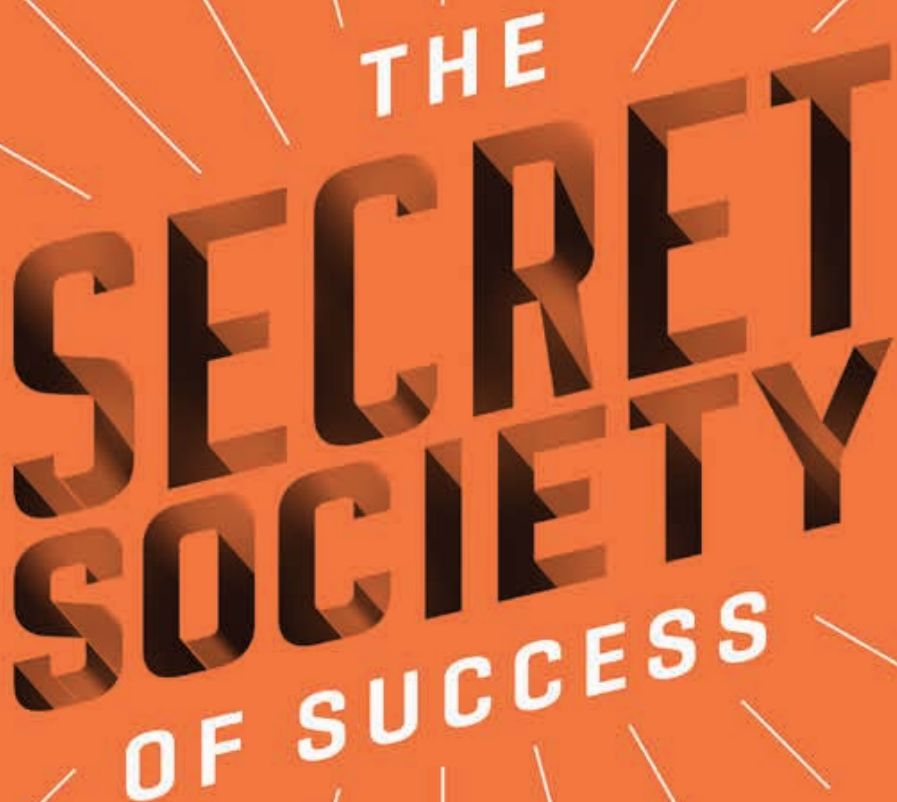


"This book captures what it really means to be successful."

— **DAVID NOVAK**, cofounder and former CEO of Yum! Brands

The title is centered on the cover, surrounded by approximately 15 thin white lines radiating outwards from behind the text, creating a starburst or spotlight effect. The lines vary in length and angle, some pointing towards the corners and others more towards the center.

THE SECRET SOCIETY OF SUCCESS

**STOP CHASING THE SPOTLIGHT AND LEARN
TO ENJOY YOUR WORK (AND LIFE) AGAIN**

TIM SCHURRER

Foreword by **DONALD MILLER**

A PDF COMPANION TO THE AUDIOBOOK

The Secret Society of Success

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APPENDIX

LIVING IN THE WAY OF THE SECRET SOCIETY

I would love to tell you that you can overcome the Spotlight Mindset by following a simple three-step process. And I wish I could promise you that after following those three steps, you'd never struggle with it again.

But as you've already learned, the Spotlight Mindset is not a problem to solve; it's a tension to manage. You won't wake up one day and say, "Well, I did it. I don't struggle with an unhealthy desire for attention and recognition anymore. Oh, and the symptoms of a Spotlight Mindset? Striving, comparing, damaged relationships, fear of failure, seeking validation, selfishness, seeking influence? Those don't show up in my life now. I'm all set."

I hate to break it to you, but that won't happen. The truth is, we'll oscillate between the Spotlight Mindset and the way of the Secret Society regularly. Overcoming the Spotlight Mindset is not

something we do once; it's something we get better and better at over time.

When I find myself in the grasp of the Spotlight Mindset—a metaphorical hole—the tools and mindset shifts I've learned from the Secret Society are the ladders I use to climb out. Changing my mindset is a practice, and something I try to keep top of mind so I can “stay in shape” and quickly climb out of the holes I find myself in.

My friend Koula Callahan is a yoga instructor. I asked her what happens if her regular students just stop. What happens if they are out of practice?

First, they lose the physical component, she told me: strength, endurance, mobility, and flexibility. Second, they lose the mental component. This is when my ears perked up.

They become irritable and agitated whenever they experience anything challenging, whether that's a yoga pose or something hard at work or in their personal lives. However, the more they engage in their yoga practice, the more they're able to willingly enter into something that's challenging and not let it throw them out of whack. By welcoming the discomfort and challenge of yoga, welcoming and engaging challenges in other areas of their lives becomes an immediate, subconscious response.

That's what we're aiming for with the way of the Secret Society, to get to a place where living this way is an immediate, subconscious response.

The opportunities to engage in this practice are available to all of us. As such, it's imperative that we become familiar with the tools at our disposal to help us along the way. On the next two pages, you'll find a list of paradigm shifts that will make it

easy for you to reference *the way of the Secret Society*. Refer to it whenever you want a quick reminder.

By keeping current with all you've come to know by reading this book, you'll be equipped to have more healthy thoughts, be quicker to serve others, and make a habit of defining success for yourself. Not only this, your immediate subconscious response when faced with challenges will be that of the Secret Society.

You can keep coming back to these tools. You don't have to buy them. You don't have to go anywhere to get them. They're yours. You have everything you need to enjoy your work (and life) again.

PARADIGM SHIFTS

	The Spotlight Mindset	The Way of the Secret Society
CHAPTER 1 The Secret Society	We have to be the one people are talking about to be successful.	We execute our role with excellence, even if that means fading into the background.
CHAPTER 2 The Spotlight Mindset	We believe that chasing after money, fame, and power is the only way to have a successful life and career.	We see an alternative path to success, one that's not highlighted by our culture. We know an unhealthy desire for attention and recognition will make us restless, jealous, discontent, and unhappy.
CHAPTER 3 Success Is in the Assist	We focus on individual success even at the expense of others.	We prioritize assisting others, setting them up to win.
CHAPTER 4 Playing by the Wrong Scoreboard	We need to rank high on the list of culture's scoreboards. Our position on the social hierarchy motivates our thoughts and actions.	Culture's scoreboards don't get our energy or attention. We're willing to swim upstream in that regard while recognizing that life is not a zero-sum game. We are committed to collaboration over competition, and we believe we don't need to beat anyone to win.
CHAPTER 5 Looking for a Little Bit of Recognition	Our value is contingent on recognition, and so we will do whatever we can to get onstage, be seen, and be recognized.	We regularly give recognition to others, regardless of whether we ever receive it in return. We do not link our worth to getting noticed.
CHAPTER 6 You Don't Need a Stage	We need to have some kind of stage or platform.	We measure ourselves not by where we're standing but by the people we're impacting. One life at a time.

PARADIGM SHIFTS

	The Spotlight Mindset	The Way of the Secret Society
CHAPTER 7 Let a Problem Be Your Solution	We look for people to solve our problems, constantly thinking, <i>What's in it for me?</i>	We look for ways to solve other people's problems, asking, "What problem can I solve for someone else?"
CHAPTER 8 Get Lost in the Work	We are fixated on a particular vision of success—namely, the end result.	We have learned to focus on the process, surrender the outcome, and let the results take care of themselves.
CHAPTER 9 Embrace Challenges and Learn from Failure	We believe success is a steady incline to the top. Problems are to be avoided or ignored.	We believe success is not a straight line up or a guarantee, but instead it is found in embracing challenges and learning from failure.
CHAPTER 10 When You Don't Mind Who Gets the Credit	We need the credit for our work.	We don't mind who gets the credit.
CHAPTER 11 When Is Enough, Enough?	We never seem to have enough, and as such we never stop chasing and striving. We are at risk of sheep bloat.	We have learned to define success for ourselves and have found contentment in that. We are willing to lie down in green pastures for the sake of our health and relationships.
CHAPTER 12 An Honor to Serve	Our modus operandi is to serve ourselves and believe that is the way to get ahead and get everything we want out of life.	We serve others, and as a result we have found meaning, joy, and fulfillment in our lives and careers.

To download these paradigm shifts as a PDF along with other bonus resources, go to SecretSocietyBonus.com