

A
**Simple
Guide**
to Making a
Difference



Making the World a Better Place by *Being You*

by Stephen T. Jones

A Simple Guide to Making a Difference

Making the World a Better Place by Being You

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Forward

When I first met Stephen Jones, he seemed to me to be quite passionate about this project and the value it could present to people in regard to making changes in their lives. In the beginning, I found that our working relationship was everything but smooth because I was having a challenge locking into the concept. At one point, I thought I might not be the one to edit this book. I am drawn to people who are passionate about life, and so I kept coming back to meetings to see if I could become clearer about his vision. Days later, I found myself starting to understand Steve, his good intentions, and what he had set out to inspire. Keep in mind, when you read this, Steve isn't looking for you to agree with everything he says. I feel in all sincerity that he just wants you to go away open, and saying to yourself, I think he is onto something--let me give this the one per cent he talks about. **Chad Edwards, Editor & Ghostwriter**

Dedications

I would like to thank and dedicate this book to my dad, mom, Ron, Mike, Stephanie, Lorin and Aaron...The Seaport Village Mastermind Group and all the MF'ers past, present and future.

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1.1 Introduction

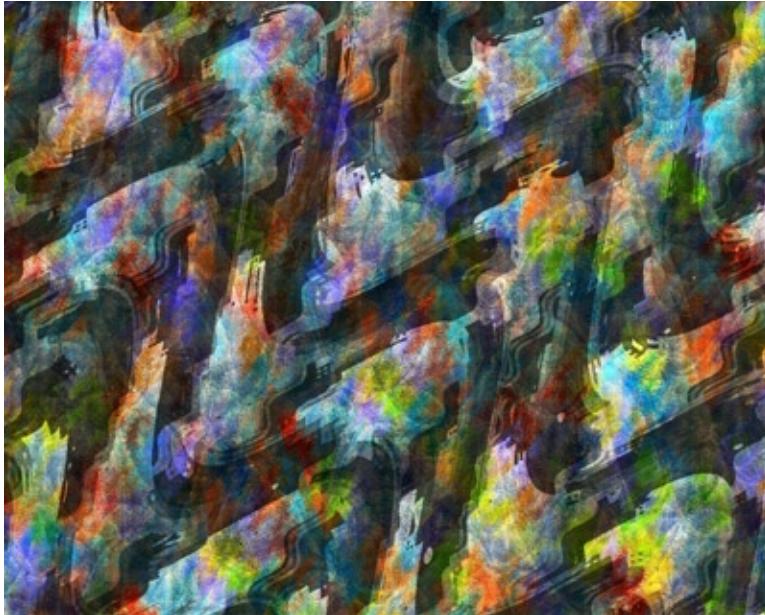
What is a simple guide to making a difference? For me, it is continuing to do what you are doing 99 per cent of the time, and giving one per cent to change. This is a movement started several years ago when I created an alumni program at my old high school, St. Augustine High School, in San Diego, CA. During this time period, I discovered unique ways to give back and lead. You might be asking yourself, How does he have the right to make this statement? If you knew a little about me, you would find that most of my career I have been an unsuccessful businessman, and during high school and college I was a “C” student. In addition, I lived at home with my parents until my

early thirties. Up until recently, I would have continued to try and prove my value, but not anymore. For me, I think and feel that trying to prove these things over and over again are a waste of energy, and this movement is all about doing and being. This movement is about co-creating programs, businesses, and joint ventures with people from all walks of life to share, shape, and manifest—and make a difference.

I have a theory that most training and growth programs start at a certain level. Then you leave confused, and at some point you make a jump or you go back to your old level. Some programs can make you feel like you are boxed in and have no room for change. They are quite often trying to convince you that “their way” is the only right way. Like my MF'er (Mentor and Friend,) Lance LaMadrid says, “Anytime you are in line with your higher self, all your past is considered tools.” What this means to me is, when I am connected to my core purpose, all my past experiences good and bad are considered gifts. The day after I wrote my first rough draft for this book, I had about 20 minutes of clarity where everything I had experienced during my lifetime made sense. All my success and failure were in harmony as one. If I am never in that field again, that experience will continue to shape my life everyday. For instance, recently I contemplated what it would be like to indulge in the gift of laziness. I thought about all the time I had wasted working out six days a week, and working 10 hours a day trying to prove I wasn't lazy. What a waste of energy! But not a waste of experience, because I went through some great programs and met some amazing people that have helped shape my life.

What if there was a way to continue doing 99 per cent of what you are doing right now, and giving one per cent to change? I think we all could handle being ourselves 99 per cent for this to work. It is important for you to be you. When reading this, it is important that you bring your 99 per cent, and leverage my experience for the other one per cent. It sounds simple but the key to making this sustainable is that once

you have some growth that you come to understand, there are some things you have done a certain way for years that you just might find new and different ways to do for a different kind of success. This book will be a co-creation of your experience blended with mine. If anything in what you have read so far is beginning to make sense, stay with me. Or, if you feel you need to read this once a week, this material may not be for you. This is designed for you to take action Day One by putting together a plan, setting goals, and getting your ideal team together. The power of this is coming together with people that have different gifts from yours, and letting them reveal them. This is about giving and receiving because you have limitations and I have limitations, but when we work together we don't have any limitations.



1.2 What are you running from?

Some time ago I reached a crossroad, and I decided to challenge one of my fears. All my life I had been a sprinter, and when it came to long distance I could run forever. But, when it came to running for a goal, for some reason I had many blocks. I remember when I was attending Regis University in Denver, CO. The baseball team that I was on required us to run a 7½ minute mile to join the regular practices at the beginning of spring. This goal was set for us by the coaches about 2-3 months before judgment day. Everyday, I worried about having to do this and it took away from me working on the solution. It turned out that because of the bad weather the team didn't have to do the test. Think of all the time I wasted worrying whether I would pass the test or not,

when I could have been working on the solution.

Eight to ten years later, I decided to confront that fear because I had always spoken to others about conquering their fears. If I wanted to move toward being an example to live by, and be congruent with what I was teaching, this is what I had to do also. I believe that crucial to manifesting the change we need, we must remain congruent with what we are speaking about, whether it is parenting, leading, managing, mentoring, teaching, coaching, or sharing.

During a one-on-one coaching session, I was working with a high school baseball player named Brandon, who was having trouble focusing on his pitching. He could only last 1-2 innings because he was worrying about getting taken out of the game before the game even started. During that session, since he was also a cross-country runner, I decided to have him coach me on running because I feel that mentoring is about giving but also receiving. I asked him to confront his fears, and learn how to relax and find laughter in most situations. The first and only run we ever went on, we started off really fast and I was wondering why he was doing that. After the run I asked him, "Why did you start so fast?" And he said, "It wasn't me, I was just matching you." Right then I learned that when I am in my most uncomfortable positions, I over-compensate. My hands were tight, and I wasn't breathing properly. I knew this as a sprinter, yet it didn't translate when I was confronting this fear. Although at the time I was in the best shape of my life, and he was a cross-country runner in very good shape, I got tired really fast. And, he got tired because I was leading him. As I am writing this, I am thinking about all the areas of my life that this affected in my past.

As the reader, you might pause to think, How would this affect me if I were in this or a similar situation? Ask yourself; Am I in a similar situation right now?

Right then I set a goal and I was ready. I was inspired because I had learned an important "life lesson" that I could use in all areas of my life in that 1½ to 2 hour session.

My goal was to run a five-minute mile even though I had never even run a seven-minute mile. At the time I was living at my parents' house, and their neighborhood was at the bottom of a hill. So every morning, I would get up and before I would do anything else, I would run uphill for 8 minutes. I figured if I was over-compensating, I would use it to my advantage. What I mean by this is, any time you are pushing past a fear or a block you should use your resistance to break through to the other side. One day, as I was walking back from my eight-minute run, I noticed that when I was walking down the hill I would squeeze certain muscles. I also noticed that if I let go of those muscles that I would walk faster and with less effort. To remind you, during this time period I was learning and teaching resistance. The thing we need to take from this is that sometimes it is not the goal that we set or the fear that we confront, it is the door that is opened, and then the magic happens.

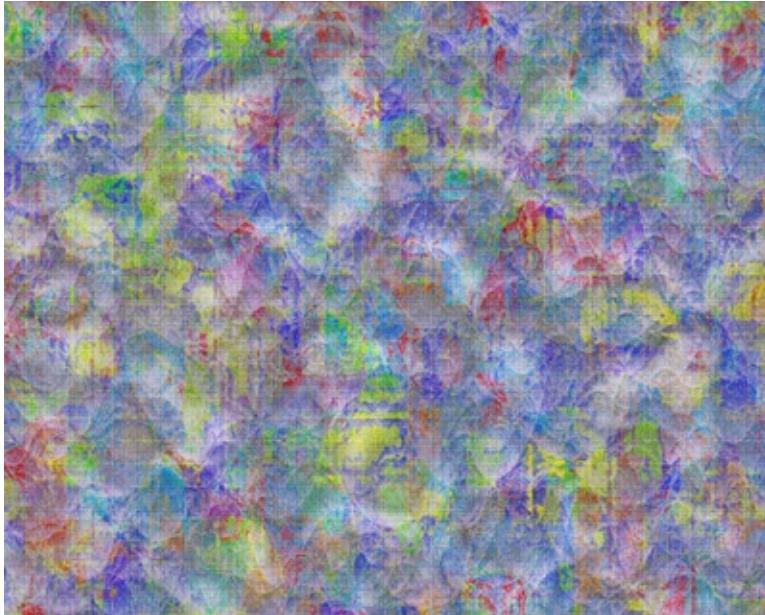
What are you resisting? How can you use that resistance? What doors will open if you confront those fears?

And YES, I did run the five-minute mile and I haven't jogged since, but the experience is still evolving and shaping my life today. I feel that the most important and most overlooked key when you break past a goal or let go of a block is to celebrate with a moment of silence.

Please take 30 seconds to celebrate your life and how far you have come.

	1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30		

So many of us are caught up with day-to-day B.S. that really means nothing even to us, and we don't take time to celebrate our lives. At one point, we need to pause from striving and start thriving. What is thriving? For me, it is at the end of the day knowing that I made a difference, and celebrating that. I believe that most of us spend our lives going from problem to problem to problem. Think of all you have been through and how far you have come—and celebrate it.



1.3 Make moves with least effort!

Walk faster with less effort. Now, a word about working and playing with resistance. I believe that you can motivate anyone if you can find what I call their Genius Spot or Sweet Spot—that place where a person “drops” into their true being—and let it work in harmony with their resistance. In order for some strategies to work, you need to forget everything you know and start from scratch. Why not continue what you are doing 99 per cent, and give one per cent to change?

This is a three step approach, and this is how it works:

Step 1: Ask people questions without judging them or trying to fix them, and notice their resistance.

Examples: What do you want out of life? What are some of your goals for this year? What are you good at?

Use these questions as a guide. The process can change every time you do this, so trust yourself and your intuition and don't be afraid to make each time a unique experience.

Step 2: Once both sides are aware of the Genius Spot or the Sweet Spot, the person being questioned becomes clearer on what they want to do, be, or have. Take time to engage them and feel their resistance, and ask yourself, "If I were them, how would I begin to free myself of the resistance?"

Step 3: Now it is time to give a suggestion, or if they have been struggling with this resistance for a while, it is time to motivate them.

- A) Use the suggestion method because most people like options, so there is a better chance of getting this done. Also with a suggestion, you are putting them in a position to find their own magic.

Example 1- They have just started working out and they haven't seen results. "Since you are just getting back into working out, you are really going to enjoy the benefits in a short time."

Example 2- They are a slow learner and don't feel they are ready to succeed. "I am also a slow learner, and what I have found is once I get it, I remember it forever."

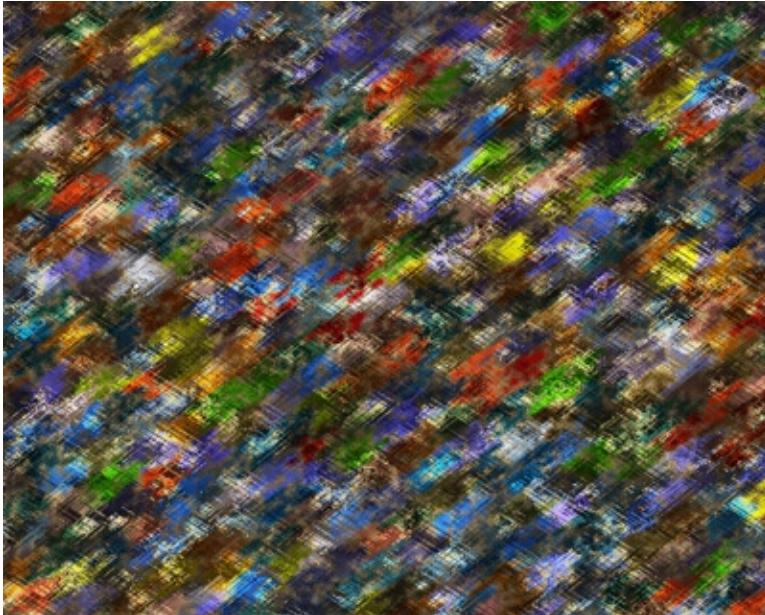
Note: This delivery doesn't involve blowing smoke. Step 3 comes from what you learned in Steps 1 and 2. In Step 3, you are delivering a tailor-made message to give them renewed energy.

B) When using the motivation method, it can appear to be more of a life or death situation for them. In these situations you need to give more of yourself and possibly be ready to take the first couple of steps with them.

Example 1- They are afraid they are going to lose their job. "Wow, you seem to have a lot of pressure on you, which is probably making it hard to enjoy your work. Let's sit down and put a plan together, so that whatever happens you are covered either way."

Example 2- They are not happy with their life. "It is amazing that you don't know what you are capable of, where you are now, and how all that can change in the blink of an eye. Let's take a couple of minutes to write down what you are happy about and how we can build upon that."

Note: There will come a day when the people that you mentor will be able to give back to you. This may happen sooner than you think. If you don't believe your employees, your children, or friends will get better being around you, it might not be them you don't believe in, it may be yourself. Either way, this will open doors for you to experience tremendous work and play for yourself.



1.4 Working on yourself and playing tremendously

Once you open up to working on yourself tremendously, you will be able to continue to ask yourself questions like; What do I want to do? What do I want to create? What dreams do I want to come to life? And, give yourself the freedom to grow and embrace change. Someone may ask “I thought you said you don’t like to dance?” Well, that was Friday, and today is Monday. Two days before I sat down for an hour and a half to write the first rough draft of this book, I was telling my friend Nick Petro that I would probably never write a book because I make things simple.

Nick said, “Do you think that is a limiting belief?”

With all the resistance I could muster I said, “I think that some people complicate

things to get a larger credit for it.”

He asked again, “Do you think this is a limiting belief?”

Right then I started to notice what I was doing and I said, “It would probably only be a three page book.”

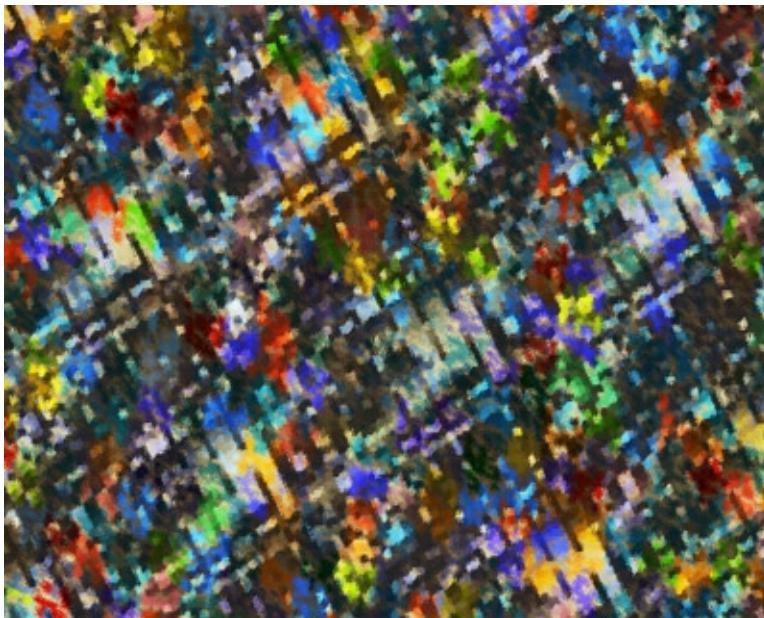
Then Nick said something that didn’t make sense at the time, but it really hit home later. “Then write a three page book.”

When I left our meeting a few minutes later, I hadn’t decided if I was going to write, but I was open. I went back and forth on it for the next two days.

Then, I woke up on Sunday morning, and I said to myself, “I think I am going to write a book this morning.”

Well, the rest is history.

Thanks again to Nick Petro, Founder of Mpowered Youth.



1.5 Taking action or giving back

Any time you get more than two people together there is opportunity for an MF'er relationship. Remember, when you approach a person or an organization for the first time to create an MF'er relationship, don't come in with a full plan. They may say they want that, but it is just a way for them to resist change, and this is rarely their purpose. I learned that the hard way when I started my first mentor program 12 years ago. Good thing that Anthony Sabatino was a kind man or the momentum probably would have stopped on day one.

I think that most people want to give back, yet usually they don't know how or have trouble finding something where they know when they are making a difference. I

believe that most people don't need much motivation, and would be willing to help if they knew they were making a difference.

I have often been fascinated by how much time we spend focusing on how we are different, rather than how much we are alike.

Here are three simple steps to approaching a person or an organization to co-create an MF'er relationship.

Step 1- Just go in with a theme. I just want to give back or I just want to make a difference. I know you can think of a lot more because it is best when it is in your words.

Step 2- Tell your story and make it congruent with what they are doing. If how you want to make a difference doesn't fit the person or the organization, don't force it. It is better to find out sooner than later.

Step 3- As a follow up question. How have people given back in the past? How do you see me fitting into your organization? What do you think the next step is?

This brings me to the next step if you want to get involved with MF'ers from all walks of life.

Group

Co-Author this book

Share Group

Places to THRIVE (Adults)

Location

www.ASimpleGuideMD.com

www.MastermindMatrix.org

www.OfficialPlaySite.com

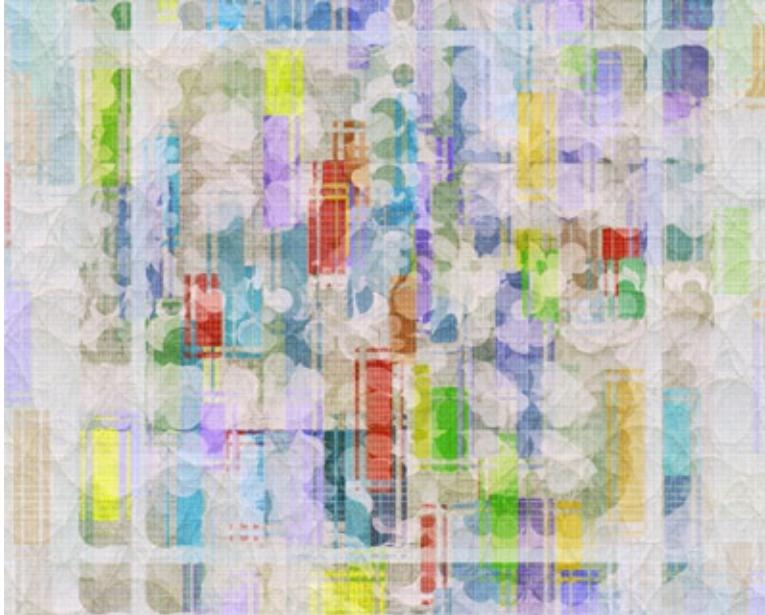
The simple guide to the evolution of creation.

Re-Create- Strategies to keep things similar to the way they are.

Create- Becoming an example to live by and being congruent with your message in every moment. Don't try to be perfect, just BE.

Co-Create- Coming together with people and organizations using each other's gifts.

Pro-Create- BEing a part of a movement that affects people that don't know who you are, while not receiving any benefit except **MAKING THE WORLD A BETTER PLACE BY BEING YOU** and giving one per cent to change.



1.6 Nameless/Homeless man

One day after one of my appointments, I was heading up to my office in El Cajon, and I ended up in Seaport Village—a beachfront tourist area of San Diego. For those of you that don't know the San Diego area, that is about 15-20 miles the other way from where I had intended to go. What happened was, I was heading back to my office and I was compelled to travel to Seaport Village, for what purpose I did not know. When I got there I parked my car and again asked myself, why am I here? And I waited for clarity. A few minutes later, after waiting in my car, I felt compelled to get out and walk up the boardwalk. Again I asked myself, why am I here? As I walked along the waterfront, I was looking for a sign. Several minutes into the walk, I saw a homeless man

yelling at some college students. So, I decided to stop and observe while I was waiting for more clarity. While I was being entertained, all of a sudden it hit me and I felt the urge to join the conversation. I walked up to him and I said in a firm but peaceful way:

“They are not listening because you are not listening.”

My experience has shown that most people including children, teens, young adults and adults listen more times than not. A better way to get others to listen is to listen yourself. Most people listen, if you listen. Let’s make sure we are on the same page; listening to someone doesn’t mean doing exactly what they say.

The homeless man then responded, “What do you know? You are young and don’t have my experience.”

My first impulse was to attack back, but I have learned that this doesn’t work. I listened to him, and I learned where he was coming from. He shared that he was a Vietnam Vet, and I thanked him for his service. By his words, I could tell that he had had a life in which he didn’t listen, and he had always been a rebel fighting the system.

My answer to his response was, “People learn by example.”

And, if we are leading by example and are congruent with whatever we are passionate about, some things don’t need a repetitive explanation. Lessons that take years for some, can take minutes for others. As the homeless man and I began to talk back and forth, I noticed that I was leading the students by example and they had begun to listen, also. Before I even said a word to the students, I was influencing them by example. At one point, I noticed the theme of the conversation had turned into “if you listen they will listen.” And after saying that for about the 10th time, one student said to him, “We want to listen to your story.” At that point his eyes lit up and after about two minutes of showmanship he started to tell his story. He had his stage and he told us his story, and when he was done he wanted to tell another one. By that time, it was time for the students and me to leave.

As we started off the homeless man said, “Can I have some money?”

I said, “I gave you more than money. I listened to your story, and we all learned a lesson.”

I explained that the lesson was **“If you listened, people would listen.”** We listened to his story. I felt that he was trying to tell this story for years, and once he got the story out, he had the opportunity to find another story to share with the world. To tell you the truth, I don’t remember the story except for the name he gave it, but I do remember the message. The name of the story was the “Signified Monkey,” and when he opened up to change for just one moment he received significance.

I also told him, “Because of your lifestyle, you don’t need much, you have beach front property. You don’t have to work and you are not caught up with a lot of B.S. we are caught up in. Then I said to him, “You’re pretty much FREE.”

I never had a chance to ask the students, but I feel the message they received was people want to help and everyone has something to give. I also feel that children, young adults, and people of all ages have a lot to give.

I also received several messages. One in particular was that children and young adults do listen. The problem with this message is that I have I tried for years, fighting over and over again, to prove this message. And as I was driving back to my office, I said I am done trying to prove this message. I don’t need to prove the same stuff over and over again to myself, or others. I just want to use what I know to create and co-create solutions. At this point in my life, it isn’t about knowing, it is about owning that knowing in your own heart. Because when you own it, you do it without thought and effort.

Two days later, I was driving to my office on Dr. Martin Luther King, Jr.’s birthday, and I was listening to the radio when I realized for the first time in my life, I was actually living the words of the “I have a Dream” speech by Dr. King. When I got to the office,

I listened to the speech and I was in awe of how far I have come. As a black man, I would be naïve to think that this is true for every black man, woman, and child in the United States. And, we all would be naïve to say that this dream is alive for all men, women, and children of all races. My dream is alive because of the men and women from all walks of life that have given me a hand. How did this change happen from one year to the next? I can't say that this all happened in one year, but the biggest changes happened because I was ready for them. And, as the saying goes "When the student is ready, the teacher will appear." That is when the flood gates opened with teachers from all walks of life. In my process, I learned that everyone wants to help, but most just don't know how to help or how to accept it. I think that the best way to help is for us to be examples to live by, and practice what we preach. This may sound obvious or straightforward, but it has usually been the exception, not the rule. If you think that people don't listen, then become a good listener first. If you don't feel loved, give yourself love first. Then people will be able to love you, and listen to you. As we all continue to become examples to live by, then we are truly helping the greater community. Free at last!!! Free at last!!!



1.7 Plan BE

On December 31, 2007 I decided to trash my calendar and not be a slave to a calendar anymore. Up until then I was operating on Plan A and as of January 1, 2008 I am on Plan B. What is the difference? For me Plan A is short for Plan Anal as in anal retentive, and Plan B is short for Plan BE. What do I mean? My focus is to spend 80 percent of my day just BEing—connecting, creating, and living in the moment.

All of this was inspired by a Jerry Seinfeld movie, “The Bee Movie,” combined with my experience. Note that although this is the message I received, usually it is different for others. The movie is a fun and entertaining movie about bees and their everyday lives from a bee’s perspective. After the movie, I contemplated what the

message was for about an hour and a half, and then it hit me. I was driving and I noticed the line in the middle of the road, and it was yellow and black just like a bee. And, then I knew that I came into this world to just BE.

Since then, that message is constantly evolving into a way of life for me. In its simplest form, there are three types of people for this system. First, you have people on the right side of the road. They do things the right way. They follow rules and/or set the rules. Next, you have the people on the left who are the rebels of the group. These are the type of people that are in the U.S., and drive on the left side of the road, and if they are in Europe, they drive on the right side of the road.

A lot of times they think they are unique, but they are just doing the opposite of whatever the people on the right do. For me, I grew up with a dad who is on the right, and a mom who is on the left. I found myself most of my life just bouncing back and forth from left to right.

I'm not saying there is anything wrong with this because I definitely learned a lot about myself and others on this mission.

The third group is the BE group, and these people follow their intuition and live in the moment. For me, living in the moment is BEing free no matter what your economics, relationships, health, career, or educational conditions are.

Left Side



Plan BE!!!

Right Side

Fight the current

Path of LEAST effort

Follow the herd

Live to party

Celebrate life NOW

Live to strive

Prove the right
is wrong

Don't prove just do

Prove they're right

Don't follow rules

Listen to the message

Follow the rules

Save the world

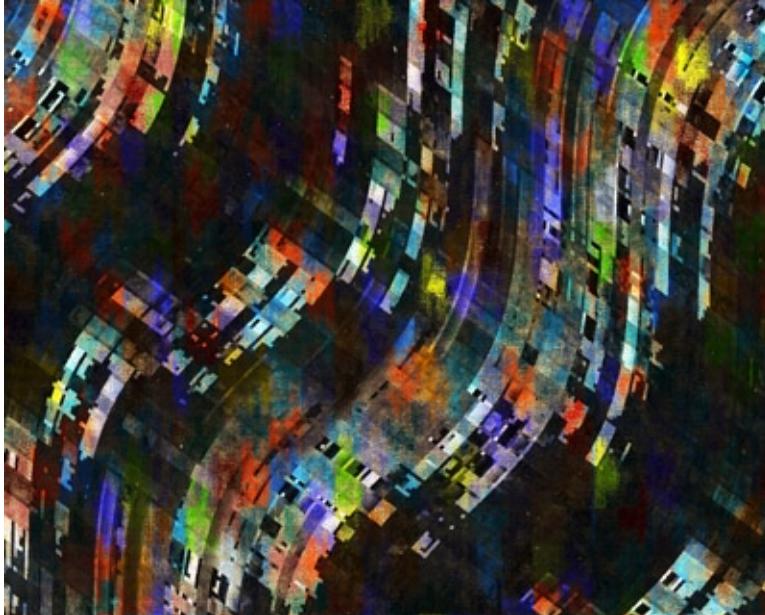
Live in the moment

Save themselves!!!

Fight for change

Stop fighting just BE!!!

Resist change



1.8 New Start

Fifteen years ago, people would always poke fun at me saying “You are not spontaneous.” And I would joke back, “Yes, I am spontaneous— on Saturdays from 2-4 PM.” Although I usually got a laugh, it was also true because I had my whole week planned by the hour except for that time. Today I live in the moment 10 to 15 hours a day, and when I started doing this I was unaware of my gifts. Ironically, somewhere between 1½ and 2 hours is one per cent of the week, and that is where it all got started. Currently I remain spontaneous 10-15 hours a day, and it all started with that one per cent. I believe that all things are sustainable if you start small and go big. Start with one per cent and then grow, grow, grow, and don’t forget to celebrate before it is too late.



Thank you for your time, and I hope you continue to make a difference— you already have. Recently I have had rebirth truly being the person I came into this world to BE.”

2.1 Chapter Two and Beyond

We are looking for people and organizations to add value to this movement with their gifts. Use your gifts to inspire others; family, education, mentoring, relationships, business, marketing, medicine, art, communication and many many more. When you are inspired, visit us at www.ASimpleGuideMD.com. What are you INSPIRED to share, shape and manifest?



Biography

Stephen T. Jones has personally mentored over 500 students and business professionals. Steve is a “jack of all trades.” He is a master at helping people find their Genius Spot. Steve is not certified in one area --- he is continually finding himself as a bridge to the special gifts of the world. Steve is looking to come together with people and organizations from all walks of life to co-create products, programs and organizations to make a difference.