarte analyzes talks by Martin Luther King and Steve Jobs to demonstrate the rules of powerful presentation and communication. (18:09)

## **Advice from Billionaires (2:26)**

### **[Entrepreneurial Advice from Billionaires](#)**

Business advice from successful people -- Sheldon Adelson, Bill Gates, Steve Jobs, Richard Branson, Charlie Munger, Donald Trump, Warren Buffet, Jim Pattison, Charles Koch and Sunil Mittal

(2:26)

## **Richard Branson- How to Change the World (3:04)**

[Richard Branson- How to Change the World](#)

Branson talks about how entrepreneurs can change the world 3:04

## **The Best Advice Warren Buffett Received (2:02)**

[The best advice Warren Buffett ever received](#)

- There is no power on earth like unconditional love.
- You can always wait until tomorrow to tell someone off. (2:02)

## **5 Characteristics of the Successful Entrepreneur (6:24)**

[Art Of Money Stanford University's Entrepreneurship Kaplan](#)

Serial Silicon Valley entrepreneur, Jerry Kaplan (GO, Egghead) describes 5 characteristics of the successful entrepreneur: the belief you can make a difference, bias towards action, tolerance for not knowing, optimism, caring about others. (6:24)

## **Shawn Achor: Be Happy to be Productive (12:21)**

[Shawn Achor: The happy secret to better work](#)

Many believe that we should work to be happy, but could that be backwards? In this fast-moving and entertaining talk from TEDxBloomington, psychologist Shawn Achor argues that happiness inspires productivity. (12:21)

## **Margaret Wheatley - Scientific Knowledge Applied to Business (8:33)**

[Short Videos from Margaret Wheatley](#)

One of my favorite business books [Leadership and the New Science: Discovering Order in a Chaotic World](#) shows how ideas drawn from quantum physics, chaos theory, and molecular biology could improve organizational performance. Margaret Wheatley calls for free-flowing information, individual empowerment, relationship networks, and organizational change that evolves organically.

[Authority on Leadership in Chaotic Times \(6:32\)](#)

[Margaret Wheatley on Women's Leadership \(:31\)](#)

[5 Expect leaders to come from anywhere \(1:36\)](#)

## **Napolean Hill - Every Adversity Contains Seed of Equal Benefit (6:30)**

[Every adversity contains seed of equal benefit](#)

Napolean Hill from his [Think and Grow Rich](#) philosophy

You may wish to skip his political discussion 5:07 - 8:47 (6:30)

## **Maharishi Bonus Videos**

### **Knowledge of the Knower is the Basis of Knowing - 4:00**

[Maharishi: Knowledge of the Knower is the Basis of all Knowing 4:00](#)

Maharishi explains why education is not fulfilling and what to do about it. An entrepreneur's success depends on knowledge, and it is impossible to know even a fraction of the knowledge required. Yet, people are successful so there must be some deeper knowingness.

**Partial transcript:** "There are two sides to knowledge: the object of knowledge and the subject of knowledge, the knower. What present education provides is the knowledge of the object. What it misses is the knowledge of the subject, the knowledge of the knower.

The stream of knowledge has two banks: on one side the object, on one side the knower. With these two points of reference, the knower and the object, the first point of reference is the knower. Very important because we know knowledge is as the knower is. When the mind is dull, when the knower is sleepy, the knowledge is different than what it is when one is wide awake, fresh in the morning. The perception is different, the understanding is different, the emotions are different.

Knowledge is different in different states of consciousness. It's very clear. We know it from our own experience." **Read rest of transcript**

## **How Can Meditation Give so Many Benefits (5:49)**

[How can meditation give so many benefits](#)

5:49 Talk of light in complete darkness, absurd.

## **Money is Not the Basis of Life (9:57)**

[Money is Not the Basis of Life](#)

It's a vain idea that man lives on money. It's a wrong notion that money makes life go. India has a class of people called Sannyasis. They roam in nothingness. They live life, and others go and run and bow down to their feet for their blessings.

We are opening Vedic University to let the awareness of the students become familiar with the Unified Field of all the laws of nature, the Constitution of the Universe, so their thoughts will be honored. This is the world of Unity Consciousness where invincibility, affluence, all possibility, bliss, is the reality. (August 4, 2004, 9:57)

## **How to Grip the Infinite Creative Power of the Universe (5:07)**

[How to Grip the Infinite Creative Power of the Universe](#)

According to Measurement Theory, wherever attention goes, it does something to that area. The unmanifest value is the basis of all manifestations. In order to have the grip of all the creativity of the universe, you have to open your awareness to the unmanifest field, which is the basic value of the whole diverse universe.

If you don't have your attention there, you remain without it. It's not on the level of intellectual understanding, but on the level of Being. We go to water the root to enjoy the fruit. You want everything good in life, go to the basis of life, the transcendent.

## **Maharishi on Right Action (15:00)**

[Maharishi Right Action](#)

Audio. Action is unfathomable, so we need to be established in Being and then act. (Approx 15 minutes)