

MOJO

How to Get It, How to Keep It, How to Get It Back If You Lose It

MARSHALL GOLDSMITH with MARK REITER

MARSHALL GOLDSMITH was been named as one of the fifteen most influential business thinkers in the world by *The Times* and *Forbes* magazine in November 2009. Dr. Goldsmith, a graduate of Indiana University and UCLA, works with successful leaders as an executive advisor to help them get even better. He teaches executive education at Dartmouth's business school and is a frequent keynote speaker at other business schools worldwide. Dr. Goldsmith is the author of twenty-eight books including *What Got You Here Won't Get You There*, *Succession* and *The Leader of the Future*.

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MAIN IDEA

Mojo is generated the moment you do something purposeful, powerful and positive – and the rest of the world recognizes it. It's the feeling you get when you've delivered a superior performance you're intensely proud of.

"Mojo is that positive spirit toward what we are doing now that starts from the inside and radiates to the outside. Our mojo is apparent when the positive feelings toward what we are doing come from inside us and are evident for others to see."

– Marshall Goldsmith

Four key ingredients need to combine in order for you to have great mojo:

- 1. Your personal identity and self-image
- 2. The impact of your recent achievements
- 3. Your personal reputation with others
- 4. The level of acceptance you feel

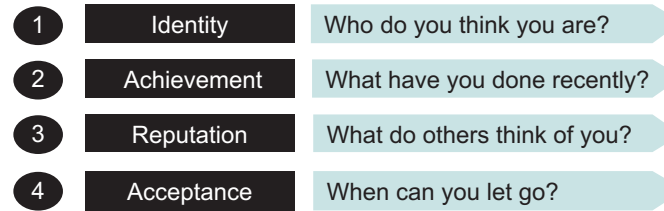
When you appreciate and understand the interaction of these ingredients, you can get to a situation where you will consistently maintain and build your mojo, both personally and professionally.

The more mojo you have, the greater the personal happiness and meaning you will be enjoying in every aspect of your life. Truly successful people spend the majority of their time engaged in activities which enhance rather than diminish their mojo. Thus it stands to reason if you can deliberately engineer ways to increase your mojo, you position yourself advantageously to be even more successful in the future.

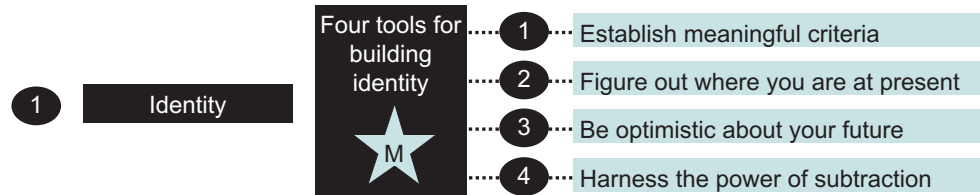
"My goal is to provide an extended answer to the most frequently asked question I hear in my work: What is the one quality that differentiates truly successful people from everyone else? My short answer is always the same: Truly successful people spend a large part of their lives engaging in activities that simultaneously provide meaning and happiness. Truly successful people have Mojo. Then I add: The only person who can define meaning and happiness for you is you! That's what this is about."

– Marshall Goldsmith

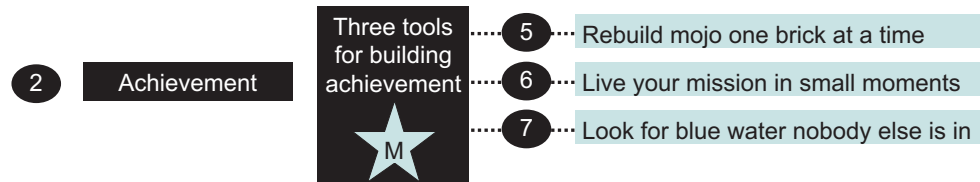
Map – The four building blocks of a strong mojo Page 2



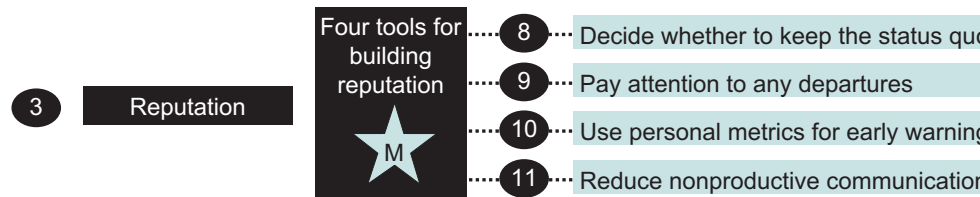
Building Block #1 – Identity Pages 3 - 4



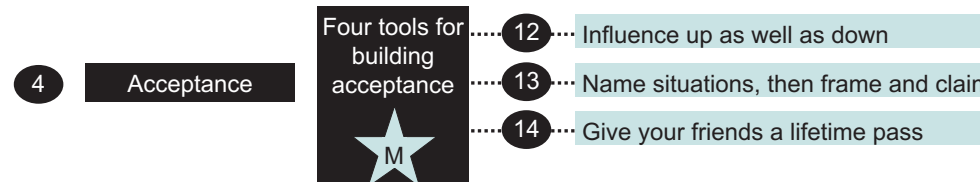
Building Block #2 – Achievement Page 5



Building Block #3 – Reputation Pages 6 - 7



Building Block #4 – Acceptance Page 8



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