

# Turbo Leadership Systems™

# The **TURBO** Charger

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To our clients and friends

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## Make Every Minute Matter



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*Your  
classroom  
on wheels*

As I backed out of the garage this morning, I continued listening to a book from where I left off yesterday. This was nothing new for me. This is my daily routine. As a subscriber to Audio Tech Business Book Summaries ([www.audiotech.com](http://www.audiotech.com)), Business Briefings ([www.briefings.audiotech.com](http://www.briefings.audiotech.com)), and an avid listener to Celebration Church's Sunday CDs, I turn my driving time into learning time.

Time management is the central skill of success. Your ability to manage your time, to focus and channel your energies on your highest value tasks, determines your rewards and your level of accomplishment more than any other factor.

Your mind is a precious asset. You must be continually working to increase the quality of your thinking. One of the best ways is to turn driving time into learning time. Listen to educational CDs or iPod in your car. The average driver, according to the American Automobile Association, drives 12,000 to 25,000 miles each year, spending 500 to 1,000 hours in your car each year. That is the equivalent of 12½ to 25 forty-hour weeks. This is the same as two full university semesters spent behind the wheel of your car each year.

If you did nothing but use that traveling time as learning time, this decision alone could make you one of the best educated people of your generation. Many people have gone from rags to riches simply by listening to audio programs as they drove to and from work.

I'll never forget sitting in the convention center in downtown Detroit, listening with rapt attention to Earl Nightingale. I was such a fan and devout student to his teachings. At one point he said, "I can tell you how you can become smarter than your boss and

perform at a higher level than anyone you work with today. Simply devote 20 minutes every morning to studying your craft." And then he went on to say, "If you're investing in stock for the long term, you would certainly invest in a company that had an active research and development department." He made the point that is so important - for each of us to invest 10% of our earnings in ourselves, in our own research and development department.

In addition, for personal and professional development, you should attend every seminar you can, a minimum of one a year. You can often save yourself hundreds of hours of reading and researching by attending a seminar given by an authority in their field. You can learn ideas, techniques and methods that can save you hours, days, even months of hard work and research on your own.

Remember, to earn more, you must learn more. Your outer world of results will always correspond to your inner world of preparation. Continuous learning is the minimum requirement for success in any field.

Now, here are two things you can do to put these ideas to work in your life immediately:

First, purchase an audio program that can help you to be happier and more effective today. Begin listening to it immediately. Resolve never to listen to music in your car when you can turn driving time into learning time.

Second, seek out seminars and training programs given by experts in your field. Sit close to the front, take careful notes, and apply the best ideas that you learn immediately.

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