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THE ABSOLUTE MUST DO'S TO  
**LEVERAGE**

**AND**

**MAXIMISE**  
**OPPORTUNITY**

Finding key leverage points within your business is important to effecting positive change, writes **Pat Mesiti**.

**A**s the economy and industries continue to evolve, so must our strategies and skills. The amazing thing about opportunities is they always look better going than they do coming. Many years ago I was asked to take over a drug rehabilitation facility, and quite frankly it didn't look like much of an opportunity. It was \$276,000 in debt and was losing \$27,000 a month with only four boys in the program. Matter of fact it was such a challenge, most people wouldn't touch it. But I could see there was a major need for it.

The chairman of the board told me they couldn't find 30 young men with addictions to fill the facility, in Sydney of all places! I think I could find 30 drug addicts in just one suburb, let alone a whole city. The problem was they didn't know how to leverage the opportunity.

I really believe many of us are like this. Look at the Beatles. When they went to Decca Records the management told them, "Bands with guitar sounds are out of fashion." What a missed opportunity. They didn't know how to leverage this world-changing band. But more importantly, where is Decca Records now? The Beatles albums are still selling.

I wonder what opportunities you're not seeing. Most people say, "I would never have done that. I would have taken that opportunity". Well what about the opportunities you have right now?

I know people who started in small things, like an online business, and created great wealth from it. Others took an opportunity to invest in a small property and now have over 20 properties. We've got to look at opportunities as a means to an end. The key is: you will either make excuses or you'll maximise and leverage your opportunities. But you can't do both.

## "MAKE SURE YOU SHARE YOUR OPPORTUNITIES WITH OTHERS."



Here are some tips on how to maximise opportunities.

1. See what's possible. You and I must understand the power of possibility. By always thinking of what's not possible, you will never, ever maximise an opportunity.
2. Make a plan with whatever small opportunity you have. Just remember, you'll never start anything at the top. In fact, the only job you do starting at the top is grave digging. And it's all downhill from there. You must have a plan.
3. This is important: make sure you share your opportunities with others. Then there will always be someone there who can help you along with your dreams and leverage your opportunity even better.
4. Get the best people around you. When I begin

an enterprise, I always find the best person to help me achieve my goals. And I reward them handsomely.

Many of us don't see opportunities because we are too short-sighted. Joseph P Kennedy once said neither he nor his children would have any political aspirations. Years later, his son Jack Kennedy became President of the United States and his sons

Ted and Robert Kennedy became Senators.

The reason we don't take opportunities is because they often arrive brilliantly disguised as impossible situations.

I'm sure all of us look at things like Instagram or Facebook and wish we had created it, but how do you know the ideas and concepts you have aren't the next great idea? It's just a matter of presenting it to the right kind of person.

You see, you've got to understand the power of networking with others. The synergy of working together creates something which brings long-term results. No-one achieves success by themselves; we succeed by working together.

When the Three Tenors - Domingo, Pavarotti and Carreras - were asked if there was any rivalry

between them they said: "Rivalry has no place when making music. We have to put our whole heart and soul into a unified voice!"

That's what we must do. If we want to leverage our opportunity, we need to celebrate each other's uniqueness without being threatened by it. It's about having the right mindset. Most people see what can't happen but the opportunist sees what can happen.

Here's the cruncher: you must have a dream if you want to leverage opportunities. You've got to begin with the end in mind. Decide what you want to achieve, then work backwards. Every opportunity needs a destination; otherwise it's just a whimsical thought or idea.

Opportunities come to us every single day. Some of us grab them and run; others run scared. If you want to leverage and maximise an opportunity, you must see it for both its difficulty and reward. Only then can your life go to another level. [WGC](#)

*Pat Mesiti is an internationally celebrated speaker, seasoned business executive, entrepreneur, mindset growth strategist, best selling author and consultant. Pat's books and courses have sold over two million copies. He is the author of eight best-selling books such as The \$1 Million Reason to Change Your Mind, How to Have a Millionaire Mindset, Soaring Higher, Dreamers Never Sleep, and Staying Together Without Falling Apart and in February 2013, he released Pathway to Prosperity.*

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