

MAXIMS FOR MAVERICKS™



TIMELESS WISDOM AND INSIGHT OF
MAVERICK THINKERS AND
INNOVATIVE LEADERS
ABRIDGED EDITION

Kent Healy

MAXIMS FOR MAVERICKS™

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Maxims for Mavericks – Abridged Edition

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*The wisdom
of the wise, and the
experience
of ages, may be
preserved by quotation.*

— Benjamin Disraeli
Former Prime Minister of the U.K.

*Discovery consists of
looking at the same thing
as everyone else and
thinking
something different.*

— Albert Szent-Györgyi
Noble Prize-winning physician

Q & A

Q: *What is a maxim?*

A: An expression of a general truth, a principle, or a rule of conduct.

According to the eighteenth-century Russian philosopher Immanuel Kant, a *maxim* is a self-created rule that an individual uses in making a decision. Said differently, a maxim is our internal playbook; it's part of a code that we consult when making the very decisions that shape our life. Our maxims are our motivation behind every action and, therefore, contribute to every outcome we experience.

Q: *What is a Maverick?*

A: An individual independent in thought and action.

Mavericks are artists in their own right. To best represent these original minds, I've captured their character artistically in the form of a poem.

THE MAVERICK

Beyond the constraints of a monotonous environment
Emerges a free mind choosing empowerment

Remaining free in spirit and in mind
The Maverick breaks through the tiresome conventional bind

Without regard to the status quo
There is much more out there, that they know

Always searching and thinking too
Never taking "no" for an answer, only "yes" will do

They inspire, create, invent, and explore
Allowing those around them to grow, know, and experience more

Their insatiable curiosity and compassion for life
Drives them to seek ways to eradicate strife

With a passion to serve
They help others create the life they deserve

And although nothing is certain, they will take a chance
The Maverick never ceases to ask the hand of opportunity for a dance

They blaze their own path pushing aside the imitations
Helping themselves and others exceed their own expectations

"You can't do that," they are told
But they always step forward, acting bold

They break the conformist mold and risk looking like a fool
But in the process they become the exception to the rule

The Maverick will not stop
Refusing to give up until they're at the top

They define success and what it means to live
By accepting nothing less than the best they can give

They step up to the challenge and never abandon the cause
Helping humanity advance passed its flaws

Because they think they can, the Maverick always will
They understand and use the power of free will

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THE ORIGINAL MAVERICK

Samuel A. Maverick was a lawyer in south Texas during the middle of the nineteenth century. To settle a debt of \$1,200, a client gave Maverick four hundred head of cattle. Little did Mr. Maverick know that these cattle would immortalize his name.

With no experience as a cattle rancher and no immediate use for the animals, Maverick let the cattle roam free. He chose not to brand them and insisted that any cattle found without a brand in southern Texas were *his* cattle—a bold move that baffled other ranchers and caused a general uproar.

Maverick eventually sold his herd, but the word *maverick* became widely used throughout the West to describe any unbranded cattle. The name *maverick* was soon adopted in England, where well-known English writer Rudyard Kipling popularized it in one of his stories, “A Mutiny of the Mavericks,” in which he described the Irish Royal Loyal Musketeers as “masterless and unbranded cattle.”

Today, the term *maverick* is often used to describe freethinkers and original individuals living life on their own terms and choosing not to be defined or “branded” by social norms or conformist labels.

Introduction

WISDOM & INSIGHT OF THE AGES

“He who learns from the wise becomes wise.”

96,100,000,000 is the number of people that some historians and mathematicians estimate have lived on planet earth. What a great number of lifetimes—and within each of those lifetimes a series of experiences and important life lessons have been passed from one generation to the next over the course of thousands and thousands of years. This wisdom has been expressed through creative fables and legendary folklore. It was also cleverly woven into songs, dances and dramatic performances, stories, daily conversations, and eventually, the written word.

Regardless of how this wisdom and insight was conveyed, it was the very act of communicating these life lessons and philosophies that enabled humans to stay alive and advance into the civilized world we now reside in. It’s humbling to know that we would not be where we are today without the valuable guidance and counsel that has come to us from preceding generations.

Although we carry the family names and genes of our ancestors, there are individuals throughout history (and some individuals

*The more extensive
of what has been done,
his power of knowing
a man's knowledge
the greater will be
what to do.*

— Benjamin Disraeli
Former Prime Minister of the U.K.

alive today) who stand out from the crowd. They have accomplished exceptional feats, redefined age-old limitations, instigated transformation through innovation, and inspired others—all while enjoying the process. These are the Mavericks.

Confucius, Sun Tzu, Socrates, Voltaire, Mother Teresa, Winston Churchill, Martin Luther King Jr., Albert Einstein, Walt Disney—these and many other Mavericks, those gone and those still alive today, are individuals who have significantly contributed to the well-being of our planet, our existence, and our progress toward a better way of life. This book includes timeless wisdom from Maverick thinkers of the past and insight distilled from my countless interviews with innovative leaders of today.

What do these individuals have in common? All have sculpted their lives on their own terms. As you'll discover, their wisdom and outlook toward life is indispensable.

Mavericks understand that knowledge *is* power, so long as we apply it to our lives. Today, many of their important lessons have been distilled into concise quotations, or *maxims*. Very few words,

but very profound lessons. With this knowledge, we can develop fresh perspectives that reveal an entirely new world of possibility. Perhaps Marcel Proust, the French intellectual and novelist, said it best:

*The real voyage of
discovery lies not in seeking new
landscapes, but in having
new eyes.*

It's my hope that you enjoy this journey of timeless wisdom by sharing the insights of the greatest Mavericks who have ever lived. My goal in writing this book is to share with you some practical and empowering perspectives that will enable you to get a glimpse of the world the way a Maverick sees it—and then in the process, become one... become an original individual of your own creation.

HOW TO READ THIS BOOK

There is a great deal of wisdom and thought locked away in a single maxim. To reveal the more discrete insight offered in each, I have designed this book in a very specific way. Following each maxim, you will find four sections:

1. Principle
2. Illumination
3. Belief
4. Reflection

1. *Principle:*

The message behind the maxim described very briefly in simple terms.

2. *Illumination:*

A more-detailed description of the concept captured within the spirit of the maxim.

Why the word *Illumination*? Centuries ago, there was a secret society called “The Illuminati,” and their title was very appropriate. This powerful organization influenced much of the political happenings of the time. They created “reality” in the way they desired reality to be by acting on information that the majority of others did not have. The name *Illuminati* derived from the idea that these individuals were the “enlightened ones.” Explaining the truth behind each maxim in this book is an enlightening process—hence the title, *Illumination*.

3. *Belief:*

The personal belief that Maverick thinkers have adopted to make the maxim part of their everyday life.

4. *Reflection:*

Simple and practical questions that help you apply the maxim to your life.

No two people are the same. We all have different styles of learning. However, since we are still human, there is a universal truth we should take into consideration: Changing our patterns of habitual thinking and altering our core beliefs does not occur overnight. Rushing through this book may not bring about the best results.

You may be inclined to read this from beginning to end immediately, moving from one maxim to the next, but to see results in your life, I suggest you choose one maxim to focus on for one full day at a time and make it your central theme for at least twenty-four hours. Below are some techniques you may consider:

1. Write the maxim on a separate piece of paper and keep it in your wallet or purse.
2. Write the maxim on Post-it® notes and place the notes in locations you will see regularly.
3. Display the maxim on your screensaver.
4. Keep this book with you at all times as a reminder of your commitment to become a Maverick thinker.
5. Find a partner to accompany you through this process. Send each other reminders of the core principles and Maverick beliefs throughout each day.

If you would like more information about the full-length version of *Maxims for Mavericks*, please visit www.kenthealy.com, email us at sales@kenthealy.com, or call toll-free at 1.866.928.2554

Reality is negotiable.

— Timothy Ferriss
Author and inspirational speaker

Principle:

The way we experience the world can be adjusted by altering our mentality and our beliefs about what can and can't be done.

Illumination:

There are leaders of the heart and leaders of the mind, and both irrefutably share very specific commonalities and beliefs that enable their fairy-tale-like realities of success and fulfillment to exist in a world of conformity and traditionalism. As you might guess, there are many traits that Maverick individuals share, but the fundamental characteristic of true Mavericks is their ability to create a new perspective to a longstanding reality that others have declared permanent and unchangeable.

This is the maxim that enables and accelerates the effect of all others. Through the eyes of a Maverick, *reality is negotiable*. This is why some individuals have been able to overcome seemingly insurmountable obstacles to create a life of freedom, bliss, adventure, and meaning, while others remain stuck in their meager existence. The basis of this maxim is founded on one idea: *Your mentality is your reality*. Success, entrepreneurship, leadership, and responsibility are all a mind-set, not a skill-set. Sages throughout history have agreed that we become our thoughts.

Mavericks took this concept literally. Consequently, they have chosen an unconventional and innovative outlook on the same world we all share, and as a result, they create a reality much different from that of their fellow students, team members, coworkers, and citizens.

Any giant step forward has been made by a Maverick because progress requires innovation. By doing the same things, we cannot expect to get different or better results. New approaches, new perspectives, and new beliefs about what is possible must precede any advancement or enhancement of our current reality. Sometimes just thinking differently can make all the difference. It has taken those who have contested conventional ways to go beyond what was logical and rational to accomplish remarkable feats. At the turn of the twentieth century, George Bernard Shaw wrote:

“The reasonable man adapts himself to the world: the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man. The man who listens to Reason is lost: Reason enslaves all whose minds are not strong enough to master her.”

It was unreasonable for Christopher Columbus to begin his voyage of discovery when most believed the world was flat; but he did it. It was unreasonable for Nelson Mandela to confront violence and disorder with peace and forgiveness to transform the culture of a nation; but he did it. It was unreasonable for John F. Kennedy to claim that we would put a man on the moon; but we did it. It was unreasonable for Bill Gates to front a new era in history, the digital age; but he did it. And in doing so, these and other unreasonable revolutionists have advanced our way of life.

Although very different individuals, the similarities are clear.

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Mavericks deliberately shape their reality by being innovative, original, and bold. But these abilities are not reserved for a select fortunate few; they are available to all. In fact, we're all born with the makings necessary to be creative and original. Reflecting on his own life as one of the greatest Maverick artists in history, Pablo Picasso made a powerful observation: "All children are born artists. The challenge is remaining one as we grow older."

He's right. The process of becoming a Maverick is, in actuality, a process of rebirth. It's a matter of reigniting the inner genius within all of us and daring to express it. This mentality is an attitude; it's personal style; and it means reclaiming our own novel approach to life. Life is ours for the creating. *Carpe diem!*

Beliefs:

- Reality can be bent, fashioned, and created appropriately with an innovative mentality and the right action steps.
- Underneath my old habits of thought is an artist willing to experiment and sculpt a new reality.
- I believe my choices contribute to the current circumstances in my life—and the quality of life I experience is my responsibility.

Reflection:

- How do I define what is reasonable and rational?
- How has my definition of what is "reasonable" influenced my decisions and shaped my life?
- What is my ideal reality, and what mentality would I have to possess in order to begin creating it?
- Experiment with how your disposition influences your reality. Temporarily adopt a persona different from your usual personality. Notice how people treat you differently and how new circumstances begin to appear as a result.

Wisdom ² begins
 Wisdom begins in wonder.
 in wonder.
 — Socrates
 Ancient Greek philosopher

Principle:

Curiosity creates a world of opportunity and adventure in which infinite knowledge can be discovered.

Illumination:

Mavericks are enthralled by even the simplest of things. Why? Because they are curious individuals—and *curiosity* literally means "eager to learn more." Thus, in a world full of nearly infinite information and discovery, Mavericks see boundless adventure. In an environment such as this, it is impossible to get bored. "There's no such thing as boring subjects, only boring people" according to a mantra shared by many high achievers. The truth is, nothing is interesting if you're not interested in it—this includes life. And without curiosity our mere existence feels like work.

Conversely, life has so much to offer once we're willing to dream, discover, and understand. Curiosity urges us to explore the unknown, step out of our comfort zone, and tap into the magnificent power of passion. But perhaps most importantly, it fosters our enthusiasm and therefore creates effortless success. When we're interested in what we're doing, motivation comes naturally.

Reality is
 negotiable

(Notice how no one needs to motivate you to act on your hobby—it already interests you.) I have yet to meet a Maverick who was not a curious individual. Even Einstein, the illustrious free thinker, credited his success to his insatiable appetite for knowledge. He said, “*I have no special talents. I am only passionately curious.*” The development of wisdom requires a fertile mind teeming with curiosity to enable it to soak up life lessons through observation and experience.

Some view their days as a never-ending process of monotony, but Mavericks feel twenty-four hours per day just is not enough time. Here’s how it works: The more curious you are about the world you live in, the more intriguing and exciting life will be. Passion, enthusiasm, and excitement all begin with a genuine spark of curiosity. The moment your mind gets curious, a new world of adventure and possibility appears.

Beliefs:

- This world is a very interesting place, and it becomes even more intriguing when I am eager to explore and understand my life at a deeper level.
- The experience of boredom is an indication that I must redirect my focus of attention.
- Genuine curiosity releases my creativity and passion, which then enable me to learn more and achieve more.

Reflection:

- The key to releasing your natural curiosity involves asking questions that engage your brain—questions that cause you to search for information that interests you. You may start by asking yourself questions such as:
 - What makes people tick?
 - What drives me?

- Is there a better way to do this?
- How could this apply to my life?
- How does this work?
- Who invented this?

*Wisdom
begins in
wonder.*

3

*Opportunities are reserved
for those who seek them.*

Principle:

The world offers plenty of opportunities for those who are proactive and search for them.

Illumination:

Limitless possibility exists for those who believe it exists. Perhaps the strongest thread that ties Maverick minds together is their unique outlook on the world. Where many others see barriers, challenges, and a lack of alternatives, they see opportunity.

Mavericks are strikingly similar to entrepreneurs in that they constantly use their creativity and acute observation to seek solutions that others often overlook. And this is more an attitude than a skill or profession. In fact, one of the greatest struggles they have is choosing between the good opportunities and the great.

Discovering a great opportunity does not necessarily mean that it will be easy to implement. Ann Landers was an advice columnist for twenty-six newspapers when she made this powerful observation: “*Opportunities are usually disguised as hard work, so most people don’t recognize them.*”

Sometimes our greatest opportunities lie within our greatest challenges if we can train ourselves to lay new eyes on existing predicaments. Looking at the same situations and thinking differently about them allows us to recognize new solutions and possibilities—but we must be proactive. Sun Tzu, the ancient Chinese philosopher, said, “*Opportunities multiply as they are seized.*” Life favors those who are constantly searching, seeking, and proceeding.

Much of the reason most people fail to see the options available to them is because they usually expect these opportunities to approach them with flashing lights and thunderous music. But do not be fooled; life rewards those who are observant and attentive. What we look for tends to show itself, but what is left unsought remains undetected. Therefore, *seeking* opportunity is the best way to reveal it.

Belief:

- Because I am observant and proactively seek opportunities, I discover plenty of them.

Reflection:

- Recognizing opportunities requires that we redirect our focus. We can do this by asking effective questions that assist our minds in searching for new possibilities. By making the questions below into habits, a much different world will appear:
 - What opportunity is life offering me through this experience?
 - What about this challenge have I not yet noticed?
 - If I looked at this situation from the opposite perspective, what would I discover?

There ⁴ is no
*There is no such thing as
 a lack of resources,
 only a lack of resourcefulness.*

Principle:

We all have what we need to begin the process of achieving our goals. With enough creativity and persistence, there is always a way to produce the result.

Illumination:

Sometimes the greatest accessible resource is our own creativity, perseverance, and ability to act. In a Maverick's life, there are numerous times when those were the only tools available to him or her—but it was still enough to turn imagination into reality.

Nothing becomes impossible due to a lack of resources; it's simply that some endeavors require more creativity than others. We don't need "everything" to get started. All we need is all we have.

As we put ourselves in motion and build momentum, the universe transpires to align more of what we require to continue forthright toward our aspirations. The act the getting started attracts more support and resources. Napoleon Hill was hired by Andrew Carnegie to lead a twenty-year study of success. Hill discovered

that a lack of immediate resources never stopped Mavericks from achieving their goals. In his book *Think and Grow Rich*, Hill asserts, "*Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along.*"

As seventeenth-century French author François de La Rochefoucauld so eloquently put it, "*Nothing is impossible ... if we had sufficient will we should always have sufficient means. It is often merely for an excuse that we say things are impossible.*"

The ancient Carthaginian military commander and tactician Hannibal is often credited as one of the finest commanders in history. He was widely known for his confidence in making the impossible, possible. He once said, "*We will either find a way, or make one.*" Imagine how your life might be different if that were your own philosophy.

Conditions are never just right. There will never be a perfect time; only some that are better than others. Ask yourself, "When would *now* be a good time to begin?"

Beliefs:

- I have all that I need to begin the process of achieving my goals.
- By use of my creativity and commitment I can always create a solution.
- My success depends largely on how well I use the resources available to me right now.

Reflection:

- Write down a goal or desire that you wish to accomplish. For ten minutes, brainstorm at least ten ways you can make this happen.
- Be creative and eliminate previous assumptions about yourself,

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other people, and the world you live in. A simple way to do this is to think in extremities. "If it were a matter of life and death and I absolutely had to accomplish this goal, how would I do it?"

- Do you have a creative and successful role model? If so, ask "What would _____(their name) do to accomplish this objective?"
- Other valuable reflections may begin with the following: Whom do I know who has accomplished a similar goal? How can I speak with that person and learn from his or her experience? Who *does* have the resources I need to accomplish my goal? How did they acquire them?

There is no such thing as a lack of resources, only a lack of resourcefulness.

"He who learns from the wise becomes wise."

WHAT IS A MAXIM?

An expression of a general truth, a principle, or a rule of conduct.

WHAT IS A MAVERICK?

An original individual who is independent in thought and action. See page 6 for the true story about Samuel A. Maverick.

In this book, you'll discover the rules and beliefs Mavericks use to bend reality and create a life of success on their own terms—all the while enjoying the process. Embracing the maxims that Maverick thinkers hold close to their hearts enables us to:

- Become original thinkers and innovative leaders.
- Break free from the status quo to form new perspectives and expectations about what is possible and practical.
- Create our own reality by learning from those who have done it themselves.

Ancient philosophers, modern day leaders, CEO's, and authors share their timeless and indispensable knowledge. Begin this journey of discovery and find that the "real world" is open for interpretation and alteration.



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