

# THINK & GROW RICH .INC

## DOs AND DON'Ts

Business acquisition  
tips and tricks

## MASTER CHEFS

Cooking up mega  
dollars in reality TV

## ELECTION 2013

The businessmen  
getting into politics

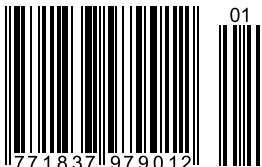
## THE MAGIC OF MYKONOS

Greek island escape

# PROPERTY SECRETS REVEALED: AUSTRALIA'S MARKET RECOVERY

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## SENSORY OVERLOAD

Drive like a  
F1 champion

THIS ISSUE'S  
MUST-READ



## Decisive: How to Make Better Choices in Life and Work.

By Chip and Dan Heath.  
Random House, 2013. \$32.95

You probably use the Benjamin Franklin method to make decisions: you weigh up the pros and cons and go with the winner.

But, Chip and Dan Heath argue this approach rarely leads to the best decisions. Using the Benjamin Franklin method can still see you fall victim to the “Four Villains of Decision Making”: framing your choice in too narrow terms, seeking out information that supports your biases, being influenced by short-term emotions, and being overconfident about the future.

The Heath brothers’ decision making method addresses those areas. It shows you how to widen your options, reality-test your assumptions, attain distance before deciding and prepare to be wrong.

The Heath brothers state up front that making better decisions does not mean you’ll always make the right choice. But choosing from a wider range of options, and using less biased information to make your choice, does increase your chances of a successful decision.

Indeed, most of the time it’s better to make a decision, act, and be wrong, than to dither and delay.

You make countless decisions of varying importance every day. This book gives you tools to arrive at choices that you can implement with greater certainty.



## Influencer: The New Science of Leading Change.

By Joseph Grenny, Kerry Patterson,  
David Maxfield, Ron McMillan  
and Al Switzler.  
McGraw-Hill Education, 2013.  
\$21.95

The five-author team who wrote *Influencer* believe that any problems – any at all – caused by human behaviour can be changed.

The first part of the book puts forth the idea that leadership is influence, and that those who influence are those who create rapid, profound and sustainable behaviour change.

To make changes you need to study the problem to identify which behaviours are most important to change. These are known as vital behaviours. Changing one vital behaviour can sometimes solve the

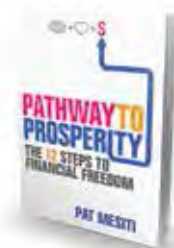
problem, and create enormous change.

The second part of the book covers the six sources leaders must engage to achieve their goal. For lasting change, leaders need to address all six areas outlined in the model.

The ideas the authors put forth work. You know they will for three reasons. First, their findings are grounded in science. Second, they illustrate their lessons with plenty of case studies – real world examples of people facing challenging problems. Third, their ideas are based on the universal principles (or laws) that govern human behaviour.

Because the model is based on principles, they can be taken and applied to any situation, whereas practices are only useful in certain situations.

If you’re responsible for leading change, this book is invaluable – clear, well-researched and practical.



## Pathway to Prosperity: The 12 Steps to Financial Freedom.

By Pat Mesiti.  
Wrightbooks, 2013. \$24.95

Pat Mesiti’s message is clear: you’re responsible for the financial results you have in your life. If you’re unhappy, then make a change.

From this starting point of 100% responsibility, Mesiti goes on to show you how to kill the “mind viruses” – faulty beliefs about money – that will keep you poor. Once they’re gone and you change the story you have about money, following a deliberate course of action will change your financial destiny.

In chapter six, Mesiti outlines 12 laws of money. These laws guide you to new beliefs about money. Your beliefs drive your actions.

Mesiti’s book is inspired by 12-step programs and especially *The Principle of the Path* by Andy Stanley.

Simply reading this book will raise your prosperity consciousness. That sounds like wishy-washy New Age mumbo-jumbo... in reality it’s not like that at all.

If your money has become unmanageable... if you’ve tried willpower and it’s failed... then use this book to put you on the pathway to prosperity.

After reading Mesiti’s previous book, *The \$1 Million Reason to Change Your Mind*, I experienced a jump in income, growth in my business, and an appreciation of wealth. The same thing has happened in the weeks since I read this book. [TGR](#)

Reviews By Daniel G. Taylor