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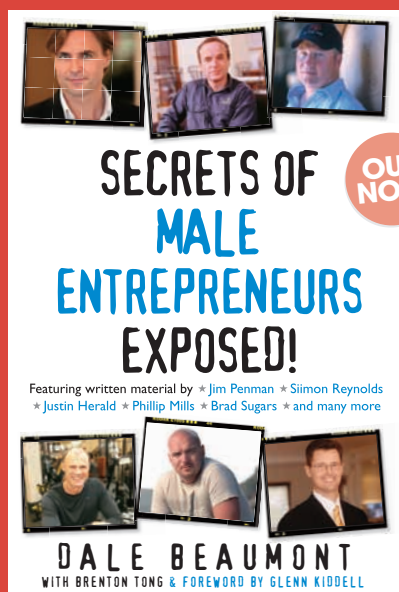
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"These 'Secrets Exposed' books have truly had an impact on my business and personal life since reading them. I found the format so easy to follow, and I learnt something new from every contributor. I have recommended these books to many of my friends and I am looking forward to future titles as I believe they will all hold secrets that will benefit me."

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"This series were the first self-help books I ever read – before that I didn't even know there was a 'self-help' section in the book store! They inspired me and opened my eyes to all the things I can be. I now achieve many goals – from not biting my fingernails to getting my Black Belt."

Kerstin Oberprieler – Student and 2nd Dan Taekwondo Black Belt

"I have read all four of the current 'Secrets Exposed' series, and can't wait for the next editions. I find these books inspiring and insightful. Dale has created something unique with all the wonderful 'added value' gifts throughout the books, which I have enjoyed receiving and benefiting from."

Lee Clark – Customer Love

“The ‘Secrets Exposed’ series has been instrumental in allowing me to make a major mental shift about my business and sales. Each chapter is a separate inspiration and a clear reminder of the simple, daily action and persistence required to achieve success.”

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“These ‘Secrets Exposed’ books have taught me a lot more than I learnt during my studies. The practical information and tips have opened my eyes to new ways of doing things. In addition to the books, receiving the free downloads was like continuing that education. I am amazed at how much I have learnt!”

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“Secrets of Female Entrepreneurs Exposed! is undoubtedly the best investment I have ever made. I actually borrowed it twice from a library before I was able to purchase it. I needed to raise venture capital for my theatre company and reading how people were succeeding when others were saying ‘don’t’, was inspiring. The ‘Secrets Exposed’ series is my mentor! Thank you to everyone for sharing your experience with me.”

Rajendra Moodley – Elephanta Theatre Company

“I find myself continually referring to these books to recapture fleeting ideas or to buoy my own motivation when it ebbs below acceptable levels. The contributors’ enthusiasm is contagious. I also found it fascinating reading about the evolution of their business ideas, many of which could be traced to some simple, seemingly innocuous, activity.”

Sasha Dunn – Artist



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Disclaimer

All the information, techniques, skills and concepts contained within this publication are of the nature of general comment only, and are not in any way recommended as individual advice. The intent is to offer a variety of information to provide a wider range of choices now and in the future, recognising that we all have widely diverse circumstances and viewpoints. Should any reader choose to make use of the information contained herein, this is their decision, and the contributors (and their companies), authors and publishers do not assume any responsibilities whatsoever under any conditions or circumstances. It is recommended that the reader obtain their own independent advice.

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PREFACE

If I were in your position right now I'd be wondering if I really needed to read this section. However, if this is the first 'Secrets Exposed!' book that you've read, could I ask you to please resist the temptation to skip ahead, as I'd like to briefly share with you why this book has been created and how you can best use it to impact your life.

When I was growing up I heard somewhere that there are two ways to live your life: the first is through 'trial and error' and the second is through 'other people's experience'. At the time I dismissed it as just another one of those sayings that sounds good, but doesn't make much sense. Then, like most teenagers I finished school with stars in my eyes thinking, 'This is great! My education is over – no more books, no more lectures, no more people telling me what to do'. How wrong I was. After a few months of bouncing around, not quite sure of what to do next, I stumbled across the idea of personal development and started to hear concepts such as:

- Formal education will earn you a living, but self-education will make you a fortune.
- Work harder on yourself than you do on your job.
- You will be the same person five years from now, except for the people you meet and the books you read.
- Don't wish that your job were easier, wish that you were better.
- You are your own greatest asset, so you must invest in yourself.

Since November 2000, I have been totally committed to becoming my own most valuable asset. After attending hundreds of seminars, listening to thousands of hours of CDs and reading shelves of books, I have discov-

ered that the people who truly succeed aren't any smarter, better looking or harder working than anyone else – they just think differently and have learnt to incorporate different values into their lives.

I am now in the very fortunate position of being able to travel internationally to present personal development seminars to teenagers and I am often asked, 'What is the one thing you need to know to be successful?' My answer is always the same: 'The one thing that you need to know is that there is not *one* thing that you need to know to be successful'. I've learnt that success is multifaceted and that mastering one principle of success or area of your life isn't going to take you to the top – the more you master, the more successful you will become. But if I *did* have to identify one of the most important success strategies, it would be this: '*Find out what successful people do and do the same thing until you get the same results*'.

That's what this book is all about. The only difference is, instead of you going out and finding successful people, we've brought them to you.

You see, whatever you want in life, whatever you are shooting for, chances are that someone else is already living it. They have already invested years of their life and probably hundreds of thousands of dollars, they've made lots of mistakes, learnt from them and eventually succeeded. So why would you want to waste your own time, money and effort through 'trial and error' when you can fast-track your success by learning from 'someone else's experience'? As Sir Isaac Newton said, 'If I have seen further it is because I have been standing on the shoulders of giants'.

Every time you pick up a book, attend a seminar or interview a successful person, you are compressing years of life experience into a few hours. With any of the 'Secrets Exposed' books, you can multiply that by between twelve and seventeen people and you're looking at around 250+ years of experience and wisdom ready and waiting for you. It won't prevent you from making mistakes of your own, far from it, but it will help you to make more calculated and purposeful decisions, rather than big, misguided and ignorant ones.

There is no shortage of information about how to achieve proficiency or even greatness in any area of life these days. Go to any bookstore or library and you'll find the shelves sagging with titles from experts, all with their own theories and ways of doing things. But what I have discovered is lacking in almost all of these books is INSPIRATION. What's missing is role models and mentors – the stories of people we can all look up to. People who started out exactly like you – with a dream in their hearts and with all the same fears and insecurities. Given the choice between reading a textbook or a dozen success stories about people who have actually done something, I'd take the success stories any day of the week. I'm not saying that theoretical information isn't important, of course it is, but having presented hundreds of talks to all different types of audiences, I can confidently say that it's always the stories that move people. It's the whole, "If he or she did it, then so can I" that gets inside people's hearts. When we're inspired we get motivated and then we take positive action which leads to results.

The 'Secrets Exposed' books are not intended to be a one-stop-shop. They are an introduction to the wealth of knowledge available to you and to some of the real success stories of people who have reached the top in their chosen field of endeavour. That's why at the back of each book you will find most of the contributors' contact details and some of their other products and services that are available to help you continue your journey.

So, how did the whole idea for the 'Secrets Exposed' books come about?

Well, in 1998, when I was around seventeen, my nan gave me a copy of a book titled *Collective Wisdom*, by Brett Kelly. In it were transcripts of face-to-face interviews with a whole lot of prominent Australian personalities. And it was a fantastic read. Since then I have seen a handful of random 'success story' books, but the challenge I find with most of them is that they are either transcripts of interviews, that never really make complete sense in the printed form, or they are written by writers who paraphrase someone else's story. The result tends to be a diluted message that doesn't really allow you to get a sense of the individual's personality or character.

In around 2001 I read my first *Chicken Soup for the Soul* book and realised that there were dozens and dozens of related titles designed to meet the needs of different people's areas of interest. I thought that was pretty neat.

It wasn't until January 2004 that the 'Secrets Exposed' idea boiled over. I was in my hotel room in Singapore relaxing after six straight days of presenting to hundreds of teenagers. I was reflecting on the ideas that had been shared with them. One of the most important was to seek out those who have already achieved what you want and ask them lots of questions. I was plagued by the thought that only a small percentage would act on that very valuable advice and that most would never take the step due to a lack of confidence, fear of rejection or an inability to contact the people they needed.

That's when it hit me... 'What if I could find the people and put together a number of books covering a range of different areas?' I knew it would take a lot of effort, so for the next three days, I sat in my hotel room and developed the basis of an entire system to make it happen.

Based on my experience with other books, I decided that these books had to be non-time specific and be written (not spoken) by the people themselves. This way the answers would be planned and well thought-out, providing richer content and more interesting reading. I also wanted to make sure that there was an even balance between practical 'how to' information and inspirational stories that gave an insight into the highs and lows of people's real journeys. I also wanted to ensure that a percentage of every book sold was donated to a charity relating to the nature of that particular book.

When I arrived home I got into action. However, between working out of a tiny one-bedroom flat and trying to manage two other demanding businesses, my plans were a little slow in the beginning and I had to be resourceful. So I bought a plastic tub and turned the boot of my car into a mobile office! Anytime I could find a spare hour or two, I'd park myself at the gym or a nearby coffee shop and make calls from my mobile phone.

Putting these books together has been both time-consuming and demanding, but it has also been a real privilege for me to have the opportunity to work with each of the people involved in the various books. Thank you, to each of you, for making it possible!

Well, I think you've heard enough from me. Now it's time for you to discover for yourself the wonderful wisdom contained in these pages. I hope that you enjoy the read as much as we've enjoyed putting it together. And who knows, maybe one day we will be reading your story?

Dream Big!

Dale Beaumont

Dale Beaumont

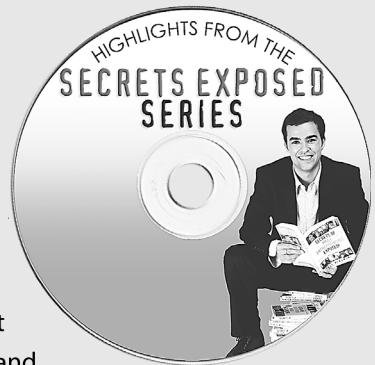
Creator of the 'Secrets Exposed' Series

Sydney, Australia

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In this 1 hour 43 minute recorded interview, author Dale Beaumont intimately shares the inner workings of the 'Secrets Exposed' series. Discover in greater details how he came up with the idea, how he managed to secure personal interviews with over 200 of the countries most successful people and what he believes are some of the most important business and life principles from each of the books in the series.



Simply visit the web page below and follow the directions to listen to or download the entire interview direct to your Notebook or PC.

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FOREWORD

Whenever I meet people for the first time, it's almost guaranteed that sometime during the conversation the word 'inspiration' will come up. And while I feel very flattered that people see me in that light, I also see it as a sign of how much in need people are today of positive role models.

What I love most about this book is that its entire focus is on inspiring stories. And what's even better is that these are not celebrities but real women that we can all relate to and take real inspiration from.

The women in this book share their experiences from their hearts and prove to us that we can all do great things. Whether it's starting a business, helping your community, achieving in sport, being a great wife and mother or reaching the heights of a corporate career, they show us that it's all possible and that the only true measure of success is our own.

I owe a lot of my own success to staying positive and surrounding myself with motivated people, which isn't always easy. We can't always ditch the boss or totally escape from a negative relative, but it is possible to take a few minutes of quiet time and let the words in this book come alive so they can be a part of your world.

When I was 16 I travelled to Holland to compete in my first international event. It was there that I had the opportunity to see my sport at its most elite level and witness the best female racer in the world – I knew that very minute I wanted to be just like her. I returned home announcing to family and friends that I was going to become a professional athlete and earn a living from my sport – a decision that some described as 'stupid'

and others as 'bold'. Along the way there were many people who inspired me to challenge myself, to defy those that said 'you can't' and to turn my dreams into life-long golden memories.

If you already own this book, keep reading and let these women touch your life – then share it with all the women you know so that we can all become inspiring women in our own lives.

Louise Sauvage OAM

13-time Paralympic medalist

Australian Female Athlete of the Year (1999)

World Sportsperson of the Year with a Disability (2000)

International Female Wheelchair Athlete of the Year (1999, 2000)

Australian Paralympian of the Year (1994, 1996, 1997, 1998)

INTRODUCTION

The title of this book may be ‘Inspiring Women’, but as you read each chapter you will come to realise that as well as being inspirational, the women in this book share many other qualities that have enabled them to become the ‘forces to be reckoned with’ that they are today. So, what other aspects of their personalities have led to them becoming the inspirational women that they are?

- *Real* – The women featured in this book share their inner thoughts and the truth about the various aspects of their lives in an extremely candid way. They talk as openly about their achievements as they do about their mistakes, giving us all hope about our own abilities and comfort in being ‘only human’.
- *Courageous* – These women have all challenged the norm. Whether it was going against the expectations of their peers, breaking free from a destructive marriage or taking on the challenge of being a mother and having a full-time career – they have all shown us that whatever it is we want to achieve, it can be done.
- *Enterprising* – The women in this book may not all operate their own businesses, but they are all ambitious and enterprising by nature. That doesn’t mean they are women trying to live in a man’s world. Far from it. They simply believe in the principle that you reap what you sow and they know that happiness comes from being in control of your own decisions rather than at the mercy of someone else’s.

- *Have a voice* – Perhaps the most exciting trait these women share is that they are not afraid to take a stand and share from their hearts. At a time when some believe that less of what we say really matters, these women are challenging this notion, each having developed their own vehicle for making a difference and positively impacting everyone they meet.

So while they may not have achieved international fame for wearing the latest red-carpet fashions or their most recent surgical lift, they *have* achieved the sort of fame that is to be envied – they are famous within their own communities for being inspirational, for sharing touching stories that we can all relate to and giving us the strength and motivation to do all of the things in our lives that we never thought we would be able to.

In *Secrets of Inspiring Women Exposed!* we've assembled an amazing group of successful women who are eager to share their experiences and pass on what they've learnt. As for the content, you will see that we have covered a lot of ground: goal setting, communication skills, career advice, maintaining a positive attitude, achieving work/life balance, starting a business, overcoming limiting beliefs, stress management, healthy living, raising children, defining your purpose, increasing productivity, becoming financially secure, and much, much more.

To further assist you in your own endeavours, a number of contributors have also very generously offered valuable gifts to all of our readers. To receive them, all you need to do is visit the website address provided and follow the steps to download the bonus gifts – absolutely *free*.

At the back of the book we have included the contact websites of every contributor. You'll discover that many have their own books or educational materials, which we strongly endorse and encourage you to investigate further.

Finally, remember it's what you do *after you read this book* that is going to determine its real value to you. So, go out there, apply what you've learnt

and when you reach a goal – no matter how big or small – let us know so we can share your success story.

ENJOY!

Dale Beaumont and Emma Lyons

Email: info@SecretsExposed.com.au

FREE AGENT

Denise Hall



DENISE HALL

“What I have learnt is that being opportunistic and bold will get you so much further ahead, and will point you in directions where you can work out the rest!”

DENISE HALL

Denise Hall was born in 1961, and grew up in the Olympic Village (post Games) in Melbourne. After completing her Higher School Certificate, she had no idea what she wanted to do and was not keen (at that time) to continue an 'institutionalised' education. Instead, she decided to get a job and earn some money.

After a few false starts, Denise's history of full-time, salary-paid employment was dominated by working for one of the top four banks in Australia followed by an international management consultancy. She officially 'retired' in 1997 when she eventually became disenchanted with working in the corporate jungle.

At the ripe old age of 36 Denise found herself unemployed, homeless, and pregnant. It was at this time that her entrepreneurial spirit was ignited. With some clever and rather fortunate business partnering, and some hard innovative work, Denise took over aCE talentNET on a national level and built a solid foundation for its successful growth. aCE talentNET is run entirely by entrepreneurial mothers, just like herself.

Denise believes that Frank Sinatra's song 'I did it my way' epitomises her journey to date and will no doubt continue to do so. She is not one to blindly follow others, but rather blazes her own individual trail, a fact that is evident in her story thus far.

How would you describe yourself as a person?

Mother, entrepreneur, counsellor, consultant, opportunist, decision-maker, mistake-maker, action-taker, lifelong learner, traveller, adventurer, innovator, designer (of life).

Tell us about your early career. What skills were you lacking and what did you do to make up for them?

I started out in the advertising game, but that didn't last long. I soon started 'playing' with a number of friends who had yet to land jobs post-school, and stayed on the dole for about six months to fund that fun and frivolity. When I got bored (and poor) I decided to do something about making real money and walked into a number of banks on the way home from the unemployment office. Within a week I was employed by the ANZ bank and planned to stay only until the next best thing came along. I left 13 years later, well and truly institutionalised (again!). Then the Total Quality Management (TQM) movement rolled into town, reaching its crescendo when I was in a position to be able to leap on board. I learnt a lot and thoroughly enjoyed it. At about the same time (and once I had found something of genuine interest) I went to university part-time and completed a Bachelor of Training and Development. This chain of events led to many opportunities and by the time I left to join Proudfoot Consulting, I was doing breakthrough innovative work implementing self-managed teams in the data processing environment.

I have found that whenever I am lacking in knowledge or skills I ask questions. If I ask the right questions of the right people, coupled with researching and reading pertinent information, I am bound to end up getting closer to where I want or need to go. For me, the key to moving forward starts with asking questions, finding out as much as I can, and then making a decision based on what I know at any given point in time.

“It got messy and emotional and left me with a bad taste in my mouth.”

Tell us about your work as an international management consultant. What exactly did you do?

My reason for leaving the safety of ANZ and starting a job in an area somewhat left of field like Proudfoot Consulting, was the chance to do a different type of work and to have the opportunity to travel the world at the same time. The

job was primarily about working with clients to achieve a productive and well-driven business. It was about providing the implementation support necessary to achieve measurable and sustainable performance improvement, thus assisting clients to achieve their full potential (and in the process, to fulfil my own potential as well).

I learnt a great deal working for Proudfoot Consulting, it was a job that saw me work in underground coalmines, convenience stores in the Midwest of the US, a rubber glove manufacturing plant in Penang Malaysia, and many other adventurous and exciting places.

When did you know that it was time to move on?

On both counts, it has been when I came to the realisation that the role and organisation was not serving my fundamental needs for engagement and growth; the ‘care factor’ had gone missing!

About ten years into my tenure at ANZ the first of the now regular, major restructuring exercises rolled in. Having never been through such a thing before, no one knew what to expect or how to handle the process or the repercussions and fall out. It got messy and emotional and left me with a bad taste in my mouth. As a result, I vowed to myself that I would use the experience as a catalyst to find a new role in which I felt valued and ‘loved’ again. It took me approximately three years to do that.

At Proudfoot, after about four years of back-to-back projects, I negotiated six months leave without pay. I spent that time travelling in Greece, Turkey, Israel, Egypt and many more countries of Africa. Upon returning from that incredible adventure and getting back into work, I struggled badly. As a result, that job had to go too, actually any job for that matter – I wanted and needed to do my own thing!

You say that your life resembles the Frank Sinatra song, 'I did it my way'. What do you mean by that?

For the first 30 years of my life, I pretty much followed societal norms. After taking six months off work and returning from a cathartic adventure in Africa, I realised that things weren't right, and that I had to do it my way. This realisation probably had something to do with the 'ah ha' moment I experienced in Africa, and the conclusion that I didn't like where my life was heading and that I really wanted to do something about changing it upon my return. And change I did! Within a two-week period, I sold my apartment, resigned from a regular paying job, and had a pregnancy test confirmed. So all of a sudden, at the ripe old age of 36, I found myself unemployed, homeless and pregnant. Despite asking myself a lot of questions and going to hell and back a few times, I eventually got to a point where I knew I could do it, and I could do it my way.

To give a taste of what happened next, I opened myself up to opportunity and alternative ways of living and working – I was no longer going to follow the traditional path but rather find my own! I was able to secure my first solo consulting project (with a little morning sickness to add some colour) and arranged house-sitting gigs for most of my pregnancy while allowing my body to do its thing. All worked out swimmingly, and as for the future details, I continue to have fun working those out as I go!

Why did you start your own business and how did you choose what field to go into?

Wanting to do my own thing led me to my own business. At the outset, I was doing more of the same but on a much smaller, independent consulting scale. I was then approached by an ex-Proudfoot Consulting colleague about setting up a Melbourne office of the Sydney-based aCE talentNET (then aCE Resources). After much consideration, I came to the conclusion that it was a great opportunity, something I could do around my baby (being pregnant at the time) and a way of building an asset for the future...perfect!

As good fortune would have it, as my daughter has grown so has this business. I took over the entire aCE talentNET business in 2000 and it is now a lot bigger than me. It grows and thrives both nationally and internationally.

With your own business comes a need to be a smart money manager, how have you been able to do this?

A smart money manager indeed! It became evident that I needed to be one when I was not on a regular salary for the first time in my life (and doesn't *that* make you focus on money matters?!). I had to seriously review my financial responsibilities for myself *and* my child, so cash flow (current and future) did become a key consideration. I read many books and articles, attended seminars, talked to targeted and talented people, and progressively built a knowledge bank, which enables me to now feel reasonably comfortable when making financial decisions. Examples of key financial decisions that I have subsequently been responsible for are the development and growth of aCE talentNET; the purchase of three properties (one has since been sold); the trading of shares; the growth and sale of another small business; and the partial ownership of a racehorse (all at the same time as continuing to finance significant overseas trips for two). Not bad in ten years!

You believe that sometimes it's important to 'de-institutionalise' and unlearn in order to progress. What do you mean by that?

'De-institutionalisation' is something that I had to 'name' and learn when I was leaving corporate life (and also school for that matter). It's where you release yourself from the shackles of what you were taught to be true as being the only way to go about life or business. It's basically about purging groupthink and identifying, establishing and living your own thoughts. It's probably also a little bit about rediscovering the 'why' behind doing the things you used to get into trouble for. It's about standing on your own two feet and eventually being pleasantly surprised, encouraged and validated that you can. It's about realising that doing it your way is okay after all!

Do you believe that there is such a thing as a glass ceiling for women in business? If so what can one do about it?

Most of the women I know aim not necessarily to be an executive or to fill a high-profile job, but rather to live an authentic life. For some, living that authentic life involves high-profile jobs, and unfortunately there are not many organisations and companies that truly want to provide the support to facilitate that notion. Therefore, the women that are capable of being executives often leave and set up their own businesses (*à la me*). Daniel Pink, creator of *Free Agent Nation* says, 'The number of women becoming small business entrepreneurs is soaring – because for many, the best response to the glass ceiling is to exit through the side door'. I think the concept of the glass ceiling does exist because there has to be some reason why women are not invited to participate in an environment where they could add so much value. I know too many competent and capable women who

“I read many books and articles, attended seminars, talked to targeted and talented people...”

choose not to pursue the top end of town, as participation would mean not living their authentic life.

However, for those women who do want to break through the glass ceiling, I think they have to realise that gaining one of these positions, and making it work, is a team effort. It's about creating a well thought-out plan for making it happen. Surrounding yourself with a smart team is a more rewarding, more sustainable and real way to make it happen. Just because 'successful' others in the corporate world have done it their way for so long doesn't mean it's the right and only way. Work out a plan and continue to chip away at your goals. To quote Robert Kiyosaki, 'What you say is who you are, and what you think is who you are – push your reality and choose your own, otherwise someone else will'.

What steps did you take to get to where you are now?

Fundamentally, I broadened my horizons. That is, I:

- travelled
- took advantage of opportunities that presented themselves
- experienced many wonderful adventures from which to draw on
- read and read and read
- received formal education
- followed my nose and backed my decisions
- ran with the luck (but as they say, luck is where opportunity and hard work meet)
- took calculated risks!

Throughout your business success, you also raised a daughter. What issues, if any, did this present?

Having a daughter presented many issues to me as a businesswoman. The major shift was the focus from 'me' to 'us' and 'I' to 'we', and the

resultant restructuring needed. In fact, having another human being solely reliant on me got me incredibly focused. And of course that worked hand-in-hand with treading new territory, exploring ways to earn money, creating a workable life mindful of having a dependent, and accentuating the need to back my own judgement even more. I was also (and still am) blessed that I had the loving support of family and friends through such tumultuous times. Sometimes they would roll their eyes at me and wonder what the hell I was doing. But I'm pleased to report that most have stayed with me for the ride.

What is the most important thing you have learnt about being a mother, role model and businesswoman?

I've learnt that all of these roles are important and that all of them require mastering the ability to 'go with the flow'. I tend to bundle these roles together because I don't believe there is a fundamental difference in what each is trying to achieve.

As Jack Welch says, 'Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others'. Doesn't that apply to each of these roles? Isn't one of the key functions of being a mother to remove as many obstacles as possible to enable a child to grow into the human being they are capable of becoming? Is that not the same for role models and businesspeople alike? A mother's role is to love and nurture, is that not what is also required of role models and businesspeople? Granted, the 'love' element is in a different context and intensity, but isn't it worthy of similar consideration? Is it not one of the key functions of businesspeople to create relationships and processes that enable successes as frequently as possible? Is that not the same for mothers and role models as well?

For me, each of these roles is similar and therefore requires similar qualities for success.

“...being a role model worthy of respect is the best gift you can give your child.”

You have some strong views about the current education system. What are they?

I believe that education is the key to living an authentic life on so many levels. Based on my personal education and now, my daughter's, I believe that we fall short in a number of areas. For example, we should be:

- addressing the curriculum in our schools (particularly delivery and content)
- including topics such as money and financial literacy; relationships and how to be good parents and partners; the mystery of love and sex (and that's just for starters).

Education is not about training people to be employable. It's about enabling them to be the person they are destined to be, to reach their full potential. It's not about finding oneself, it's about creating oneself. Heck, I still don't know what I want to be when I grow up!

There are only two things in life that one can truly invest – time and money. And with key adults in children's lives spending more of their time in other places and then throwing money at addressing the issue, who is really developing the children? And in what areas exactly? Where does that leave the children when they need to become adults?

In 2000/2001 I facilitated the national 'Australis Self Made Girl' programs around Victoria. The program introduced 14 to 18-year-old girls to the notion of economic empowerment and financial independence. It was a wonderful program and most fulfilling for all involved, but unfortunately the funding ran out and the program was canned. So who is teaching our girls, our friends, and even our mothers now?

Why is it so important? Because how will our children learn about such life skills if they are not fortunate enough to be surrounded by exceptional role models, which is sadly quite often the case? And please, I'm not saying it's the role model's fault. It's probably more to do with them not having access to fabulous role models either – but the cycle has to end somewhere. 'Children are our Common Wealth'.

What has been the greatest moment in your life so far and why?

I can boast many great moments but greatest by far is the birth of my daughter. Initially, it was about the awe I felt for the female human form and the capability held within. Now the awe that once defined this greatest moment has transformed into a sense of responsibility and a drive to be the best person I can be. I strongly believe that being a role model worthy of respect is the best gift you can give your child.



Denise and her daughter.

When I fell pregnant I made a decision early on that I would not read books (which is a complete contradiction to what I would normally do!) or learn anything about what should and should not be happening with my body and baby. In hindsight, this is a decision I'm really glad I made. Apart from the regular standard doctor appointments, I was travelling blind and trusting my instinct and body implicitly. As a result, I was able to truly enjoy the experience rather than worry about what may or may not be happening. Fortunately all worked out just fine and my beautiful daughter, Ireland, was born (she's now nine).

What do you think holds people back from achieving their goals?

When the characteristics of successful people have not been or are not being cultivated, goal creation and achievement will be held back. Therefore, you run the risk of not doing what you want to do because you are too fearful, and/or because you are not confident enough to believe you can. But it doesn't have to stay that way. If identifying and achieving goals is a true driver, then educating yourself by finding out ways, means and tools to do just that will assist in getting you where you want to go. If you don't have age on your side (and let's be honest, sometimes that doesn't help!), then find talented, sharing people who do.

What do you think has been the secret to your accomplishments thus far?

Would you believe it – age! Or perhaps a better word is 'cultivation'. By that I mean becoming a more educated and more rounded human being. It's about making the most of your time.

Given that I went through the same education system as most others (and presumably a fairly similar parental system too), I believe my education was completed without really having the tools I needed to have a major go at living. I did not truly understand how, or even if, I could stand on my own two feet. I've had to work that out for myself. Fortunately, I have been around long enough now to have had amazing highs, coupled

with flat spots, and done many things to ground myself so I can continue to launch. Let's face it, it's not always in the best interest of institutions, such as schools and large corporations, to teach and train what it truly means to be entrepreneurial and to follow dreams.

What I have learnt is that being opportunistic and bold will get you so much further ahead, and will point you in directions where you can work out the rest! I have also been blessed by being surrounded by people who support and love in ways that continue to inspire me.

Did you ever reach a point where it became difficult and you considered giving up? What kept you fighting?

'Giving up' as such just doesn't register with me. However, if I do find myself in a position where life is not turning out as planned, then I simply ask myself, 'How can I change this? This is not working for me; what do I need to creatively do to either make it work or make it go away?'

There was a period in my life when I tried to resign myself to a life less authentic by maintaining a relationship that was losing its reason for being. The more I tried to do that though, the more and more I struggled, which ultimately led to the demise of that particular liaison anyway. Eventually I got to the question, 'Is this as good as it gets?' The answer was a deafening 'NO' and I was able to manage the 'feeling' part, I was then able to 'think' through and define steps, which when committed to and followed, showed me the way onwards and upwards.

What is the biggest mistake you have made and how did 'going with the flow' help you overcome it?

I define a mistake as a 'mis-take'. Fortunately, my life has been a never-ending series of mis-takes, as they are what I have used to chart my life's course.

“ I now have an innate belief that all works itself out as it needs to. ”



The situation I placed myself in at 36 could have ended up being my biggest mis-take, however, I have learnt (and continue to learn) that going with the flow is the real and only way to live. I now have an innate belief that all works itself out as it needs to. It's not the mis-take that matters, it's the recovery. One of the main responsibilities of my life is to set sail, strive to 'do it my way' and, in essence, enjoy the ride!

In your opinion what are the characteristics that make a successful person?

To borrow heavily from Dr Martyn Newman (and his research) of *Emotional Capitalists – The New Leaders* fame, much of it is about emotional intelligence and more specifically about:

- *Independence* – self-belief and self-reliance.
- *Assertiveness* – giving clear messages and having self-control.
- *Optimism* – looking for the benefits and possibilities and seeing valuable lessons.
- *Self-actualisation* – having a passion for what you do and creating the life you want.
- *Self-regard* – self-liking and self-competence.
- *Interpersonal relationships* – treating others as equals, creating win-win situations for all, and providing autonomy.
- *Empathy* – understanding what others want to achieve and the emotional dimensions involved.

If you had your time over again is there anything you would do differently?

I could contemplate what might have been by going through some of the lessons I've learnt, but would I have had the maturity to learn from them? Who can say? What I know for sure is that I am the person I am today because of the life I have lived thus far...and you know what? That's okay!

Is there a significant quote or saying which you live your life by?

Based on the vast amount of material I have absorbed over the years, I have a million of them, from a variety of inspiring people. A selection of my favourites include:

- *'Someone else's opinion of you is none of your business!'*
- *'Feel the fear and do it anyway.'*
- *'The pain is in the indecision.'*
- *'Break it down into do-able tick-box chunks.'*
- *'If someone shows you who they are, believe them.'*
- *'Don't fall in love with potential.'*
- *'Imagination is one thing; action is another.'*
- *'You can't 'think' when you 'feel'.'*

- ‘We can never outperform the image we have of ourselves.’
- ‘Hope is not a strategy.’
- ‘It is our choices that show what we truly are, far more than our abilities.’

What are some of your goals for the next five years?

I always have goals and plans listed in some form or another (I am a journal writer from way back). I usually critically review those around New Year, and tinker with them along the way if need be. Key headings I review (thanks to David Schirmer – now of *The Secret* fame) are:

- family life
- social life
- business life
- income
- education
- health
- spiritual life

It does sound rather structured, doesn't it? Still, I find it a most worthwhile and rewarding exercise to do. It always surprises me how far my thinking can shift within a 12-month period.

What are your five favourite books?

Being the insatiable reader that I am, and having the library of books that I do, choosing only five is very difficult.

- *The Power of One* – Bryce Courtney
- *Emotional Capitalists* – Dr Martyn Newman
- *If you want to be Rich and Happy, Don't go to School* – Robert Kiyosaki
- *Re-imagine!* and *The Essentials* – Tom Peters
- *Free Agent Nation* – Daniel Pink

From your many years of experience, what advice would you give to others about change?

- Feel the fear and do it anyway!
- Embrace it!
- Live and breathe it!
- Enjoy it and have fun with it!
- Bring it on!

Where do you see yourself in 20 years' time?

Swanning around the world as I please, playing grandmother, receiving bucketloads of passive income, and being healthy, wealthy and wise!

What do you love most about being where you are today?

That I was and I am capable of participating in life, in its many and varying forms. The comfort of knowing that my history is providing the catalyst for creating my present and my future is most reassuring.

At the end of your life how do you want to be remembered?

I would like to think that the people I have come into contact with have been genuinely better off for the experience. I also want to be remembered for epitomising 'love' in action. A tough want to aspire to, I agree, but one I believe to be well worth the effort.



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About the authors

Dale Beaumont



Dale Beaumont was born in Sydney in June 1981. Growing up, he participated in a number of sports and at the age of nine was selected for the elite NSW Gymnastics Squad. Training 34 hours per week, he soon learnt the value of discipline, hard work, having a coach and most importantly, delayed gratification.

After six years of intensive training, Dale changed his sporting focus to competitive aerobics so that he could spend more time on his studies and pursue other interests. In 1998 he became the National Aerobics Champion and the youngest Australian to compete at the World Aerobics Championships, where he placed eighth.

After finishing high school, Dale began attending various personal development and success seminars, where he learnt from people such as Jim Rohn, Michael Rowland, Bob Proctor, Robert Kiyosaki, John Maxwell, Brandon Bays, Brad Sugars, Mark Victor Hanson and many others.

At the age of 19, together with good friend Brent Williams, Dale wrote his first book titled *The World at Your Feet*, and co-founded Tomorrow's Youth International, which now runs educational and self-development programs for 13 to 21-year-olds in four countries. Dale has been featured on the *Today* show, *Sunrise*, *Mornings with Kerri-Anne*, as well as in countless newspapers and magazines.

Most recently, Dale has been hard at work developing the 'Secrets Exposed' series, to bring together the very best material from hundreds of Australasia's most successful people. With more than twenty books planned for the next three years and an up-coming seminar series, Dale is now a sought-after speaker on topics such as: start-up business, networking skills, book publishing, internet marketing and generating publicity.

Dale lives in Sydney with his beautiful and very supportive wife, Katherine. With a baby next on the 'to-do' list and lots of international travel plans, Dale is looking forward to the challenges ahead, and to spending more time enjoying life.

For more information about Dale's workshops and educational materials, or to book him as a guest speaker at your next conference or event, please visit:

www.DaleBeaumont.com

Emma Lyons



Emma Lyons was born in 1984 in Auckland, New Zealand. Being an only child, she always enjoyed the company of her very supportive and successful parents, Kathy and Geoff. From an early age she knew that she wanted to work in the communications industry and tailored her schoolwork to reflect this goal.

Once finishing high school she set her sights on a Bachelor of Communications in Auckland, and once accepted, developed her love for journalism. During this time she wrote numerous articles for a variety of newspapers and magazines. After three years she completed her degree and took up a position at ACP Media.

As a freelance journalist, she felt that her passion was not being fulfilled (and her wallet certainly wasn't either). Ready for a new adventure, she applied for an exciting but possibly unrealistic position, which was across the Tasman. She was offered the role and although she had no previous plans to relocate, within two weeks she was on a plane with the support of her family and friends.

Emma is now the project manager for the 'Secrets Exposed' series and believes that her move to Sydney was the best thing she has ever done. One of her lifelong goals was to become a published author and she is thrilled to have achieved this at such a young age.

When she is not working (which at the moment is hardly ever), Emma enjoys reading, cooking, travel and exploring the nightlife of her new city.

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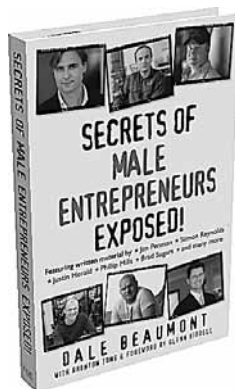
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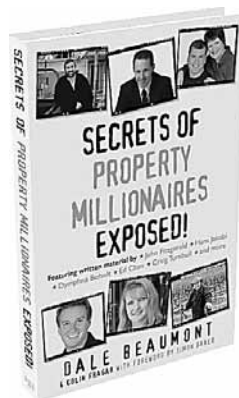
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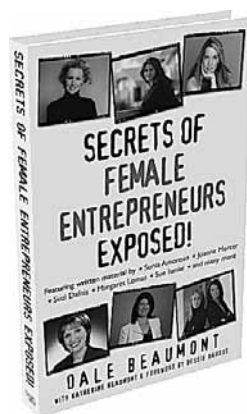
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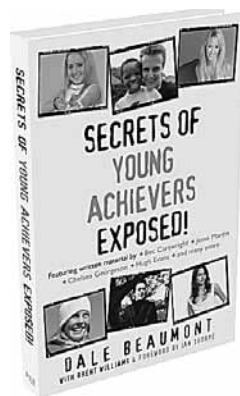
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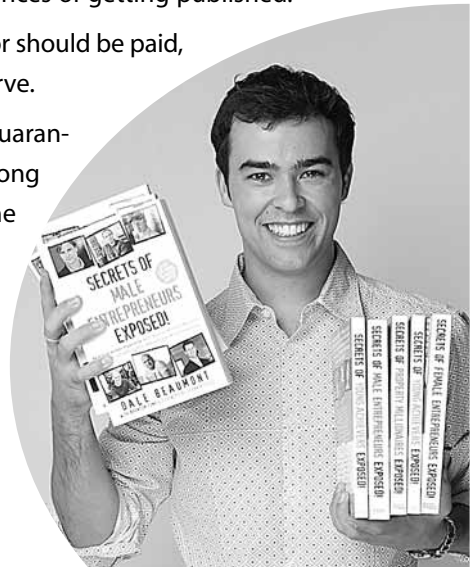
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Peter Stacey (Father of Jessica)

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Sameer Chowdhury (Age 17)

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