



THE
THINKER'S
EDGE

MAXWELL
MOMENTS

11 PRACTICES FOR GETTING
AHEAD IN BUSINESS AND LIFE

JOHN C. MAXWELL

New York Times Bestselling Author



THE
THINKER'S
EDGE

MAXWELL
MOMENTS

11 PRACTICES FOR GETTING
AHEAD IN BUSINESS AND LIFE

JOHN C. MAXWELL



Nashville • New York

CONTENTS

<i>WHY THINKING GIVES YOU THE GREATEST EDGE</i>	<i>1</i>
<i>1. SEE WIDER, DEEPER, AND FARTHER THAN OTHERS</i>	<i>18</i>
<i>2. DEFINE WINNING FOR YOURSELF AND OTHERS</i>	<i>34</i>
<i>3. THINK DIFFERENTLY THAN OTHERS</i>	<i>44</i>
<i>4. BELIEVE IN POSSIBILITIES MORE THAN OTHERS</i>	<i>60</i>
<i>5. STAY FOCUSED LONGER THAN OTHERS</i>	<i>78</i>
<i>6. FACE THE HARD TRUTHS BEFORE OTHERS</i>	<i>96</i>
<i>7. REFLECT AND LEARN MORE OFTEN THAN OTHERS</i>	<i>114</i>
<i>8. CONNECT IDEAS BETTER THAN OTHERS</i>	<i>128</i>
<i>9. HARNESS THE TEAM'S IDEAS MORE THAN OTHERS</i>	<i>148</i>
<i>10. STRATEGIZE BEFORE MOVING FORWARD WITH OTHERS</i>	<i>162</i>
<i>11. CONSIDER THE WELL-BEING OF OTHERS</i>	<i>180</i>
<i>ONE LAST THOUGHT</i>	<i>195</i>
<i>ACKNOWLEDGMENTS</i>	<i>202</i>

WHY THINKING
GIVES YOU
THE GREATEST
EDGE



"YOU ARE TODAY WHERE
YOUR THOUGHTS HAVE BROUGHT YOU;
YOU WILL BE TOMORROW
WHERE YOUR THOUGHTS TAKE YOU."

—James Allen

What will bring you success?

What will give you the greatest edge in your professional and personal life? Opportunities? Intelligence? Education? Money? Friends in high places? Hard work? Luck?

Nope. It's none of these. It is your ability to think!

1. Every product, service, invention, song, movie, book, painting, design, company, object, or innovation begins with a thought.
2. People who think differently have an edge over others.
3. What you think determines who you are. Who you are determines what you do.
4. Your thinking impacts your capacity. Your capacity changes your destiny. Your destiny determines your legacy.
5. You can *change* the way you think.

THE PERFORMANCE EDGE

If you grew up in a home with great thinkers who translated their thinking into successful lives, you have an advantage. You probably already possess thinking skills that others lack.

Or if you have been personally mentored by highly successful people, you have begun to think differently than most of your peers.

If neither of those is true for you, then you do have some work ahead of you. But here's the good news: My father developed the thinking edge and trained me when I was a child. And for the past fifty years, I've been mentored by great thinkers . . .

GOOD THINKING CREATES A FOUNDATION FOR GOOD RESULTS

The quality of your thinking will lead to the quality of your results.

One of the reasons people don't achieve their dreams is that they want to change their results without changing their thinking. Is that true of you? If so, you need to know that is never going to work. If you don't like the crop you are reaping, you need to change the seed you are sowing! You need to change your thinking.

“Good thoughts and actions can never produce bad results; bad thoughts and actions can never produce good results. This is but saying that nothing can come from corn but corn, nothing from nettles but nettles. Men [and women] understand this law in the natural world, and work with it; but few understand it in the mental and moral world (though its operation there is just as simple and undeviating), and they, therefore, do not cooperate with it.”

—James Allen



THINK
DIFFERENTLY
THAN OTHERS

"THE DIFFICULTY LIES
NOT SO MUCH IN DEVELOPING
NEW IDEAS AS IN ESCAPING
FROM THE OLD ONES."

—John Maynard Keynes

Thinking differently than others can be very difficult, whether you're a businessperson bucking company tradition, a new mother going against old wives' tales, or a teenager ignoring the popular trends of the day. To go against popular thinking is to draw unwanted negative attention to yourself, especially in the age of social media.

It's always easier to do what other people do and hope that *they* thought things out beforehand. But if you think that way, you can get stuck in a rut forever.

“We must discard the idea that past routine, past ways of doing things, are probably the best ways.

On the contrary, we must assume that there is probably a better way to do almost everything.

We must stop assuming that a thing which has never been done before probably cannot be done at all.”

—Donald M. Nelson