

LEGACY

U N L I M I T E D

GLOBAL LEGACY CREATORS

*People & Organizations
That Are Changing The
World... and
How You Can Too*

The Moe Rock Interview

*The IMACT of Visionary
Leadership*

Bill Walsh

*Building Legacy Through
Leadership*

Satish Verma

Think & Grow Rich

LORI A. MCNEIL

*Creating Business
Strategies*

MEET THE 2023
COHORT

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PREMIERE
ISSUE

LEGACY

U N L I M I T E D

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"You Can't
Buy a
Legacy..."

...You
Build
It"

Legacy Unlimited magazine is devoted to the art and significance of legacy building, providing dynamic stories and expert analysis that illuminate the pathways to creating enduring impact, fostering a community of individuals passionate about crafting a meaningful and lasting heritage.

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*Building
Your Legacy...
(page 11)*

“The Publishers Point” - Lori A. McNeil

Welcome to the Premier Issue of Legacy Unlimited Magazine

It's with immense joy and boundless enthusiasm that I welcome you to the inaugural issue of **Legacy Unlimited** Magazine—a global platform designed to educate entrepreneurs on what legacy truly is and how to create one for a greater impact.

Launching this magazine is nothing short of a dream come true for me. In today's fast-paced world, the term "legacy" often gets overlooked or misinterpreted. Yet, it is the cornerstone of any purpose/mission driven life and business. Legacy is not merely about financial gains or personal accolades; it's about the lasting impact you make on the world and the imprint you leave on the lives of others. And that's exactly what we aim to clarify and magnify in each quarterly issue of this magazine.

Here's my guarantee to you: **each issue of Legacy Unlimited will be bursting at the seams with value.** We'll traverse the global landscape to bring you current training and coaching from some of the world's foremost experts on business strategy, social impact, and entrepreneurial success. All designed to support our mission of helping you create a ripple effect of change, both in your industry and in the broader world.

From the visionary Moe Rock, to America's small business expert Bill Walsh, your mind will be filled with ideas and concepts for growth. In addition, your heart will grow three sizes as you learn about the global impact people and organizations are making.

But...

This wouldn't be possible without the immense contribution from a host of talented individuals who work tirelessly behind the scenes. From our writers and editors to our designers and photographers, each member of our team has poured their expertise and passion into ensuring that Legacy Unlimited is a cut above the rest.

Moreover, a heartfelt thank you goes out to all the thought leaders, entrepreneurs, and changemakers who have graciously contributed their insights and stories to this premier issue. Your efforts to make a positive impact are exactly what we aim to amplify through this magazine.

In closing, **legacy isn't something you can buy; it's something you build.** And building a legacy that truly matters requires knowledge, strategy, and above all, action. Thank you for taking this exciting journey with us.

Here's to building impactful legacies!

Lori A. McNeil





Editors

Welcome to the first edition of Legacy Unlimited, a magazine born out of a deep passion to explore and educate on one of life's most profound pursuits: the creation of a true legacy.

Every entrepreneur, every business owner, starts their journey with a vision, with dreams larger than themselves. But how many take a moment to ponder on the legacy they are setting in motion? As champions of business, the impact we create isn't just monetary; it's also about the footprints we leave behind, the lives we touch, and the world we shape for generations to come.

Our target audience, entrepreneurs and business owners like you, are not just in the game for immediate returns. You're here to create, to inspire, to instill values that will be talked about, revered, and built upon long after we've moved on. You're not just building businesses; you're constructing legacies.

At Legacy Unlimited, we're not just about presenting articles. We bring you face to face with global impactors, those giants whose legacies, like Ryan's Well, continue to ripple across the world. Their stories are testimonies that dreams, when paired with purpose, can transcend individual lifetimes.

In this inaugural edition, we have exclusive features from industry titans like Moe Rock and Bill Walsh, giving us their insights, gleaned from years at the top, that serve as invaluable lessons for all of us in our legacy-building journey.

You'll also grab a sneak peek into the much-anticipated 'Think and Grow Rich' speaking tour kicking back off in 2024.

Lori McNeil, our guiding star, introduces us to the "8 Steps" of Legacy. Drawing from her latest book release, "Legacy Unlocked," she delves deep into the concept, unfolding layers that challenge, inspire, and guide us in our pursuits. With Lori, we learn that legacy isn't a destination, but a journey filled with purpose, passion, and unwavering commitment.

As I sit here, penning down my thoughts for this editorial, I'm reminded of a belief I hold close to my heart: "When you love your life, you leave a legacy." It's not just about the milestones we achieve but the lives we touch, the stories we weave, and the change we instigate.

Our promise to you, as we embark on this journey together, is to keep the conversations candid, insights sharp, and stories, ever inspiring. Here's to the Legacy Unlimited journey, where every edition is a step closer to understanding, embracing, and creating our legacy.

Let's embark on this rich journey together, exploring, understanding, and forging legacies that stand the test of time. What's written in the pages ahead isn't just information it's an invitation to reshape destiny.

Are you ready?

As a seasoned executive ghostwriter, Steven brings 30+ years of diverse expertise to the editorial helm. With a passion for impactful storytelling, he curates thought-provoking content that leaves a lasting impression.

Corner

RYAN'S WELL FOUNDATION



TRANSFORMING LIVES THROUGH CLEAN WATER

In a world where access to clean drinking water is often taken for granted, one organization has been making waves by changing lives and leaving an enduring legacy.

Ryan's Well Foundation, a Canadian charitable organization, has become a global impact legacy leaver by providing effective and sustainable solutions to the water crisis in the poorest regions of the world's developing countries.

The Birth of a Legacy

Ryan's Well Foundation's story is nothing short of remarkable. It all began with the passion and determination of a 6-year-old boy named Ryan Hreljac. When Ryan learned of the devastating consequences faced by people without access to safe drinking water, he took action. With unwavering commitment, he rallied his community and successfully raised the funds needed to build a well in Uganda, Africa. That single well proved to be a catalyst for change.



Building a Legacy

“Ultimately, creating a legacy is about more than just leaving your mark on the world. It’s about making a meaningful contribution to society and leaving the world a better place than you found it. It’s about using your skills, your knowledge, and your resources to create something that will endure long after you are gone.”

-Legacy Unlimited, pg 11

Want to Unlock Your Legacy? Buy the Book! Join Legacy Builders! Start Today!

*Advertise with Us!
Limited Spots available
for the January Issue*

Deadline (for January issue) - December 31, 2023
Inquire at sales@lorimcneil.com





Two Decades of Impact

Fast forward more than 20 years, and Ryan's Well Foundation has evolved into a dedicated team of individuals committed to providing access to safe water and sanitation as a means of improving lives in the developing world.

Their mission, in collaboration with local partners, is to provide clean water, sanitation services, and hygiene education to those most in need. But their work goes beyond infrastructure; it's about empowering communities to create lasting change.

Building Clean Water Sources

Access to safe and proximate sources of clean water is a fundamental human need. Ryan's Well Foundation focuses on building wells, rainwater harvesting tanks, and natural spring water protection systems in regions where contaminated water is the only option.

Their dedication to this essential resource has saved lives and improved the health of countless individuals.

Strong Partnerships for Local Impact

One key factor in the Foundation's success is its strong relationships with local organizations that possess invaluable knowledge and expertise. This collaborative approach ensures that community needs and priorities are addressed while respecting local traditions and beliefs.

By working closely with regional and local partners, Ryan's Well Foundation maximizes the impact of its projects.

Strategic Concentration for Widespread Impact

Rather than spreading their efforts thinly, the Foundation strategically focuses its work on the rural and remote areas of the poorest countries. This concentrated approach ensures that no communities are left behind.

Working in close proximity to each other, such as in East and West Africa, Ryan's Well Foundation efficiently builds water and sanitation projects, fosters collaboration, and monitors its impact.



"Water is essential to all life. I hope my story is a reminder that we can all make a difference"
-Ryan Hreljac

A Comprehensive Approach

Clean water is just one element of a comprehensive strategy that includes safe and accessible sanitation sites and education on essential hygiene practices.

This three-element model—clean water, sanitation, and hygiene—optimizes health and well-being outcomes in the targeted communities.

Empowering Communities for Long-Term Success

Ryan's Well Foundation understands that sustainability is key. To ensure lasting results, they empower communities through education and training.

Village and school-based committees are established and trained to manage and maintain clean water sources and sanitation sites. This includes the training of well maintenance technicians and the development of expertise to deliver ongoing hygiene education initiatives.

Inspiring Engagement and Action

Ryan's Well Foundation believes that ordinary people can do extraordinary things. They have been instrumental in sharing Ryan's story and empowering others to get involved and make a difference.



Local boy with fresh drinking water in a Mirambi Village

It's a reminder that each of us can contribute to positive change in the world.

In a world where the impact of a single act of kindness can be immeasurable, Ryan's Well Foundation stands as a testament to the power of determination, compassion, and the belief that clean water is a fundamental human right.

Their legacy is one of transforming lives, building communities, and leaving the world a better place.

As we celebrate their journey and the legacy they continue to build, Ryan's Well Foundation reminds us that “you can't buy a legacy, you build one” but more importantly, when we build a true, lasting legacy, we impact the hearts of many.

To learn more go to: <https://www.ryanswell.ca/>

THE IMPACT OF VISIONARY LEADERSHIP

CEO, LA Tribune

Throughout your diverse career, how have your experiences shaped your vision of leadership and the legacy you aim to establish?

Every experience has imparted a lesson. I've learned that true leadership is not about being at the forefront but ensuring that every individual on your team thrives. My vision of leadership has always been to inspire, empower, and provide opportunities. The legacy I aim to establish is one of integrity-driven leadership, where future generations can look back and say, "He not only led with vision but also with heart."

As a prominent figure in the media industry, how do you believe media can be leveraged to create a lasting legacy, both for individuals and for society at large?

Media has an incredible power to shape perceptions, influence decisions, and even alter the course of history. Leveraged responsibly, media can be a beacon of truth, a platform for change, and a legacy tool. For individuals, media can chronicle their contributions to society. For society at large, media can be the narrative that drives positive change, unity, and progression.

Your philanthropic efforts are commendable. How do you see philanthropy intertwining with leadership, and how has it influenced the legacy you're building?

Philanthropy and leadership, to me, are two sides of the same coin. As leaders, we're given the privilege of influence, and with that comes the responsibility to give back. My philanthropic efforts are my way of ensuring that my leadership goes beyond boardrooms. It's about impacting lives directly and making a tangible difference. These intertwined relationships profoundly influence the legacy I'm working on.

With your involvement in various cultural and artistic projects, how do you believe culture and art play a role in shaping leadership and legacy in today's world?

Culture and art are reflections of society's soul. They capture the essence of times, both good and bad. In leadership, they remind us of our humanity.



An Interview With Moe Rock

Engaging in cultural and artistic projects provides leaders a broader perspective, ensuring our decisions resonate on a human level. Artistic expressions inspire, and in leadership, we should all aim to do the same.

With your involvement in various cultural and artistic projects, how do you believe culture and art play a role in shaping leadership and legacy in today's world?

Culture and art are reflections of society's soul. They capture the essence of times, both good and bad. In leadership, they remind us of our humanity. Engaging in these projects provides leaders a broader perspective, ensuring decisions resonate on a human level. Artistic expressions inspire, and as leaders our aim is the same.

Every leader faces challenges. Can you share a particular challenge you've faced and how it refined your perspective on leadership and legacy?

In facing numerous challenges, one that stands out is maintaining integrity in decisions, even when it's not the most popular choice. It taught me that leadership is not about making everyone happy but making the right choices for the greater good and refined my perspective, emphasizing that legacy is built on difficult yet right decisions.

Who have been the pivotal figures or mentors in your journey, and how have they influenced your views on leadership and the importance of leaving a legacy?

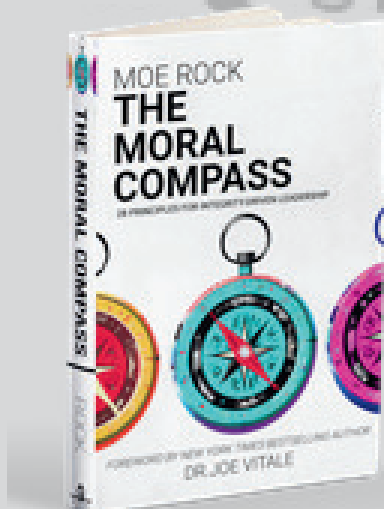
Several pivotal figures have shaped my journey. While luminaries like Werner Erhard and Tony Robbins have indirectly influenced me through their teachings on integrity, I've also had personal mentors who taught me the nuances of leadership. They've consistently emphasized the importance of leaving a mark that goes beyond personal gains, reinforcing my views on leadership and legacy.

As the media landscape continues to evolve, what advice would you give to emerging leaders in the industry about creating a meaningful and lasting impact?

The media landscape is ever-evolving, and adaptability is key. My advice to emerging leaders would be to stay grounded in integrity. With the rise of digital platforms, ensuring authenticity, transparency, and responsibility is paramount. Remember, it's not about the medium; it's about the message.

When you reflect on your personal and professional journey, what core values do you hope will be central to the legacy of Moe Rock?

When I reflect on my journey, the core values I hope to be synonymous with Moe Rock's legacy are Integrity, Empathy, and Visionary Leadership. It's not about the milestones but the lives we touch along the way.



Are there any leaders, past or present, whose legacies inspire your own journey and leadership style?

There are countless leaders whose legacies inspire me. Figures like Nelson Mandela, for his unwavering resilience and belief in justice, and Steve Jobs, for his visionary approach have always been guiding lights. Their legacies serve as a testament to what true leadership can achieve.

"It's not about the medium, it's about the message"

Based on your experiences and insights, what key advice would you offer to young leaders aiming to build a legacy that stands the test of time?

Legacy isn't built overnight. It's a culmination of consistent efforts, decisions made with integrity, and an unwavering commitment to the greater good. As you navigate the path of leadership, always lead with your heart, value every individual, and remember – your legacy is the positive footprint you leave in the sands of time.

Moe Rock is the Chief Executive Officer of the Los Angeles Tribune and esteemed author of "The Moral Compass".

He is an influential figure in the world of journalism and business. His expertise and contributions have been recognized on prominent platforms, with features on the front page of Entrepreneur, Forbes, and the L.A. Weekly.

With a proven track record of leadership and insightful writings, Moe continues to shape conversations and inspire readers globally.

THE CHARLIE FOUNDATION

The Charlie Foundation is a nonprofit organization that supports Literacy efforts globally through mentoring, education, special events, and funding.

The foundation is based on the unique book series, called the “Charlie Series”, using 5 specific strategies proven to increase literacy skills at all levels.

Introducing
New Words

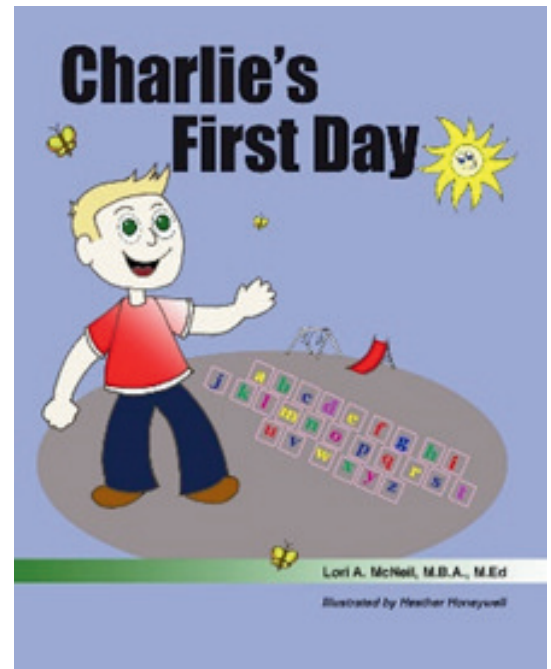
Spelling
Words

Listening for
Meaning

Imagination!

Rhyming

Charlie's First Day is a story of discovery and learning that takes place throughout the first day of Kindergarten, as Charlie's class teaches 5 important aspects of learning how to read. This very unique book teaches kids how to become stronger readers. The book is designed so the strategies can be implemented easily right away at home or in a classroom. With facilitated discussion using the tips provided, adults can help guide kids through deeper creative thinking and higher order thought processes.



This unique book is the second in a 10-book series designed to guides readers toward stronger Literacy skills. Charlie's Outdoor Adventure is a fun story about Charlie and his dad as they discover new things about the world around them during a camping trip. This book is designed to facilitate deeper critical thinking, introduce new vocabulary words, and guide imagination as foundational skills for developing stronger readers. Many activities are included in order to help guide and facilitate further learning



If you want to be a part
of my journey email me...
admin@lorimcneil.com



The third book in the series, **Charlie Explores the Ocean**, will be coming out 2024!

2 0 2 4

LEGACY BUILDERS

8-WEEK PROGRAM

WHAT'S YOUR LEGACY?

- ▶ Launch your vision
- ▶ Leave your mark
- ▶ Level up your resources
- ▶ Live in your value
- ▶ Leverage your tool box
- ▶ Look past your future
- ▶ Locate your integrity
- ▶ Lead your life on purpose

You Can't Buy a Legacy,
YOU BUILD IT

2023 Cohort Graduates



Mauri Rene (Arizona) - Author and Speaker

“Legacy Builders has helped me to dive much deeper into creating a more impactful legacy! As a leader, it is helping me to show others how to do the same by example.”

Morgan Sherwood (Nebraska) - Internationally certified NLP (Neuro-Linguistic Programming) Practitioner

“Legacy builders has taught me that the struggles I have been through are my strengths for the world. I am someone who inspires others through my past life experiences, and I am capable of helping others find their motivation, excitement, and I drive people towards their goals or mission in life.”



Tina Lopez (Hawaii) - Child of God

“Legacy Builders has brought clarity to my purpose. It's helping me to breakthrough challenges to serve in my calling.”

Laurie G. Curtis- (Maryland) - President, Founder, and CEO

“Legacy Builders has allowed time for reflection and focus. In addition, it has fostered a sense of community thereby creating a safe space to share.”





"If you re ready to take your life & business to higher levels... then you must work with Lori!"



-James Malinchak
[Featured on ABC's Hit TV Show "Secret Millionaire"]



Get your Copy of
"Legacy Unlocked"
Today!

Forward By Sir John Shin

-Executive Producer,
Think & Grow Rich
Legacy Movie

Purchase Legacy Unlocked Here



"Loved my coaching experience with Lori! I was challenged far beyond what I would have done on my own. She helped me see things from a different perspective that changed my motivation and mindset to move forward in my goals. If you want someone to challenge you out of your comfort zone and get results, get Lori to coach you!"



- Julius K., Coaching Client, New Jersey

2023 Cohort Graduates



Mirsada Memić (Massachusetts) - Life Mindset Law of Attraction Coach

“As a leader I choose to bring joy and light to many. I choose to make a difference and blessed others . I chose to continue my grandfather’s legacy and one day I will feed millions of children. I will help many breaks generational curses and teach them the right way to bring thought into existence.”

Lynette Williamson: (Oregon) - Certified Master Personal Trainer

“This program has inspired me to take action after 20 years’ experience in my career to make my dream in to a reality by building a non-profit legacy of love, health, fitness and wellness program for a community I grew up in.”



Alka Sharma (Canada) - Real Estate Investor

“Legacy builders has been incredibly powerful. As a leader it has shaped me to realize the impact, serving people in much bigger way.”

Melody Woods (Indiana) - Health, Life, and Business Coach

“Legacy is the lasting impact you leave through the value and difference you create in every person you encounter. Being a part of Legacy Builders and working with Lori was amazing!”



2023 Cohort Graduates



Terry Hucks (Texas) - Leadership & Motivational Speaker

“Legacy Builders was the foundation and spirit of my growth in becoming a motivational speaker. self-reflection and transparency through Legacy Builders allowed me to see my true potential and value to move forward. Lori and Legacy Builders genuinely love, support, and encourage others to succeed. I am a better man for being a part of this amazing team and selfless and humble leader as Lori McNeil.”

Kory Mack (Nevada) - Youth Basketball Mentor

“The Legacy Builders Course has been a revelation for me in dynamic though and purpose! An extremely high value program highlighting networking and community!!”



Trisha Sterloff (Canada) - Woman’s Leadership Coach



During the Legacy Builders Program, I was able to take the time and space to think through not only the “what” I need to do in my business, but the “why” behind it all. The Legacy Builders Program helped me to take a deeper dive into who I truly want to be in this world and the mark that I want to leave behind. Through the information and “homework” prompts that we were given, I was able to align both my inner and outer game, get back into my integrity and take a much, much bigger view of the things that I truly want to accomplish.”

2024 MEGA MEDIA MASTER

Featured on...



January

FLORIDA



February

FRANCE



March

VEGAS



January

April

COSTA RICA



May

TEXAS



MIND WORLD TOUR *Experience*

June

BALI



www.lorimcneil.com

July

NEW YORK



August

ITALY



September

HAWAII



October

GREECE



November

MALDIVES



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Top
Business
Coach

BUILDING LEGACY THROUGH LEADERSHIP

An Interview with Bill Walsh



We had the opportunity to sit down with Bill Walsh and talk leadership. We asked him some pointed questions. He didn't disappoint.

Throughout your illustrious career, how do you define the legacy you wish to leave behind for future entrepreneurs and business leaders?

Legacy is a lasting imprint for what you have done. It is that “thing” still happening in the world 100 years after you. In other words, the contribution you’ve made is still being utilized all over long after you’ve left.

Can you share a pivotal moment in your journey that significantly shaped your leadership philosophy and the legacy you're building?

It was the year 2000. I had become burned out. My three kids who were 9,7, and 2 at the time didn't have their dad at home. I was always moving, always trying to create that “life” i could be free from yet feeling like it wasn't enough, that I wasn't doing enough.

So, I decided I needed to take a two week vacation, which turned into two years. I refocused my priorities, I leaned in and leveraged partnerships. I was creating the “business in a ox” concept that truly provided me with the opportunity and ability to be both a father and a successful businessperson.

I began to focus more on my kids. I widened my lens and began to see wonderful expansion. I was helping companies grow while simultaneously helping myself grow. I began to think shift from the lens of building a business legacy (good life) to a whole life legacy (great life).

In your best-selling book "The Obvious", what key principles do you believe are essential for Leaders to understand and implement if they wish to leave a lasting legacy?

Most of us have heard of the book, “The Secret” which is a phenomenal book. It taught us that for good things to happen we must “will” it into our lives, to be able to see it before it happens. That realization becomes the “obvious” in that we know what to do. The concept is that what we need to do is so obvious, it's right in front of our faces, yet we don't seem to act. Or better yet, its about execution. If you want to leave a legacy you must act, you must execute.

As "America's Small Business Expert®", how do you envision empowering the next generation of entrepreneurs to build their own legacies?

There is only one way. That way, is to tell them that it is OK. It is Ok to fail. It is ok to succeed. It is OK to do what you want. Henry Ford said it best when he said “whether you believe you can or you can't, you're right.” To build a legacy in this next generation, we (those of us who have ‘arrived’) need to continue to provide opportunities of a hand up, rather than what this generation is experiencing which is a hand out. Hand outs produce laziness. Hand ups produce action, they produce execution. They produce results... Legacy.

With your experience in building businesses in over 30 countries, how do you see the concept of legacy varying across cultures, and how has this influenced your leadership style?

There is a common thread across cultures when it comes to creating legacy. That thread is being hungry for a better life. Les Brown is famous for saying “you gotta stay hungry” and truly it is that. Leaving the world in a better condition. For some, making life better is simple and easy. For others, it takes more work.

That thread has influenced my leadership style into a desire to implant into everyone I can that if you don't build a legacy...your legacy... you will be forgotten forever.

The Rainmaker Summit and Global Mastermind: How do these programs, offered through PowerteamUSA, instill the values of legacy and leadership in their participants?

Quite simple actually. The rainmaker summit is a 6-day intensive that teaches you how to make it rain... leads, sales, profits. If the rain isn't coming, you will be in a drought. So, we teach people how to stay out of the drought.

The Global Mastermind is focused entirely around the questions “What impact will I have created that remains 100 years from now” and “If I were to die today, what would I leave behind” in order to get us to daily consider how our actions land. They say the best time to plant a tree was 20 years ago and the next best time is today, so for those who haven't “started” yet... start now.

What has been the most challenging aspect of ensuring your legacy, and how did you overcome it?

Shiny object syndrome. We get off course, distracted by something, and we lose momentum & focus.

We end up with too much time away from what's important and focusing on that.

What helped me overcome this was coming to the realization that all distractions are equal. To overcome threes distractions, I hired a good coach. I've surrounded myself with those who are smarter than me, challenged me, and helped me stay in the channel that I could float down successfully.

Who have been your key mentors or influencers in your journey, and how have they shaped your views on leadership and legacy?

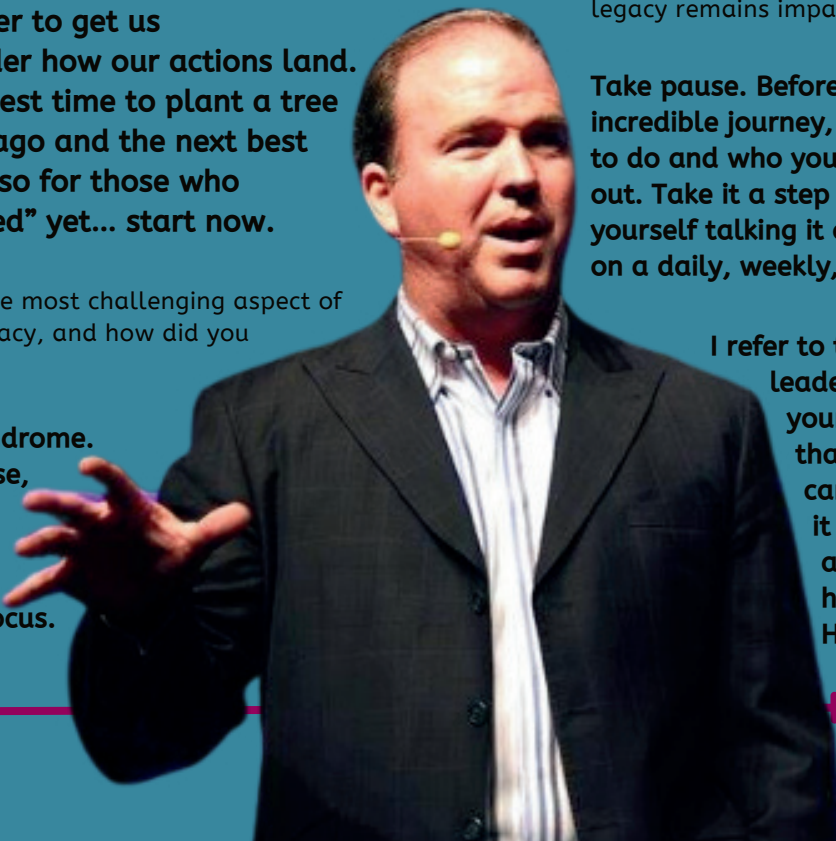
I have been in awe of the Napoleon Hill movement. There are so many innovators to learn from. People like Sharon Lechter, Les brown, John Assaraff, and Mark victor Hanson have been inspiring and have challenged me in many amazing ways.

My kids have all inspired me, especially my son Austin. He is someone who enjoys life. He is willing to move at his own pace and he doesn't allow people to sway him. To have that kind of personal power is huge, and it drives me to be better, do better... as we've been talking about to execute better.

As the world of business evolves, what advice would you give to upcoming leaders on ensuring their legacy remains impactful and relevant?

Take pause. Before you start embarking on your incredible journey, get clear on what you want to do and who you want to be. Then write it out. Take it a step deeper. Make a video of yourself talking it out. Then review that video on a daily, weekly, or monthly basis.

I refer to this as vision driven leadership. Use it to help drive your legacy. Reminding yourself that you've got this, that you can do it, and that you will do it is essential. The world will attempt to keep you down, hidden, small, unknown. However, we each have a purpose in life. Find yours, and then go get it.



CREATING BUSINESS STRATEGIES THAT FIT YOUR GOALS

By Lori A. McNeil

The beautiful thing about business strategy is that there is not exclusively a 'one size fits all' type of concept. What makes strategizing unique and fun is that your goals are your goals.

Certainly, there are common themes across the domain of business strategy, however the mistake that many people make is succumbing to that one size fits all approach.

The best strategies to implement are the ones that follow the trajectory of your goals for your business.

For example, a full time speaker will have different goals than a small-town boutique store, yet they may have similar paths.

As a business strategist, one of the first things I do when I sit down with a client is to determine where they are and where they want to go...

Not at all looking at the strategy of how to get there. Directional clarity establishes intended routes. Although business strategy is by nature specific to each business's plans, there are four key elements that all strategies rally around.

"Remember, the plan you create will determine the strategies you implement"

These four elements (strategies) are planning, producing, presenting, and protecting.



LEGACY

U N L I M I T E D

Critical Planning Strategy

Defining the who, what, and where of your business first produces the how. Planning your strategy well is critical. Just a quick Google search of the phrase 'business strategy' and you can easily become inundated with a plethora of concepts, ideas, and suggestions for which strategy you should take on.

In fact, there is an entire industry related to learning and utilizing business strategy. Therefore, planning is critical.

Before we break down some strategies themselves, let's take a quick step back and look at four quick reasons why planning is critical.

First, planning constructs our priorities. Doing without knowing leads us to investing time into things that may be (or are) important, but perhaps not urgent. This does not mean that we cannot dream, in fact it is just the opposite.

Prioritizing what needs to be done helps us reach those dreams and goals sooner rather than later.

Secondly, is the concept I refer to as divine sovereignty, which is there is a greater power over how our businesses operate than just our own desires.

In other words, businesses who operate with the notion of gratitude do better. It is about something existing that is greater than us and our businesses.

For me, it is being able to contribute to causes I hold dear.

Third, is the concept that building a business takes both faith that it will come to fruition, and work – building anything needs effort.

Lastly, the rule of cause and effect. The best way is the aged-old saying that "if you fail to plan, plan to fail."

Remember, the plan you create will determine the strategies you implement. The best strategies include guiding principles (values and vision), a roadmap (plans and procedures), and the awareness of needs (tangible and theoretical).

Content Producing Strategy

Regardless of whether your business goes to the people or the people come to your business, what attracts them is what you produce.

To deliver quality products or services to another person demands that whatever it is, has value. Content is the single most important piece of evidence that you are showing up inside of your business.

Content demonstrates that 'awareness of needs' for your client or customer.

Producing content establishes you as an expert in your field and as a source to go to for information. When you provide value through content and you sanction your content to be available, you create positioning.

Knowing how you want to position yourself, your business, your brand will determine the strategy of your content.

Confident Presenting Strategy

This strategy element is all about how you physically show up inside of your business. How you are expressing yourself. This must be looked at from two distinct angles.

First, from a personal and then a professional standpoint. Personally, how you speak says a lot about your confidence.

Perhaps you need to speak to audiences and need a presentation coach to elevate your skills. That's a strategy.

Professionally, wherever you present your business, people are looking. In the virtual realm, what does your background look like? In the physical realm, how is your business set up?

In both areas, this is called setting the stage. When a potential (or current) client or customer shows up, think about what kind of element you are providing them.

It is almost always easier to have a physical location that creates an atmosphere (coffee shops capitalize on this a lot) than to create an atmosphere online.

Either way, setting the stage, acknowledging the person in front of you, delivering value, servicing their needs, or merely having a conversation with someone, presenting is being present.

Finally, under the guise of presenting when we show up and present ourselves, we are showing up energetically.

We all have those gut instincts about a person, place, or situation. This is energy exchange in its simplest, purest form. It occurs in every situation, however understanding who you feel connected with clarifies the path you chose when aligning with others and creating your network.

Collaborative Protecting Strategy

The one element that separates each of us and distinguishes the uniqueness of how we provide value is our intellectual property.

There is an ancient concept that “there is nothing new under the sun” and as such ideas are not necessarily new. What is new, and what is unique is how we bring information to the table.

Let’s take a quick look at authors; there are hundreds (thousands) of authors who write similarly themed books.



The reason there can be myriads of authors writing about similar concepts is straightforward; we each have purpose. Therefore, what emerges is our unique angle. That unique angle is how we look at life... our intellectual property.

Our intellect is an asset if we allow it to be. Keeping that in check is a strategy. Perhaps there is an angle we create, asking if it is worthy of copyrighting or trademarking. Protecting those assets gives us a piece of mind that clears the road for continual growth and development inside our content and relationships.

Goal Fitting Strategies

Strategies cannot be implemented unless they are aligned with goals. The clearer and more direct the goal, the easier it is to define it.



Or, the easier it is to determine which strategies should be used. This is principally why planning is critical.

Your business plan should be written and used as a living, breathing document. For example, when we first begin, we may not have the capital or resources to invest into a team, however we know that working as a team is essential for sustainability.

One strategy may be to have a team by the end of your first year. If this is aligned with your business goals, implementing strategy becomes more defined.

Goals come down to living in alignment with our purpose and our vision. Strategies forge when we understand those goals and the reasons for them. Think about your business.

Look at your goals. If your strategies are aligned with your goals, you are on a good path. If not, perhaps it is time to re-strategize.

Lori is an international Media, Marketing, and Branding Expert who specializes in helping entrepreneurs and business leaders understand the power of developing one cohesive plan. She was selected as an official speaker for the Think & Grow Rich World Legacy Tour as well as Turning Point 20/20 (with 2.25 million people attending live). She is featured in media over 500 times a year and her global work has earned her a Lifetime Presidential Service Award. Most recently she received the Global Visionary Leader award and Outstanding Leadership Recognition by the LA Tribune.





LEGACY

IMPACT



PODCAST



LORI MCNEIL
INTERNATIONAL

THINK AND GROW RICH WITH SATISH VERMA

Founder,
Think & Grow
Rich Institute

Your personal journey with Think and Grow Rich is quite remarkable. Could you elaborate on the specific turning points or revelations from the book that played a pivotal role in transforming both your business and personal life?

Once you understand the central theme of the book, "Whatever the mind can conceive and believe, the mind can achieve" your life goes on auto-pilot. The real turning point was understanding and internalizing this concept.

You mentioned that you faced significant adversity, including the collapse of your business and bankruptcy. How did the principles of Think and Grow Rich help you navigate these challenges and ultimately find success?

Of course, everyone faces adversities and challenges in life. However, the magnitude of these challenges is within your mind. You don't look at the situation the way it is, you look at the situation that you want it to be. If you believe in the situation, the way you want it to be, then challenge does not seem like the challenge. It becomes a step to success you are conceiving.

Being honored with the Gold Medal award by the Napoleon Hill Foundation is a remarkable achievement. Could you share the key contributions or initiatives that led to this recognition in the field of personal development?

See it is not up to me to know why they gave me the gold medal. It is up to them to decide the criteria. However, it has not really made any difference in my life. I just feel humbled and grateful for this honor.

The Hollywood docudrama "Think and Grow Rich – The Legacy" features your story. Can you tell us more about your involvement in this project and what it meant to be part of a film that explores the lasting impact of Napoleon Hill's philosophy?

he producers for this docudrama, contacted me if I would be interested in being featured in the movie, and of course, my answer was yes. They probably saw what I was doing with Napoleon Hill's work and they felt, it would be appropriate for them to feature me along with other great ones who were featured along with.

Think and Grow Rich Institute's mission is to uplift people from the chains of poverty, failure, and limited beliefs. Could you provide some specific examples of how your programs and teachings have positively impacted individuals and communities?

The world has been given many philosophies from ancient times till now. But most of those philosophies teach you how live happily after death. Napoleon Hill gave the world its first philosophy, how to live a happy life on this planet while living. I understood that philosophy has to be taught to be understood.

That is why at our institute we simplified Hill's concepts in everyday language, so people can internalize the principles to break away from the limitations and make their lives better and more fulfilling.

The institute believes in harnessing the power of the mind and providing individuals with the tools they need to succeed. Can you share some practical strategies or exercises that individuals can use to start applying these principles in their own lives?

Hill's works has been read by over 125 million people. His main focus has been to harness the power of your mind to solve your problems and succeed in life. However, not 125 million people have been able to break away from the mental blocks that are holding them back.

Hill gives you tools to break away from those self-imposed limitations. Why is everyone not able to do this? The answer is very simple. The desire to break away is not strong enough yet. When the desire becomes obsessional, one would apply all the tools automatically. So, the answer is a burning desire to bring in the change within you.

Think and Grow Rich is known for its timeless principles. How do you adapt and apply these principles to the ever-evolving landscape of personal and professional development in the 21st century?

All these principles are timeless and truthful. No matter how the landscape of the world is changing or evolving, the truth will never change. Does not matter what century we will live in, these principles are timeless and will be eternal forever.

What are some upcoming initiatives or developments that we can expect from the Think and Grow Rich Institute in terms of expanding its reach and impact?

We are moving at our own pace. We are not here to change the world. We are here to help individuals to live with peace within themselves. If we can help one individual, we have done our job.

Finally, could you share a personal motto or piece of advice that encapsulates your philosophy and approach to helping individuals achieve success and personal growth?

Personal growth in terms of material success is disastrous. Most humanity is looking for two things. Peace and prosperity. But most people don't have both.

In today's world, one can not exist without the other. We want people to be at peace under all circumstances. It is a Peace and Prosperity Institute

*After a failed business venture and declaring bankruptcy, and by using the principles outlined in Think & Grow Rich, Satish started from scratch and without any pull got out of bankruptcy in six months and build a multi-million-dollar business again. Realizing the impact Think & Grow Rich had on his personal and professional life he undertook a mission to enrich the world through Think & Grow Rich. With the permission from the Napoleon Hill Foundation, he opened up **Think and Grow Rich Institute**. He believes that any human being can throw away the chains of limitations, poverty, and failure if one understands applies the core principles of Think and Grow Rich.*

The Napoleon Hill Foundation recently honored him with its prestigious Gold Medal award for his meritorious and entrepreneur achievement, a medal that is given every four years to one individual in the whole world. This is considered equivalent to Nobel Prize in personal development industry. He has been also honored with his name on the brick wall at university of Virginia at Wise County for the work he is currently doing.

He has been practicing Think & Grow Rich for over two decades. He is world's foremost authority on Think & Grow Rich endorsed by Hill family and Napoleon Hill Foundation.

ABIGAIL GRACE GARLAND: THE 15-YEAR-OLD PHILANTHRO-PRENEUR CREATING LEGACY

At just 15 years old, Abigail Grace Garland is a visionary far beyond her years. Ever since Abigail was 4 years old, her Father would tuck her into bed at night and teach her Affirmations.

They had so much fun together that they created a children's program called, "Alphabet Affirmations". Today, they teach children worldwide how to use this proprietary process to build confidence and believe in themselves.

Ever since Abigail was 7 years old, her family started a charity together called "Peace Through Participation" that supports the Self-Worth & Self-Esteem in Children of all Races, Religions, and regions of the World.

They believe that all children deserve to experience both Inner Peace and World Peace.

In the 12 months leading up to her 10th birthday, Abigail spoke from 12 stages that had live audiences ranging from 50 to over 500 people. During one of her speeches, in one night she helped to raise over \$48,000 for children in San Diego.

At 10 years old, Abigail was recognized by the Women Economic Forum in New Dehli, India and presented with the "Iconic Women Creating a Better World for All" Award for her humanitarian efforts.

Abigail has shared the stage with Influencers & Icons such as:

Kevin Harrington (original Shark on NBC's "Shark Tank"), **Marianne Williamson** (former Democratic Presidential Candidate), **Colin Farrell** (A-List Hollywood Actor and Spokesman for Special Olympics), **Randy Jackson** (Original Judge on American Idol), **Les Brown** (One of the World's Most Recognizable Motivational Speakers), and **Jeff Hoffman** (Co-Founder of Priceline.com)



She's even been endorsed by Randi Zuckerberg who's the sister of Mark Zuckerberg and the Creator of Facebook Live

As a result of all the impact that she's already contributed to...

Abigail has already been featured on an International Women's Telesummit; in the Boston Herald, San Diego Union-Tribune, Pittsburgh Post Gazette, Chicago Daily Herald; as well as on NBC, CBS, ABC, FOX and even The CW.

Abigail is often heard saying, "even though I'm just a little girl, I'm making a big impact in the world".

And she uses that to be an inspiration to people of all ages to find their own mission, to take action on that mission, and turn that mission into a movement.

At 13 years old, **Abigail was hand-selected to become an Ambassador for the Tony Robbins Global Youth Leadership Summit** - beating out thousands of applicants due to her already impressive resume of accomplishments.

Then at 14 years old, she was one of only 50 who were asked back a second year to help host this exclusive experiential event where the Tony Robbins Foundation helps today's youth gain the skills to step into leadership roles that will change both their lives and their communities.

And now at 15 years old, she was asked again to partner up with the Tony Robbins Foundation and help make this year's Basket Brigade the biggest "Force for Good" ever. The Basket Brigade occurs annually around Thanksgiving and has already helped feed millions around the world and is built on a simple notion:

"one small act of generosity on the part of one caring person can transform the lives of hundreds"

Please consider making your contribution today to help others in need of your kindness around the holidays:

<https://bit.ly/basketbrigade2023>



From as far back as I can remember I have been constantly searching for success and significance in my life. Every time I thought I became successful, there were always people around me more successful who told me to ‘keep leveling up.’ I never felt like I was growing because I was told I was never ‘good enough’ to be.

Beyond that, I learned from an early age that I am here for a purpose and that part of life is finding your purpose and then living out the rest of your days through your purpose. This is significance. How, though, was I to have any significance without having success?

I struggled with this for decades trying to tie my significance to my success. I thought if I could just make a difference I would feel and be successful. If I could just show “them” that I am important and I am successful, and I am somebody. Isn’t that what we all search for... significance?

I Had it Backward

You see, I was held by the belief that success only comes by doing something significant in life. I was certain that my life would not amount to anything until I proved to other people that I was somebody.

SUCCESS AND SIGNIFICANCE... ...WHERE GROWTH BEGINS

By Steven Leapley



Hollywood, church, school, sports, everywhere I looked it felt like people would only acknowledge those who did something important that others could see.

It wasn’t until I hit my 40’s that I began to understand the correlation success and significance, which would lead me to understanding how grow happens. It is not that success brings significance; it is that significance is the catalyst for success.

Preparing for Growth

Being prepared is a concept that I have held since I was eight. I grew up in a youth organization whose motto was (and still is) to “be prepared.” What was that preparation for? Anything that comes my way.

Fast forward to just a few years ago and what I learned was that:

Success is subjective and significance comes from within

Growth comes from being prepared to grow. I can't walk into a gym and throw 500 pounds on a bar and chest press it, without being prepared. If I managed to get that bar off the stabilizer it would immediately fall on me (and that wouldn't end well). But if I go into the gym everyday and work and prepare to bench press 500 pounds, I will eventually get there.

It is in those preparation times that we are formed. This brings me back to significance. The only person I need to impress is me. The only person who is 100% vested in my success is me.

Of course, we need others to help spur us on, however even the best coaches will tell you that if you are not ready to do the work, no amount of coaching is going to do it for you.

When we find our significance in who we are, we are prepared to grow. We are prepared to be successful. I have found the concept for significance and that has positioned me to feel significant, which has led to my overall success in life, and in business.

It takes strength to step forward and begin the journey. I am appreciative along the way for the many coaches and mentors who have helped me define and refine what significance is and what it looks like so that I could grow.

The truth is that everyday we grow in some fashion, even it is merely the knowledge of yesterday, we've grown.

Awareness is key.

Awareness brings in space to see, to prepare, to engage.

Growing a business, growing a family, growing yourself takes courage, commitment, and constant attention. When we see our significance based upon who we have been created to be and not what we do, the prep time is over and true success can come.

Steven is a seasoned executive ghostwriter transplanted from the Midwest to Southern California that guides clients in crafting impactful content while telling their stories. With experience spanning over 20 career fields, including roles as a former paramedic and Navy Corpsman, a consultant, author, and chaplain, he brings diverse insights. Beyond writing, Steven, a devoted father of eight (8), enjoys the nomadic lifestyle of full-time RV living, & cultivating a family farm all while inspiring, building relationships, and leaving a lasting legacy.

In a time when the battle against Veteran suicide rates seems to be an uphill climb, one organization stands out for its effective, focused, and deeply empathetic approach:

STOP SOLDIER SUICIDE

Launched in 2010 by three Army Veterans, Stop Soldier Suicide (SSS) aims to break the chains of military suicide and envision a world where service members face no greater risk of suicide than any other individual.

The non-profit has a formidable goal: to save 2,400 lives per year by 2030.

more importantly, they are an independent (non-governmental) entity which allows them the leverage to operate freely.

SSS offers free, stigma-free, and entirely confidential services to at-risk Veterans.

The organization takes a customized approach to each case, employing evidence-based suicide management models.

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Additionally, clients have access to an extensive network of over 4000 validated providers, who address underlying issues like substance abuse, PTSD, and financial stress.

The organization transitioned recently into implementing a more clinically-driven system, called "ROGER", a mental health sub-brand focused on early intervention.

For those that do not know the term "Roger" in military terminology, the term "Roger" is used to signify that a message has been received and understood.

ROGER

It comes from the phonetic alphabet used by the military and aviation industries to clarify and standardize communications. In this alphabet, "R" stands for "Roger," and "R" itself is often used to mean "Received."

Stop Soldier Suicide has positioned itself in terms of creating legacy in the realm of Veteran care, creating an indelible impact that goes beyond statistics and numbers.

They are helping save lives of those who put their life on the line for their country.

Moreover, the lives that have been saved are turning around and helping others, a true legacy act.



Since their inception over 13 years ago, they have successfully encountered zero suicides from any Veteran who has entered their programs.

Another true act of legacy.

Today, SSS has the capability to serve more than 1,500 clients annually which equates to reaching 74.6% of the areas accounting for Veteran suicides.

***If you are a Veteran who is in crisis.... Call 988 or reach out directly to Stop Soldier Suicide.**

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