

When You Can't Do It Alone...Multiply!

Learning to master your exponential potential

By Paul J. Meyer

The first insurance company I worked for many years ago would not allow me to hire other people, so I was limited by the hours I could work in a single day. Later, when I took a position with another company that allowed me to recruit other salespeople, I set the bar high and recruited over 800 agents. Needless to say, my financial return began to explode!

It's interesting to note that while multiplication is taught in school, it's rarely taught as a principle of real life. Whether that is due to lack of vision, fear of the unknown, selfishness and greed, or simple mismanagement, the result is always the same...a limited return on your investment.

I've always believed it's better to give a person a hand up rather than a hand out. For example, a non-profit organization called me a few years ago and asked me to support their ministry financially. Instead of just making a donation, I had a better idea. I offered to pay the salary of a development director for two years. At the end of the two years the director had raised five to ten times what I was paying for his salary!

When you realize you cannot serve to the degree that those whom you have helped are now helping others, you have multiplied yourself!

Multiply what you have!

Whatever gift God has given us, His desire is for us to use it wisely so that it multiplies. Although we all have different talents and gifts, and some have more than others, always remember two things should you feel the urge to brag:

- **First**, our natural gifts are just that, gifts from God and cannot be self-generated.
- **Second**, God expects more from those who have been blessed with much.

One of the most powerful examples of the power of multiplication is the Haggai Institute that was formed in 1969. This Institute has trained over 40,000 indigenous Christian leaders in more than 160 different nations who in turn have each trained an average of 100 more people. This has created the largest missionary force in the world, exceeding all Christian denominations combined!

Don't limit yourself!

If you focus on what you don't know, you will limit yourself. Even more surprising, if you just focus on what you do know, you will limit yourself as well. I have a very charismatic friend, Bill Armor, who could sell saltwater to a sailor. He didn't limit himself by what he knew but instead took multiple courses on

the art of communication. As a result, he became president of an insurance company, his life long dream. Bill reached his goal because he didn't limit himself by just relying on the basic ability he already possessed, but expanded his knowledge and became even more gifted.

You must also recognize that multiplying your gifts and talents takes time. In fact, delay is part of the multiplication process. Once everything finally lines up though, watch out. Things will suddenly explode!

The top 6 multipliers

To multiply is to tap into your exponential potential. The top six multipliers I have discovered and experienced are:

1. Connecting to God: The basis for all multiplication begins with a personal relationship with Jesus Christ. God living in me means I am connected to the Creator of all things, which means I have an unlimited supply of all I need to increase and multiply.

2. Being Creative: We all have a God-given ability to be creative. Leave unbelief behind and envision what is possible. Creativity connects potential with reality.

3. Starting Small: You need to start small and "work-up" to believing for great things. If you are not prepared to receive it, then you will not be prepared to keep it. I can literally trace millions of dollars in royalties back to one program that started as a result of a single article I wrote in 1967.

4. Learning to Delegate: If you have to do everything yourself, you will not be able to multiply. Form a team effort mentality.

5. Allowing Others to Give: I allow those who work for me to give their time and expertise to charities on company time. The effect on my community is phenomenal!

6. Giving it to God: We have to be willing to give up our plans, to die to self, and instead follow God's plan. Whenever I have turned down an enticing business deal because I felt it was not God's will, I have never been sorry. In the end it always turned out for the better. That is the amazing effect of giving it all to God and letting Him manage your life and business.

Multiplication is mathematically intended to do one thing: *continue forever*. The exponential potential behind multiplication is fully expressed when growth is perpetual. Remember, you can't do it alone...so multiply!

Paul J. Meyer, best-selling *New York Times* author and founder of the Success Motivation Institute has written two dozen full-length programs plus numerous books on attitude, motivation, goal setting, management, leadership, and time management. In his inspirational and instructive CD, *Harness the Power of Your Attitude* available at www.pauljmeyer.com, Paul shares the principles of positive expectancy and a spirit of gratitude that will propel you toward success in every area of your life.

