

Coming Alive

Hidden within each of us is a superstar waiting to come alive. Often we never find this superstar. We give up too easily because the world leads us to believe that superstars have special talents we lack. My research into how over 60 ordinary people became superstars shows that we all have the potential to become superstars in what we love to do. We just need to know the way. *Follow the Yellow Brick Road* shows you the way by providing you with a nine-step road map that will bring out the superstar in you.

The idea for this book began with a series of questions:

- How did Oprah, born to a single parent in a poor Mississippi community, become the world's leading talk show host and a media mogul?
- How did Sam Walton turn a small-town general store in rural Arkansas into Wal-Mart, a billion dollar enterprise?
- How did Margaret Thatcher, the daughter of a green grocer, become Britain's first female prime minister?
- How did Richard Branson, who is dyslexic, create the Virgin empire?
- How did Lance Armstrong, raised by a divorced mother in a small Texas town, become an international bicycle racing star and win the Tour de France seven times?

My goal in answering these questions about the above superstars and the other 57 whom I studied was to find out whether there is a common route that superstars follow that would help others become equally successful.

What I discovered is that superstars follow the same "yellow brick road" that Dorothy, the Scarecrow, the Tin Man, and the Lion followed in their triumphant journey through Oz. Like Dorothy and her companions, superstars don't start out as exceptionally talented or beautiful people. They often doubt whether

they have the brains, heart or courage to succeed but this doesn't stop them from pursuing their dreams. They persist no matter what happens along the way or how discouraged they become. In the end, like Dorothy and company, they climb to the top because they understand the success process. They know the right steps to take to achieve their goals and build a successful career.

This book contains the nine-step road map followed by the superstars I studied. It provides you with all the tools that you need to create your own personal success cycle and become a superstar. The book shows you how to identify what makes you special, chart your course, navigate organizational roadblocks and build the types of relationships that you need to excel. It also teaches you the psychological mind-sets that successful people use. You will learn how to manage your emotions, perform at your peak when it counts most, overcome failure, and generate the positive mental energy that sustains all superstars. Each step in the road map is illustrated with examples from the lives of the over 60 superstars in the book. Through these examples you will learn the valuable strategies and techniques that superstars have used to become successful. By applying them to your own life and following the book's road map, you can bring your inner superstar to life and achieve more than you ever dreamed possible.

The Inspiration for This Book

The inspiration for *Follow the Yellow Brick Road* comes from my former students at Harvard who report that my courses have turned them into superstars at work and, in some cases, even changed the direction of their lives. Listening to their positive feedback made me realize that others who want to excel in their careers and lead happier lives could benefit from my teaching and research on how to become a superstar. Thus, I wrote this book for you, the reader, with the explicit purpose of showing you how to become the superstar you were meant to be in the work that you enjoy doing.